

**Earn 6.75 CME hours...**

**Reconnect with your classmates...**

**Meet new department chairs...**

***8th Annual Alumni Update Course***  
**Nationally recognized faculty**

***Saturday, April 24, 2010***

**In Conjunction with Reunion Weekend**

***Newly Renovated Larrick Center***

***Medical College of Virginia Campus***

***Richmond, VA***

***Hosted By:***

***VCU School of Medicine Development Office***

***Medical College of Virginia Campus***

# FACULTY

*Virginia Commonwealth University School of Medicine  
Medical College of Virginia Campus  
unless otherwise noted*

## **Aaron Anderson, PhD, MFA**

*Associate Professor, Department of Theatre  
VCU Monroe Park Campus*

## **Gonzalo Bearman, MD, MPH**

*Associate Professor, Departments of Medicine,  
Epidemiology and Community Health  
Associate Hospital Epidemiologist  
Preventive Medicine Residency Program Director  
M3 Internal Medicine Clerkship Director*

## **James Bennett, Jr., MD, PhD**

*Bemiss Professor and Chair  
Department of Neurology  
Director, VCU Parkinson's Disease Research Center*

## **Alan Dow, MD, MSHA**

*Assistant Professor, Department of Internal Medicine  
Assistant Dean of Clinical Curriculum  
Chair, Medication Safety Committee*

## **Roice Luke, PhD**

*Professor  
Department of Health Administration in the School of Allied Health  
Professions*

## **Mary Ann Peberdy, MD, FACC, FAHA**

*Professor  
Departments of Internal Medicine and Emergency Medicine*

## **John Reavey-Cantwell, MD**

*Reynolds Assistant Professor  
Department of Neurosurgery*

## **Bruce Rubin, MEngr, MD, MBA, FRCPC**

*Jessie Ball duPont Professor and Chair  
Department of Pediatrics*

## **Domenic Sica, MD**

*Professor  
Departments of Internal Medicine and Pharmacology*

## **Leanne Yanni, MD**

*Associate Professor  
Department of General Internal Medicine and Palliative Care  
Director, Dalton Pain and Symptom Management Clinic*

## **PROGRAM REGISTRATION**

**Registration fees are \$75 for Alumni attending Reunion Weekend, \$125 for Alumni not attending Reunion Weekend, and \$175 for Non-Alumni.** Registration includes tuition, program materials, transcript of credit hours, continental breakfast, breaks and box lunch. *The registration fee is non-refundable. This does not register you for the Alumni Association's Reunion Weekend.* Please contact Jodi Smith at the MCV Alumni Association by phone at 804/828-3900 or 800/628-7799 for information concerning Reunion Weekend. You can also send Jodi an email at [jtsmith@vcu.edu](mailto:jtsmith@vcu.edu)



# 8th ANNUAL ALUMNI UPDATE COURSE - Saturday, April 24, 2010

AM 7:15	<b>Registration and Continental Breakfast</b>
8:00	<b>Opening Remarks: <i>Jerome Strauss III, MD, PhD</i> <i>Dean, School of Medicine</i></b>
8:15	<b>Mitochondrial Gene Therapy for the Aging Brain</b> <b><i>James Bennett, Jr., MD, PhD</i></b> Understand basic principles of mitochondrial origins and bioenergetics; understand known mechanisms of decline in brain energy metabolism in aging and neurodegeneration; learn about a novel gene therapy system that restores mitochondrial bioenergetics
9:00	<b>A Comprehensive Strategy for Post Cardiac Arrest Care: Hypothermia and Beyond</b> <b><i>Mary Ann Peberdy, MD, FACC, FAHA</i></b> Understand the pathophysiology of post resuscitation syndrome; understand the benefit of therapeutic hypothermia in improving outcomes after cardiac arrest; describe multidisciplinary methods to improve survival from cardiac arrest
9:45	<b>Break</b>
10:00	<b>H1N1: Lessons to Be Learned</b> <b><i>Gonzalo Bearman, MD, MPH</i></b> Understand the epidemiology of H1N1; discuss and understand the public health response to H1N1 in the USA and internationally; discuss challenges and perspectives on the VCU experience with H1N1
10:45	<b>Healthcare Reform 2010: Looking for the Hanging Chads</b> <b><i>Roice Luke, PhD</i></b> Discuss and examine the strategies and associated challenges this country encounters in trying to reform the extraordinarily complex health care industry; explain reasons why health care reform is needed; explain the key strategies for health care reform; discuss and explain reasons why these strategies are so difficult to implement
11:30	<b>Current Trends in Endovascular Neurosurgery</b> <b><i>John Reavey-Cantwell, MD</i></b> Discuss current trends and therapies for prevention of ischemic stroke; describe innovations in the treatment in ischemic stroke; discuss current therapies for hemorrhagic stroke

## COURSE DESCRIPTION

Please join your fellow alumni and faculty from the MCV Campus of VCU for our *8th Annual Alumni Update Course*. At the request of our alumni wishing for more opportunities to obtain CME credits, we have designed a one-day program that is meant to cover the latest issues in a broad range of fields. Whether you are a physician in active practice or a retired alumnus who wishes to stay current, you will find an opportunity to learn, to interact, and to connect with the medical school. Please join us for an exciting marathon of medical topics – running shoes are optional!

