November 11-13, 2010
A Call to Action
Professionalism in Health Care:
Whitney and Betty MacMillan Symposium
Jacksonville, Florida 32224
4500 San Pablo Road

www.mayo.edu
Whitney and Betty MacMillan Symposium

Professionalism in Health Care: A Call to Action

November 11-13, 2010
The Ritz-Carlton
Amelia Island, Florida

This symposium is made possible by a generous gift from Whitney and Betty MacMillan to the Mayo Clinic Program in Professionalism and Ethics.

Register On-line: www.mayo.edu/cme/professionalism.html
COURSE DESCRIPTION
This program addresses important opportunities and challenges in promoting, teaching, learning and assessing professionalism. The faculty of this symposium includes nationally-recognized scholars in medical professionalism and leaders of the Mayo Clinic Program in Professionalism and Ethics. The curriculum of this symposium has a broad appeal to individuals of all disciplines in a variety of settings.

COURSE LEARNING OBJECTIVES
Upon conclusion of this program, participants should be able to:
• Define professionalism
• Identify methods for teaching professionalism to students, faculty and other health care professionals
• Identify methods for assessing professionalism in a variety of settings
• Identify opportunities and means of conducting research on professionalism in health care
• Identify ways to promote professionalism and to address unprofessional behavior

Attendance at this Mayo course does not indicate nor guarantee competence or proficiency in the performance of any procedures which may be discussed or taught in this course.

COMMENTS FROM PAST COURSE ATTENDEES
• “Inspired me to think beyond status quo.”
• “Our residents are doing well with professionalism, how can we do better?”

“Integration of inquiry and improvement; excellent, particularly as internalized as a part of professionalism.”

“Great insight into current problems and focus on ways to address these issues.”

“Excellent compilation of best practices; practical, useful ideas.”

INTENDED AUDIENCE
This course is designed for physicians and leaders in practice, education, and research from all disciplines.

CREDIT
College of Medicine, Mayo Clinic is accredited by the Accreditation Council for Continuing Medical Education to provide continuing medical education for physicians.

College of Medicine, Mayo Clinic designates this educational activity for a maximum of 12 AMA PRA Category 1 Credits™. Physicians should only claim credit commensurate with the extent of their participation in the activity.

Other Health Care Professionals
Registered Nurses, ARNPs, Social Workers, Occupational Therapists, Dietitians, Respiratory Therapists & Pharmacists who attend from out of state will receive contact hours that have been approved by Florida Boards only. If attendees are from out of state, they must first check to see if their state boards will honor programs approved by Florida Boards. A certificate will be provided stating that contact hours provided were approved by the Florida Boards.

General Information
REGISTRATION
To register online, visit www.mayo.edu/cme/professionalism.html, or complete the attached registration form and return it by mail or fax. The registration fee includes tuition, course syllabus, continental breakfasts, refreshment breaks, lunch, dinner and reception. Although it is not Mayo School of Continuous Professional Development (CPD) policy to limit the number of registrants for a course, conference room facilities may necessitate closing of enrollment; therefore, early registration is advised. A letter of confirmation will be sent upon receipt of payment and completed registration form. Please present the confirmation letter when checking in at the meeting registration desk.

CANCELLATION POLICY
If you cancel your participation in this course, your registration fee, less a $75 administrative fee, will be refunded when written notification is received by the Mayo School of CPD on or before October 28, 2010. (Email: cme-jax@mayo.edu or FAX#: 904-953-2954). No refunds will be made after October 28, 2010.

Mayo School of CPD reserves the right to cancel or postpone any course due to unforeseen circumstances. In the unlikely event Mayo School of CPD must cancel or postpone this course, Mayo School of CPD will refund the registration fee, but is not responsible for any related costs, charges, or expenses to participants, including fees assessed by airline/travel/lodging agencies.

