

This CME accredited activity provides an in-depth analysis of Acute Exacerbations of Chronic Bronchitis (AECB) and addresses complications and problems associated with this condition. As chronic bronchitis has become a major health issue, especially in the elderly, practitioners call for evidence-based education on pharmacotherapy and treatment modalities for AECB.

Participants receive an up-to-date review of national treatment guideline recommendations, as well as patient treatment strategies based upon the principles of evidence-based medicine. Diagnostic video clips present participants with actual patient interviews and examinations. Through the use of an Audience Response System, attendees determine therapy with the use of personal interactive keypads.

**EDUCATIONAL OBJECTIVES**

- Describe therapy guidelines and therapeutic approaches
- Identify the role of appropriate diagnostic tests
- Define algorithms for therapy that focus on the infectious and non-infectious components of illness for AECB
- Recognize the issues involved in "antimicrobial resistance"
- Determine the role of infection in exacerbations of COPD

**WORKSHOP HIGHLIGHTS**



- **2.0 hours of Category I CME credit**
- **Case-based video presentation with actual patient interviews, physical examinations and laboratory results**
- **Use of interactive audience response system promotes active participation and intensifies the learning process**
- **High-tech multimedia presentation, including top quality audio and video clips**
- **Developed and presented by nationally recognized opinion leaders**

- Acute Bronchitis consistently ranks among the 10 conditions that account for most ambulatory office visits to US physicians
- Chronic Bronchitis accounts for 90% of COPD cases; COPD is the 4th leading cause of death in America
- Acute Bronchitis and AECB are the second most common reasons for the prescription of outpatient antibiotics
- Adults in the United States make more than 10 million office visits annually for bronchitis



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**WORKSHOP FACULTY**

- |                          |                        |
|--------------------------|------------------------|
| Antonio Anzueto, MD      | Melvin Morganroth, MD  |
| Robert Baughman, MD      | Steve Nelson, MD       |
| Thomas Boylen, MD        | Michael Niederman, MD  |
| Richard Brown, MD        | Lance Peterson, MD     |
| Stanley Fiel, MD         | Michael Pichichero, MD |
| Tom File, MD             | Julio Ramirez, MD      |
| Mark Gotfried, MD        | Mark Rumbak, MD        |
| Paul Iannini, MD         | George A. Sarosi, MD   |
| Joseph P. Lynch, MD      | Shawn Skerrett, MD     |
| Lionel Mandell, MD       | Marvin Turck, MD       |
| Fernando J. Martinez, MD | Steven Zinner, MD      |

*This program is supported by an unrestricted educational grant from Sanofi-Aventis*

**Fax or Mail to:**

Outcomes Management Educational Workshops  
2000 N. Florida Mango Rd., Suite 203  
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How did you hear about us?

- Direct Mail     Medical Publication
- Web site         Referral
- Association/Society
- Other \_\_\_\_\_

**Fees:** Registration fee is \$20 (fee waived when workshop held in conjunction with association or society meetings\*)

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Fee includes CME credit, course admission, materials and refreshments. Registration fees are non-refundable and payable at time of registration. OMEW reserves the right to cancel this program. In the event of cancellation, OMEW will refund the registration fee. For more information or to make arrangements for the disabled, please call OMEW at (877) 327-6639.

\* Fee waived when association or society accredits for CME.

- Five years experience conducting programs internationally and throughout the United States, training over 5,000 healthcare professionals
- Specialization in innovative and interactive CME workshops using the latest teaching methodologies for hands-on experience
- Programs developed and conducted by national opinion leaders

OMEW also offers the following programs:

- Improving Outcomes in Acute Otitis Media**  
(3 hours)
- A Rational Approach to Sinusitis Treatment**  
(2 hours)

**TARGET AUDIENCE**

This program is intended for family physicians, general internists, nurse practitioners, physician assistants, primary care house staff and infectious disease specialists.

**CERTIFICATION**

This activity has been planned and implemented in accordance with the Essential Areas and Policies of the Accreditation Council for Continuing Medical Education (ACCME) through joint sponsorship of the University of Rochester School of Medicine and Dentistry and OMEW. The University of Rochester School of Medicine and Dentistry is accredited by the ACCME to provide continuing medical education for physicians.

The University of Rochester School of Medicine and Dentistry designates this educational activity for a maximum of 2.0 category I credits toward the AMA Physician's Recognition Award. Each physician should claim only those credits that he/she actually spent in the activity.

**Optimizing Outcomes in  
ACUTE  
EXACERBATIONS  
OF  
CHRONIC BRONCHITIS**



*Presented by:*  
**Outcomes Management  
Educational  
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