*Virginia Commonwealth University is an equal opportunity/affirmative action employer.*

PM 12:15	<b>Box Lunch</b>
1:15	<b>Eminence Based Medicine – So Who Needs Evidence?</b> <b><i>Bruce Rubin, MEngr, MD, MBA, FRCPC</i></b> Recognize the strengths as well as the limitations of evidence based medicine; understand how good intentions can lead to unexpected poor outcomes; identify the elements of a well-designed clinical research study
2:00	<b>Confronting the Challenges of Chronic Pain Management</b> <b><i>Leanne Gianni, MD</i></b> Describe a multi-modal approach to chronic pain management; recall the role of controlled substances including opioids in chronic pain management; identify approaches and tools that off-set the "challenges" of chronic pain management
2:45	<b>Break</b>
3:00	<b>The Art and Science of Hypertension Therapy</b> <b><i>Domenic Sica, MD</i></b> <b><i>The School of Medicine's 2010 Caravati Service Awardee</i></b> To understand the various patterns of blood pressure that qualify as making an individual be termed hypertensive; to appreciate the mechanistic basis for various forms of hypertension; to recognize best treatment practices in the therapy of hypertension as to preferred combinations
3:45	<b>Teaching Communication to the Next Generation</b> <b><i>Alan Dow, MD, MSHA and Aaron Anderson, PhD, MFA</i></b> Understand the fundamental parts of doctor-patient communication; recognize the impact of modern technology on doctor-patient communication; apply insights in communication to improve relationships with patients and build rapport
4:30	<b>Adjourn, Turn in Evaluations</b>

## CONTINUING EDUCATION CREDIT

Virginia Commonwealth University (VCU) School of Medicine is accredited by the Accreditation Council for Continuing Medical Education to provide continuing medical education for physicians.

Physicians may claim up to 6.75 hours in Type 1 or Type 2 CME on the Virginia Board of Medicine Continued Competency and Assessment Form required for renewal of an active medical license.

VCU designates this educational activity for a maximum of 6.75 **AMA PRA Category 1 Credits™**. Physicians should only claim credit commensurate with the extent of their participation in the activity.

This continuing education activity meets the criteria of Virginia Commonwealth University and the Southern Association of Colleges and Schools. 0.7 CEUs will be awarded and recorded with the University.

## CONFERENCE SITE:

### MCV CAMPUS - JONAH I. LARRICK STUDENT CENTER

Newly renovated conference facilities on campus with adjacent parking.

**Conference Site:** Newly renovated Jonah. I. Larrick Student Center located on the MCV Campus across the street from the N Deck.

**Parking:** Complimentary parking will be available in the **N Deck** located at 615 N. 10th Street in Richmond, VA which is adjacent to the Larrick Student Center.

**Directions:** Directions will be mailed to you with your confirmed registration.

**Lodging:** If you plan to stay in town to celebrate Reunion Weekend, a discounted room rate is available at the Omni Richmond Hotel, just minutes away from the conference site at 100 South 12th Street in Richmond, Virginia. The Omni Hotel phone number is **804/344-7000 or 800/843-6664**. **The cut off date to make hotel reservations is March 31, 2010**. The room rate is \$142.00 for single or double occupancy and you must identify your reservation as being with the **MCV Reunion Weekend**.

## REUNION WEEKEND INFORMATION

Please contact Jodi Smith at the MCV Alumni Association by phone at 804/828-3900 or 800/628-7799 for information concerning all Reunion Weekend events. You can also send Jodi an email at [jtsmith@vcu.edu](mailto:jtsmith@vcu.edu)

## QUESTIONS ABOUT THE 8th ANNUAL ALUMNI UPATE COURSE

Please contact Carole Hetteema, Assistant Director of CME in the VCU Office of Continuing Professional Development & Evaluation Studies at 804/828-3640 or 800/413-2872.

## COURSE REGISTRATION FORM - 8th Annual Alumni Update Course

Saturday, April 24, 2010

**MCA-2826-10**

**6.75**

**\* \***

### Attendance Fees:

**\*Attendance Fee is non-refundable**

\_\_\_ **\$75.00 Alumni Attending Reunion**

\_\_\_ **\$125.00 Alumni Not Attending Reunion**

\_\_\_ **\$175.00 Non-Alumni**

**Complete this form and mail or FAX to:**

**CPDE Registrar**

**P.O. Box 980048**

**Richmond, VA 23298-0048**

**Phone: (804) 828-3640 FAX: (804) 828-7438**

Please **PRINT** or **TYPE** information as you would like it to appear on your name badge.

First Name \_\_\_\_\_

Last Name \_\_\_\_\_

Class Year \_\_\_\_\_

Degree \_\_\_\_\_

Mailing Address (Street) \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_

Zip Code \_\_\_\_\_

(W) Telephone \_\_\_\_\_ Fax \_\_\_\_\_

(H) Telephone \_\_\_\_\_

Email Address \_\_\_\_\_

**Will you require transportation from the Omni hotel to the CME meeting?** \_\_\_ **YES** \_\_\_ **NO**

### CREDIT CARD INFORMATION or MAKE CHECKS PAYABLE TO CPDE

Name on Card \_\_\_\_\_

Circle type of card:    Master Card    Visa    American Express    Discover

Credit Card Number \_\_\_\_\_

Expiration Date \_\_\_\_\_

Signature \_\_\_\_\_

**REGISTER ONLINE - [www.cmeregistration.som.vcu.edu](http://www.cmeregistration.som.vcu.edu)**