

OVERVIEW

Purpose: Rowan-Virtua School of Osteopathic Medicine is dedicated to refining and enhancing physicians’ knowledge to manage the changing needs of the healthcare system. These evidence-based lectures are structured to augment physician expertise with current guidelines, materials and recommendations, as well as up-to-date advances in medical treatment on specific topics.

Target Audience: This continuing medical education program is designed to meet the educational needs of physicians in general practice, osteopathic family physicians, and other healthcare professionals who provide care to patients in a general practice environment.

Learning Objectives:

- Recognize the importance of co-prescribing naloxone for patients with chronic pain and substance use disorder
- Differentiate migraine, tension and cluster headache by symptoms
- Identify the Osteopathic treatment approach of common musculoskeletal complaints by utilizing Osteopathic Manipulative Medicine (OMM) and Medical Acupuncture for high yield cases such as: Low Back Pain, Neck Pain/Tension Headaches, Migraines
- Identify anatomy and physiology of low back pain
- Identify additional common causes of knee pain that are not knee osteoarthritis
- Define media literacy, health literacy, and medical misinformation
- Identify common psychological and physical “trigger-responses” when faced with challenging patient interactions and medical misinformation
- Summarize the existing and emerging literature on the utility and efficacy of mobile apps in the treatment of mental health conditions
- Summarize strategies to use in your medical practice to implement LGBTQ+ affirming healthcare
- Learn specific, shareable skills for manage day-to-day emotions and times of high stress
- Define the settings and circumstances where TCM services may be performed
- Recognize how risk coding impacts utilization measurement in quality programs
- Identify steps to establish your brand
- Recognize blood brain barrier integrity as the best defense for cognitive performance
- Discuss important preventative care measures at certain ages
- Identify common vaccine myths and misinformation prevalent in social media

AOA Accreditation Statements: Rowan-Virtua School of Osteopathic Medicine is accredited by the American Osteopathic Association (AOA) to provide osteopathic continuing medical education for physicians.

Rowan-Virtua School of Osteopathic Medicine designates this activity for a maximum of 15 Category I-A credits and will report CME and specialty credits commensurate with the extent of the physician’s participation in this activity.

Rowan-Virtua School of Osteopathic Medicine (Rowan-Virtua SOM) is accredited by the Accreditation Council for Continuing Medical Education (ACCME) to provide continuing medical education for physicians.

Rowan-Virtua SOM designates this live activity for a maximum of 15 AMA PRA Category 1 Credits™. Physicians should claim credit commensurate with the extent of their participation

Disclaimer: It is the policy of Rowan-Virtua SOM that the information presented at CME activities will be unbiased and based on scientific evidence. This activity is being presented for educational purposes only. The views expressed in this activity are those of the faculty. It should not be inferred or assumed that they are expressing the views of any manufacturer of pharmaceuticals and/or medical devices, or Rowan-Virtua School of Osteopathic Medicine.

REGISTRATION

Register On-Line at: rowan.edu/som/cme.

An email confirmation will be sent once your registration is complete. If you do not receive a confirmation, please contact the CME Office at (856) 566-6358.

Registrations can also be mailed in with a check made payable to:

**Rowan-Virtua School of Osteopathic Medicine
Continuing Medical Education,
Attention: Tara Shontz
University Educational Center
40 East Laurel Road, Suite 2105, Room 2128
Stratford, NJ 08084**

REGISTRATION FEE	BEFORE 8/1/23	AFTER 8/1/23	AFTER 9/1/23
3-Day CME Conference	\$495	\$595	\$695

Name: _____

Degree: _____ AOA Number: _____

Address: _____

City, State, Zip: _____

Contact Number: _____ Email: _____

Specialty: _____

Event Participation	
OnSite _____	OnLine _____

Friday Evening Family Event Participation		
Yes _____	# of Adults _____	# of Children _____
No _____		

CME Registration Cancellation Policy: Cancellations for the CME registration fee must be made in writing to the Continuing Medical Education Office. Fifty percent of your registration fee will be refunded if requested in writing by September 30, 2023. Registration is non-transferrable.