LODGING
The Ritz-Carlton, Amelia Island offers guests the perfect coastal getaway with genuine Southern hospitality, award-winning cuisine and impeccable service. With 1.5 miles of beachfront, 18 holes of PGA championship golf, three restaurants, a massage and fitness center, two pools and The Ritz Kids program, this resort provides the attendee the perfect location for education and family fun. Located on a barrier island just off the coast of Northeast Florida, this beautiful beachfront resort is renowned for its breathtaking views and its feeling of slight seclusion. Coastal view hotel rooms are reserved for attendees and their guests at the group rate of $179 per night plus applicable taxes for single and double occupancy. In order to receive the special rate, reservations must be made before the room block is filled or before the expiration date of October 21, 2010, whichever comes first. The resort has extended the group rate three days before the meeting and three days after the meeting based on availability. Check-in time is after 4:00 PM and checkout time is before 12:00 PM. You may call reservations at (800) 241-3333 or 904-277-1100 and identify yourself as a participant of the Mayo Clinic Professionalism in Health Care course. Rooms are limited so we encourage early booking. Lodging arrangements are the sole responsibility of the individual registrant. All parking at the resort is provided by valet service. Overnight parking at the resort is $12 per night. Day guest parking is complimentary.
Mayo School of CPD is not responsible for expenses incurred by an individual who is not confirmed and for whom space is not available at the meeting. Costs incurred by the registrant such as airline or hotel fees or penalties are the responsibility of the registrant. Travel arrangements are the sole responsibility of the individual registrant.

**TRAVEL**
Jacksonville International Airport (JAX) is located 35 minutes from The Ritz-Carlton at Amelia Island. Transportation from the airport to the resort is available by calling Dana’s Limousine at 904-744-3333. Taxis and rental cars are readily available at the airport.

**CALL FOR ABSTRACTS**
Please submit your abstract for poster presentation at this year’s conference. Any programmatic or scientific abstracts relevant to the field of professionalism in health care are welcome. Abstracts drawn from previously published materials will also be considered. Submit your abstract by August 16, 2010. Details regarding the session and abstract submission can be found at www.mayo.edu/cme/professionalism.html.

**COURSE FACULTY**

**Course Directors**
Michael D. Brennan, M.D.
William J. Maples, M.D.
Linda K. Matti
Paul S. Mueller, M.D.

**Course Planning Committee**
Michael D. Brennan, M.D.
Patricia E. Dahl
J. Alan Fleischmann, M.D.
Joan M. Henriksen Hellyer, Ph.D.
Luanne M. Lentz
William J. Maples, M.D.
Linda K. Matti
Anita P. Mayer, M.D.
Paul S. Mueller, M.D.
Darcy A. Reed, M.D.

**Guest Faculty**
M. Bridget Duffy, M.D.
ExperiaHealth
San Francisco, CA
Eric S. Holmboe, M.D.
American Board of Internal Medicine (ABIM)
Philadelphia, PA
Shalini Reddy, M.D.
University of Chicago Medical Center
Chicago, IL
Jo Shapiro, M.D.
Brigham and Women’s Hospital
Boston, MA
Scott Wright, M.D.
Johns Hopkins
University School of Medicine
Baltimore, MD

**Mayo Clinic Faculty**
Thomas J. Beckman, M.D.
Michael D. Brennan, M.D.
Denise M. Dupras, M.D., Ph.D.
Liselotte N. Dyrbye, M.D.
J. Alan Fleischmann, M.D.
Frederic W. Hafferty, Ph.D.
Joan M. Henriksen Hellyer, Ph.D.
G. Richard Locke, III, M.D.
William J. Maples, M.D.
Linda K. Matti
Anita P. Mayer, M.D.
Paul S. Mueller, M.D.
Wojciech Pawlina, M.D.
Darcy A. Reed, M.D.
Terri Veneziale
Christopher M. Wittich, M.D.
FACULTY DISCLOSURE
As a provider accredited by ACCME, Mayo Clinic College of Medicine (Mayo School of CPD) must ensure balance, independence, objectivity and scientific rigor in its educational activities. Course director(s), planning committee, faculty, and all others who are in a position to control the content of this educational activity are required to disclose all relevant financial relationships with any commercial interest related to the subject matter of the educational activity. Safeguards against commercial bias have been put in place. Faculty also will disclose any off-label and/or investigational use of pharmaceuticals or instruments discussed in their presentation. Disclosure of this information will be published in course materials so those participants in the activity may formulate their own judgments regarding the presentation.

