

Program Announcement

To inquire about scheduling a program, please contact Maura Lessard at 413-596-9393 or mauralessard@memsconsulting.net

Improving Outcomes in Asthma Management: Biotechnology Breakthroughs

Presented by:

(Name)

(Credentials, Organization)

Date

Time, Place

**This program is supported by an unrestricted educational grant from
Genentech, Inc. and Novartis Pharmaceuticals Corporation**

Target Audience/Purpose

To provide comprehensive updated information about the unmet medical needs of patients with sub-optimally controlled Asthma and to introduce new biotechnology therapy and care coordination information in the treatment of moderate to severe Asthma. The Audience includes Pharmacists, Case Managers and Nurses from a variety of health care settings.

At the conclusion of this program the participant should be able to:

- ⇒ Identify the unmet medical needs in the treatment of patients with sub-optimally controlled Asthma
- ⇒ Review the underlying pathogenesis and pathophysiology of allergic Asthma, and the processes that contribute to persistent airway inflammation
- ⇒ Discuss the use of biologic therapy as a means to improve clinical outcomes and reduce economic impact of moderate-severe persistent Asthma
- ⇒ Identify profiles of patients who would be appropriate candidates for biologic therapy, and discuss the status of novel therapies within current Asthma guidelines
- ⇒ Outline care coordination steps in the practical implementation of a successful therapeutic outcome including education, facilitation, and management through the care continuum

This Activity has been planned and implemented in accordance with standards established by national industry and professional groups concerning relations with medical professionals and sponsorship of medical educational and scientific symposia in order to ensure compliance with: The FDA Final Guidance on Industry-Supported Scientific and Educational Activities ("FDA Guidance"), The American Medical Association (AMA) Ethical Opinions and Continuing Medical Education, The Pharmaceutical Research and Manufacturers of America Code on Interactions with Healthcare Professionals and The Essential Areas and Policies of the Accreditation Council for Continuing Medical Education (ACCME) by MEMS. 1.0 Contact Hours (0.10CEUs)

- Approved by **The Commission for Case Management Certification** for **1.0 CCM Contact Hours**: Sponsor Code 00063322, Approval # 6332215833, (Date issued 1-6-2004)
- **Nursing and CRRN**: Approved by The Association of Rehabilitation Nurses, which is accredited as an approver of continuing education in nursing by the American Nurses Credentialing Center's Commission on Accreditation. ARN Approval Code: MEMS-0803-01-01 (Date issued 8-11-2003) for **1.2 Contact Hours**.
- Approved by the **CA Board of Registered Nursing** provider (CEP 13469) for **1.2 Contact Hours** (Date issued 8-20-2003)
- **Social Work**: This program has been approved for 1.0 Category I Continuing Education Credits for re-licensure in the period of October 1, 2002 -- September 30, 2004, in accordance with 258 CMR. Boston University School of Social Work Authorization Number B-04-235.
- **Pharmacy**: American Health Resources is accredited by the Accreditation Council for Pharmacy Education as a provider of continuing pharmacy education. To receive credit participants must fully attend the session as well as pass in a completed signature verification sheet and session evaluation form. Statements of Credit will be mailed within 6 weeks. All participants will have the opportunity to evaluate the educational sessions and presenters as well as the ability to identify their future educational needs. Disclosure will be made on the day of the program regarding any interest or affiliation a speaker may have with any supporting organization. There is no cost to attend the program. ACPE# 280-999-03-031-LO1, Original Issue 8-15-2003 for 1.0 Contact Hour (0.1 CEU).