NOVEMBER 16-18, 2023



ROWAN-VIRTUA
School of
Osteopathic Medicine

3-DAY
CONTINUING
MEDICAL
EDUCATION
CONFERENCE

presented at



Kalahari.
RESORTS &
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Up to
15
AOA Category
I-A CME
Credits



KALAHARI
RESORT &
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CENTER

Pocono Manor, PA
Kalahari Ballroom

Up to
15
AMA PRA CATEGORY 1
CREDITS™







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THURSDAY, NOVEMBER 16	
11:00 ^{am}	REGISTRATION located in the African Ballroom
11:25 ^{am} – 11:30 ^{am}	INTRODUCTION Joshua Coren, DO, MBA, FACP, Senior Associate Dean of Clinical Affairs, Professor, Department of Family Medicine, Director of Continuing Medical Education, Rowan-Virtua School of Osteopathic Medicine
11:30 ^{am} – 12:30 ^{pm}	IMPLEMENTING BEST PRACTICES IN CO-PRESCRIBING NALOXONE IN YOUR PRACTICE Richard Jermy, DO, FAAPMR, Interim Dean, Rowan-Virtua School of Osteopathic Medicine, Professor, Neuromusculoskeletal Institute
12:30 ^{pm} – 1:30 ^{pm}	OUTPATIENT MANAGEMENT OF COMMON HEADACHE DISORDERS Deanna Janora, MD, NeuroMusculoskeletal Institute, Director, Problem Based Learning, Rowan-Virtua School of Osteopathic Medicine
1:30 ^{pm} – 2:30 ^{pm}	HIGH YIELD OMM AND ACUPUNCTURE CLINICAL CASES Alex King, DO, Assistant Professor, OMM Department, Rowan-Virtua School of Osteopathic Medicine
2:30 ^{pm} – 3:30 ^{pm}	TAKING THE ACHE OUT OF BACK PAIN – A COMPREHENSIVE APPROACH TO TREATMENT Danielle Cooley, DO, Chair, Osteopathic Manipulative Medicine (OMM)/Neuromusculoskeletal Institute (NMI), Associate Professor, Family Medicine and OMM, Medical Director, Rowan Family Medicine, Mt. Laurel, Rowan-Virtua School of Osteopathic Medicine and Jennifer Sepede, DO, Assistant Professor, Family Medicine, Rowan-Virtua School of Osteopathic Medicine
3:30 ^{pm} – 4:30 ^{pm}	YOU NEED TO KNOW KNEE PAIN IS MORE THAN OSTEOARTHRITIS Kanad Mukherjee, DO, CAQSM, Assistant Professor, Family Medicine, Lead On-Site Physician, Rowan-Virtua SOM Vaccine Clinic: Project Save Lives Rowan-Virtua School of Osteopathic Medicine

FRIDAY, NOVEMBER 17	
7:00 ^{am} – 7:30 ^{am}	BREAKFAST BUFFET Located in the African Ballrooms
7:30 ^{am} – 8:30 ^{am}	DEBUNKING MEDICAL MISINFORMATION IN THE PRIMARY CARE SETTING Meagan Vermeulen, MD, Associate Professor, Family Medicine, Medical Director, Rowan Family Medicine Sewell, Rowan-Virtua School of Osteopathic Medicine
8:30 ^{am} – 9:30 ^{am}	TOOLS AND TIPS FOR PROVIDER SELF-CARE IN THE SETTING OF MEDICAL MISINFORMATION Joanna Petrides, MBS, PsyD, Licensed Clinical Psychologist, Associate Professor, Family Medicine, Resident Research Director, Family Medicine, Assistant Professor, Psychology, Chair, Wellness Center, Rowan-Virtua School of Osteopathic Medicine
9:30 ^{am} – 10:30 ^{am}	USING MOBILE APPS TO COMPLEMENT MENTAL HEALTH TREATMENT IN PRIMARY CARE Anne C. Jones, DO, MPH, Assistant Professor, Family Medicine, Director of Student Affairs, Rowan-Virtua School of Osteopathic Medicine, Sewell
10:30 ^{am} – 11:30 ^{am}	CREATING AN LGBTQ+ FRIENDLY PRACTICE: PROVIDING AFFIRMING CARE AND SAVING LIVES Kristen Bertsch, PhD, Director, NJ AHEC, Assistant Professor, Counseling Psychologist, Rowan-Virtua School of Osteopathic Medicine
11:30 ^{am} – 12:30 ^{pm}	EFFECTIVE DIALECTICAL BEHAVIORAL THERAPY (DBT) TOOLS FOR YOUR PATIENTS AND FOR YOU Alissa Hochman, PhD, Adjunct Assistant Professor, Family Medicine, Rowan-Virtua School of Osteopathic Medicine
7:00 ^{pm} – 9:00 ^{pm}	FAMILY FRIENDLY EVENT Face Painter, Balloon Artist, Games, Crafts, Hors D'oeuvres, Cash Bar Located in the River Rooms