Program Schedule

Thursday, November 11, 2010
3:00 p.m. Registration
4:15 p.m. Welcome and Conference Overview
          Michael D. Brennan, M.D., (Course Director)
4:30 p.m. The Dimensions of Professionalism in Health Care
          Paul S. Mueller, M.D., Michael D. Brennan, M.D.,
          Jo Shapiro, M.D.
5:30 p.m. A Call to Action
          Frederic W. Hafferty, Ph.D.
6:00 p.m. Networking Reception

Friday, November 12, 2010
7:00 a.m. Registration - Continental Breakfast
8:00 a.m. Welcome
          William J. Maples, M.D., (Course Co-Director)
8:15 a.m. Teaching and Learning Professionalism: What is the Goal and How Do We Achieve It?
          Scott Wright, M.D., Shalini Reddy, M.D.
          Panel Facilitator- Frederic W. Hafferty, Ph.D.
          J. Alan Fleischmann, M.D., Joan Henriksen Hellyer, Ph.D.,
          Anita P. Mayer, M.D., Wojciech Pawlina, M.D.,
          Shalini Reddy, M.D., Scott Wright, M.D.
10:15 a.m. Networking Break

10:45 a.m. Teaching and Learning Professionalism: What is the Goal and How Do We Achieve It? (Continued)

Breakout Sessions

12:30 p.m. Lunch

2:00 p.m. Assessing and Measuring Professionalism
Eric S. Holmboe, M.D.

2:30 p.m. Professionalism Assessment - Research Vignettes
Thomas J. Beckman, M.D.  Shalini R. Reddy, M.D.  Denise M. Dupras, M.D.  Christopher M. Wittich, M.D.  Liselotte N. Dyrbye, M.D.
Panel Discussion and Q&A - Facilitators-
Eric S. Holmboe, M.D,  Darcy A. Reed, M.D.

4:30 p.m. Reflections from the day

6:00 p.m. Dinner

Saturday, November 13, 2010

7:30 a.m. Continental Breakfast

8:00 a.m. Welcome
Paul S. Mueller, M.D., (Course Co-Director)

8:15 a.m. Promoting A Professional Environment and Addressing Unprofessional Behavior
Denise M. DuPras, M.D., Eric S. Holmboe, M.D.

10:15 a.m. Professionalism Through the Eyes of The Patient
Bridget Duffy, M.D.

10:45 a.m. Networking Break

11:00 a.m. Professionalism and Evaluating The Patient Experience
Panel Facilitator- William J. Maples, M.D.

- Professional Research Consultants (PRC)  
  Terri Veneziale
- Point of Care Patient Satisfaction Surveys and Family Advisory Councils
  G. Richard Locke, M.D.
- Press Ganey – J. Alan Fleischmann, M.D.

Noon Reflections
Michael D. Brennan, M.D.

12:30 p.m. Adjourn
Mail Form and Payment to: Mayo School of CPD
4500 San Pablo Road
172 W Davis Bldg
Jacksonville, FL 32224
Attn: PROF10

Telephone: 800-462-9633
Office: 904-953-7146
Fax: 904-953-2954

Online registration: www.mayo.edu/cme/professionalism.html
Email: cme-jax@mayo.edu

Dinner (Friday 11/12/10, 6-8:30pm)
Registrant will attend (complimentary): ___Yes  ___No
☐ Grouper  ☐ Beef Tenderloin  ☐ Chicken  (Choose one)

Registration Fees:
Physicians/Scientists $350
Residents, PA's, Nurses, Allied Health and others $275

Total Payment Enclosed: $

Payment Method
☐ Check Enclosed (make checks payable to Mayo Clinic Education)
Credit Card: ☐ Visa ☐ MasterCard ☐ Discover

Card Number:

Expires (Mo/Yr): / 

Signature  Date