Precision Medicine and Personalized Medicine
The Potential to Improve Minority Health and Reduce or Eliminate Health Disparities

This program is brought to you by
Gateway Medical Society

September 12, 2015 • Herberman Conference Center • UPMC Shadyside Hospital • Pittsburgh, Pennsylvania
The American with Disabilities Act Information

Participants by all individuals is encouraged. Advance notification of any special needs will help us provide better service. Please notify us of your needs at least two weeks in advance of the program by calling (412) 210-4086.

The University of Pittsburgh is an affirmative action, equal opportunity institution.

DISCLAIMER

The views, opinions, and content of the Program do not necessarily reflect the views, opinions, or policies of the Gateway Medical Society, The University of Pittsburgh Medical Center, Highmark Blue Cross Blue Shield, the University of Pittsburgh School of Medicine Center for Continuing Education in the Health Sciences (CCEDHS), presenters and sponsoring organizations.

Background

The Gateway Medical Society and its member physicians are committed to the elimination of health disparities among minority populations. Our strategic goals include:

• Continue education and training programs for health professionals
• Facilitate the communication, collaboration and networking among health professionals
• Provide forums for the discussion of issues which are all in the advocacy for health reform and minority health issues
• Increase minority representation in the healthcare workforce

Objectives

• Analyze current policy trends impacting physicians across Pennsylvania
• Develop leadership competencies in the areas of policy & advocacy and applying them to specific policies relevant to Pennsylvania physicians
• Increase the understanding and knowledge of Precision Medicine and Personalized Medicine
• Increase the knowledge of the present state of personalized chemotherapeutic and targeted therapy for blood cancers and what’s in store for the future
• Increase the knowledge and awareness of how primary care providers must increasingly integrate genetics and genomic competencies into daily practice

Who Should Attend

Healthcare professionals from hospitals, health systems, clinics, medical groups and policy makers; also, anyone with an interest in eliminating health disparities in the Commonwealth of Pennsylvania

Continuing Education Credits

Accreditation

This activity has been planned and implemented in accordance with the accreditation requirements and policies of the Accreditation Council for Continuing Medical Education (ACCME) through the joint providership of University of Pittsburgh School of Medicine and Gateway Medical Society. The University of Pittsburgh School of Medicine is accredited by the ACCME to provide continuing medical education for physicians.

Credit Designation

The University of Pittsburgh School of Medicine designates this live activity for a maximum of 4.25 AMA PRA Category 1 Credits™. Physicians should claim only the credit commensurate with the extent of their participation in the activity.

Other health care professionals are awarded 0.4 continuing education units (CEUs) which are equal to 4.2 contact hours.

Faculty Disclosure

All individuals in a position to control the content of this education activity are required to disclose all relevant financial relationships with proprietary entities in the planning of this activity.

Registration Information

Registering online is the quickest and easiest way to reserve your space at CCEHS conferences. For those claiming Continuing Education Credits (Physicians, other health professionals):

• Visit our online registration site at: https://cceds.upmc.com/home.jsf
• Cruise #5693
• Click the Registration button and enter the requested information (including an email address) and follow the prompts to submit your registration after entering your payment information.
• Print the automatic electronic registration confirmation email sent to the email address you provided as you registered. If you do not receive this confirmation, please contact us at (412) 647-8232.

For all others wanting to attend:
Register at www.gatewaymedicalsociety.org or call our office at (412) 281-4086. Pre-registration is preferred. Limited walk-in registration accepted on the day of the event.

REGISTRATION & CONTINENTAL BREAKFAST
8:00 am to 8:30 am
REGISTRATION & OVERVIEW OF THE PROGRAM:
William Simmons, MD
President, Gateway Medical Society

Jeannette E. South-Paul, MD
Andrew W. Matthiessen, UPMC Professor and Chair
Department of Family Medicine University of Pittsburgh
School of Medicine, Program Moderator

MORNING SESSION:
8:45 am to 9:30 am
Integrating Genetics into Primary Care Practice
Mylanda Masmart, MD, PhD
Department of Family Medicine University of Pittsburgh

9:30 am to 10:15 am
Pharmacogenomics of Heart Failure Therapy in African Americans
Dennis M. McNamara, MD
Professor of Medicine, University of Pittsburgh

10:15 am to 10:30 am
BREAK

10:30 am to 11:15 am
Personalizing Cancer Care - Entering the era of “iCancer”
Cyrus Khan, MD, Hematologist/Oncologist
West Penn Allegheny Health System

11:15 am to 12:00 pm
KEYNOTE PRESENTATION:
Physician Advocacy & Leadership Update
Michael R. Fraser, PhD, CAE
Executive Director, PA Medical Society

12:00 pm to 12:30 pm
LUNCH (Provided)

AFTERNOON SESSION:
12:30 pm to 1:30 pm
PANEL DISCUSSION, AUDIENCE Q. & A.:
Panelists:
Mylanda Masmart, MD, PhD
Dennis M. McNamara, MD
Cyrus Khan, MD
Michael R. Fraser, PhD, CAE

1:30 pm:
CLOSING REMARKS & ADJOURNMENT
Rhonda Johnson, MD, MPH
Past President, Gateway Medical Society

Planning Committee

William Simmons, MD
President, Gateway Medical Society

Rhonda Johnson, MD, MPH
Senior Medical Director, Highmark BCBS

Jeannette E. South-Paul, MD
Andrew W. Matthiessen, UPMC Professor and Chair
Department of Family Medicine University of Pittsburgh
School of Medicine

Christopher C. Allen, MD
Daniel Allen, Perinatal Cardiology - UPMC
Medical Director
Cardio Osherwealth Lab, UPMC Shadyside

The Potential to Improve Minority Health and Reduce or Eliminate Health Disparities

September 12, 2015 • 8:00 am to 1:30 pm • Herberman Conference Center, UPMC Shadyside Hospital

Whether we’re focusing on achieving the health care access, affordability or equity of care, we face challenges. So, what do we know? What can we do? What should be done?

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