

**Asthma and Allergy Foundation of America**

**Michigan Chapter  
2075 Walnut Lake Road  
West Bloomfield, MI 48323**

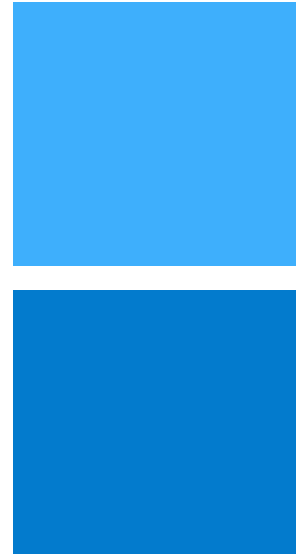
**Address Service Requested**

***This conference provides  
practical tools for the clinical  
management of asthma &  
allergy patients***



**Register On-Line at:  
[aafamich.org/Events](http://aafamich.org/Events)**

**CME/CEU  
Available**



## **Improving Asthma & Allergy Outcomes in Primary Care**

**Presented by:  
Asthma & Allergy Foundation of  
America - Michigan Chapter**



**Saturday ~ March 10, 2012**

**8:00 am – 12:30 pm**

**Birmingham Conference Center**

**31301 Evergreen ~ Beverly Hills, 48025**

## LEARNING OBJECTIVES

Objectives of this course are designed to cover common dilemmas of asthma & allergy care and to broaden the approach to management & treatment decisions. Participants will be able to:

- Illustrate the genomics and the burden of asthma and allergies in Michigan & Nationally
- Diagnose asthma & allergy patients according to the latest evidence-based guidelines
- Implement regimes based on evidence-based guidelines for treatment and management
- Recognize the prevalence of food allergies and understand the latest treatment guidelines, including the appropriate use of epinephrine

## FACULTY:

**Georgia Dunston, Ph.D.** Chair - Department of Microbiology, Howard University & Founding Director - National Human Genome Center & Director - Molecular Genetics, NHGC

**Matthew Greenhawt, MD** Assistant Professor - Allergy & Immunology, University of Michigan

**Karen Meyerson, RN, MSN, FNP-C, AE-C** Manager - Asthma Network of West Michigan (ANWM) & President - National Asthma Educator Certification Board (NAECB)

**Paul Thill, Pharm.D., BCPS** Associate Professor - Pharmacy Practice, Ferris State University



## Program Agenda

**7:00-8:00 am** Registration, Breakfast, Networking and Exhibit Visits

**8:00 am** Program begins promptly

- Genomics & Asthma, Georgia Dunston, Ph.D.
- Pharmacology Update, Paul Thill, Pharm.D., BCPS
- Next Generation Food Allergy Treatments, Matthew Greenhawt, MD
- Get the "GIST", Karen Meyerson, RN, MSN, FNP-C, AE-C

**11:40** Speaker Panel/Case Discussion

**12:30 pm** Program Ends



## Registration Form

**Register On-Line  
or  
Phone/Fax this form,  
along with payment to:**

### Asthma and Allergy Foundation of America – Michigan Chapter

2075 Walnut Lake Road  
West Bloomfield, MI 48323

Phone: 248.406.4254

Fax: 248.757.2102

E-mail: [aafamich@sbcglobal.net](mailto:aafamich@sbcglobal.net)

[www.aafamich.org](http://www.aafamich.org)

**Program Cost:** Allied Health **\$50.00**  
Physicians **\$75.00**  
3 or more – Same Office **10% discount**

**Registration & Breakfast begins at 7:00 am**  
**Program starts promptly at 8:00 am**

Check here if CME/CEU needed

Name \_\_\_\_\_ Credential \_\_\_\_\_

Address \_\_\_\_\_

Phone \_\_\_\_\_

E-mail (registration confirmation will be sent by email)

### Method of Payment:

Check     MasterCard     Visa     American Express

Credit Card No. \_\_\_\_\_ Expiration Date \_\_\_\_\_

**Signature** \_\_\_\_\_

## This conference has been expressly designed for:

Primary Care Physicians  
Advance Practice Nurses  
Pulmonologists/Immunologists  
Respiratory Therapists  
Physician Assistants  
Asthma Educators  
Pharmacists  
Nurses

## CEU & CME Credits Are Earned:

### Physicians

**AMA Category 2 Credits™**, Physicians should only claim credit commensurate with the extent of their participation in the activity.

### Nurses

Qualifies for **4 hours of CEU's** under Rule 2(I) of the Continuing Education Requirements for Michigan Nurses

**Held at the**  
**Birmingham Conference Center**  
**31301 Evergreen Road**  
**Corner of Evergreen & 13 Mile**  
**Beverly Hills, MI 48026**  
**[www.TrainHere.com](http://www.TrainHere.com) ~ 248.203.3670**

*All information confirmed at time of publication*