Monday, April 14, 2014	
7:00 a.m.	Registration, Continental Breakfast, Exhibits *Leighton Auditorium*
7:45 a.m.	Welcome Remarks, Course Introduction *Richard D. Hurt, M.D.*
8:00 a.m.	Electronic Cigarettes *Jon O. Ebbert, M.D.*
8:45 a.m.	E-Cigarette Regulation: Implications for the Clinician and Patient *Richard D. Hurt, M.D.*
9:30 a.m.	Break and Exhibits *Leighton Auditorium*
10:00 a.m.	E-Cigarettes: Talking to Patients *Jennifer S. Packard, M.S.*
10:30 a.m.	Panel Discussion *Richard D. Hurt, M.D.; Jon O. Ebbert, M.D.; Jennifer S. Packard, M.S.*
11:15 a.m.	Lunch *Phillips Hall*
11:45 a.m.	Lunch Speaker: Stress…Resilience…Happiness *Amit Sood, M.D.*
12:30 p.m.	Breaks and Exhibits *Leighton Auditorium*
12:45 p.m.	Treating Tobacco Dependence in Smokers with Mental Health Conditions *Robert M. Anthenelli, M.D.*
1:30 p.m.	Second and Third-Hand Smoke *David D. McFadden, M.D.*
2:15 p.m.	Break and Exhibits *Leighton Auditorium*
2:45 p.m.	Neuropsychiatric Effects of Smoking Cessation Aids *Robert M. Anthenelli, M.D.*
3:30 p.m.	Panel Discussion *Amit Sood, M.D.; Robert M. Anthenelli, M.D.; David D. McFadden, M.D.*
4:00 p.m.	Wrap-Up
4:15 p.m.	Adjourn

Tuesday, April 15, 2014	
7:15 a.m.	Registration, Continental Breakfast, Exhibits *Leighton Auditorium*
8:00 a.m.	Question and Answer Session *Richard D. Hurt, M.D.*
8:15 a.m.	Hot Topics: Tobacco Dependence Pharmacotherapy Update *J. Taylor Hays, M.D.*

9:00 a.m.	Case Study *J. Taylor Hays, M.D.*
9:15 a.m.	The Creation, Publication, and Mass Dissemination of High-Quality Medical Information *William L. Lanier, M.D.*
10:00 a.m.	Breaks and Exhibits *Leighton Auditorium*
10:30 a.m.	Overcoming Fears and Misconceptions About Medications *Thomas R. Gauvin, M.A.*
11:00 a.m.	Panel Discussion *J. Taylor Hays, M.D.; William L. Lanier, M.D.; Thomas R. Gauvin, M.A.*
11:45 a.m.	Lunch *Phillips Hall*
12:15 p.m.	Panel Discussion with Former Patients *Discussion Leader: Barbara Dallavalle, M.A.*
12:45 p.m.	Break and Exhibits *Leighton Auditorium*
1:00 p.m.	Tobacco Treatment 2.0: Social and Mobile Trends in Smoking Cessation *Jeffrey M. Poterucha, M.A.*
1:45 p.m.	Opportunities to Improve Practice: Meaningful Use *Michael V. Burke, Ed.D.*
2:30 p.m.	Breaks and Exhibits *Leighton Auditorium*
3:00 p.m.	Become an Ex & Truth Campaign *American Legacy Speaker*
3:45 p.m.	Panel Discussion *Jeffrey M. Poterucha, M.A.; Michael V. Burke, Ed.D.; American Legacy Speaker*
4:15 p.m.	Adjourn

Post-Conference Workshops

Wednesday, April 16, 2014	
Coaching in Tobacco Consultations—Use of the Mayo Model ***Timothy J. Milbrandt, M.S.*** ***Siebens Building, Room 405*** In this highly interactive workshop we will discuss the 5 E's of the Mayo Model of Coaching: Engage, Explore, Envision, Experiment and Evolve. In addition, we'll discuss communication strategies consistent with Motivational Interviewing and how they're used within Mayo's Model. Demonstrations, role-plays and case studies will be utilized to enhance learning.	
7:30 a.m.	Registration and Continental Breakfast
8:00 a.m.	Coaching in Tobacco Consultations—Use of the Mayo Model *Timothy J. Milbrandt, M.S.*
9:45 a.m.	Break
10:00 a.m.	Coaching in Tobacco Consultations—Use of the Mayo Model (continued) *Timothy J. Milbrandt, M.S.*
12:15 p.m.	Adjourn

Wednesday, April 16, 2014	
Utilizing Social Media for Tobacco Treatment ***Jeffrey M. Poterucha, M.A.*** ***Siebens Building, Room 406*** Social media is transforming the way people communicate with one another. Many organizations are utilizing social tools to connect with their audiences where they spend much of their time – online. This workshop is designed to provide participants with a basic toolkit for developing a social media strategy for their organization. Members will explore three popular social media platforms and identify which tools will be most appropriate for meeting their goals. Topics such as identifying a target audience, managing online presence, and monitoring success will be discussed.	
7:30 a.m.	Registration and Continental Breakfast
8:00 a.m.	Utilizing Social Media for Tobacco Treatment *Jeffrey M. Poterucha, M.A.*
9:45 a.m.	Break
10:00 a.m.	Utilizing Social Media for Tobacco Treatment (continued) *Jeffrey M. Poterucha, M.A.*
12:15 p.m.	Adjourn