SATURDAY, NOVEMBER 18	
7:00 ^{am} – 7:30 ^{am}	BREAKFAST BUFFET Located in the African Ballrooms
7:30 ^{am} – 8:30 ^{am}	TRANSITIONAL CARE MANAGEMENT SERVICES Alison Mancuso, DO, Interim Chair and Associate Professor, Residency Program Director, Family Medicine, Rowan-Virtua School of Osteopathic Medicine
8:30 ^{am} – 9:00 ^{am}	HOW COMPLEX IS YOUR PANEL? A PRIMER ON RISK ASSESSMENT CODING Alex Kowalski, DO, Assistant Professor, Family Medicine, Program Director, Rowan-Virtua Family Medicine Residency Program, Rowan-Virtua School of Osteopathic Medicine
9:00 ^{am} – 10:00 ^{am}	HOW TO BUILD YOUR BRAND THROUGH MEDIA, SOCIAL MEDIA AND MORE Jennifer Caudle, DO, Associate Professor, Family Physician, Rowan-Virtua School of Osteopathic Medicine, TV Health Expert and Content Creator
10:00 ^{am} – 11:00 ^{am}	HEART-BRAIN: PRECISION CARE WHERE IT MATTERS Kevin Overbeck, DO, Geriatrics & Gerontology, Rowan-Virtua School of Osteopathic Medicine
11:00 ^{am} – 11:45 ^{am}	PREVENTATIVE MEDICINE THOUGH THE AGES Rebecca Moore, DO, Associate Professor, Family Medicine, Medical Director Hammonton Family Medicine, Rowan-Virtua School of Osteopathic Medicine
11:45 ^{am} – 12:30 ^{pm}	VACCINE HESITANCY Nicole Streeks-Wooden, MD, FAAP, General Pediatrician, Assistant Professor of Pediatrics, Rowan-Virtua School of Osteopathic Medicine

ACCOMMODATIONS

KALAHARI RESORT & CONVENTION CENTER 250 Kalahari Boulevard – Pocono Manor, PA 18349		
PRICING 4 Water Park Wristbands included in the room charge per night	GUEST ROOMS Reserved with a group code	STANDARD ROOM \$197 per night (plus taxes) For upgrade information and pricing, please contact Kalahari direct.
RESERVATIONS Online https://book.passkey.com/e/50052940 Press continue and follow on screen instructions. OR Please contact Kalahari Resorts at 1-877-Kalahari (525-2427) Rooms are held under the “School of Osteopathic Medicine” Room Block		

FOR INDIVIDUAL GUEST DEPOSIT/CONFIRMATION/CANCELLATION:
To receive the group rate, reservations must be made before the room block is filled OR by October 14, 2023. Reservations will be taken following this date based on space.

To confirm a guest room within the Room Block, the guest room must be secured with a valid credit card by the guest attending the event, along with first night's deposit. Cancellations must be made 72 hours or more prior to arrival to receive full refund less \$25 processing fee. Cancellations less than 72 hours prior to arrival forfeits entire deposit.

FOR MORE INFORMATION

Please contact the Rowan-Virtua School of Osteopathic Medicine Office of Continuing Medical Education by email at CME@rowan.edu.



HOTEL INFORMATION

kalahariresorts.com/pennsylvania

Kalahari Resorts & Conventions in the Poconos Mountains is a full service vacation destination offering:

- America's Largest Indoor Waterpark
- Adventurous restaurants
- Luxury Spas
- Family Entertainment Center
- Fitness Center
- Complimentary Wi-Fi

Questions? Please contact Tara Shontz at 856-566-6358

SEE OUR OTHER CME EVENTS AT

Rowan-Virtua School of Osteopathic Medicine.
For more information please visit

go.rowan.edu/cme

PROGRAM DIRECTORS

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