

What's New In Medicine?

176 Kentwood Court
Richland, WA 99352
509.524.8295
509.416.2250 (fax)
whatsnewinmedicine@gmail.com



What's New in Medicine

176 Kentwood Court
Richland, WA 99352
509-524-8295
509-416-2250 fax
TAX ID 26-2130590

Dear [insert name]:

As Coordinator for **What's New in Medicine**, I am pleased to announce the exciting plans for the “**What's New in Medicine 2023**”.

The meeting will be held in the Three Rivers Convention Center, 7016 W. Grandridge Blvd, Kennewick, WA, on September 8 and 9, 2023. We are expecting between 200 and 300 providers, ranging from physicians, internists, sub specialists, nurse practitioners, physician assistants, nurses, laboratory technicians and medical students from around the states of Washington, Oregon, Idaho, and Montana. I am enclosing a copy of the meeting agenda.

We had a successful meeting in 2022 and have high expectations for this year. I would like to invite your company to exhibit at our upcoming Hybrid meeting.

Participation will be on a first come first serve basis as there are limited space due to social distancing. The fee for exhibitors is 1,000 dollars for one day of the exhibit.

The meeting brochure will be completed in March 20, 2023.

In the event the conference will be held virtually, **What's New in Medicine** will provide a web-based platform through which exhibitors will be able to interact with participants. The exhibitors will be hyperlinked on our website and **What's New in Medicine** will play an active role in guiding participants to exhibitor's booths.

For information on hotel reservations, you may call SpringHill Suites by Marriott 7048 W. Grandridge Blvd. Kennewick, WA 99336 Tel. 509-820-3026 Fax 509-820-3027 www.marriott.com/kwvsh.

Please mention your affiliation with the **What's New in Medicine** meeting to receive the special room rate. I would also like to encourage your company to review the attached form and complete the enclosed Letter of Agreement.

Please email the filled-out agreement to whatsnewinmedicine@gmail.com or fax the enclosed Exhibit

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Registration/Sponsorship Opportunity Form to me at (509) 416-2250.

If you have any questions, please call me or my assistant (Marlene Chua Tel. (509) 628-8407).

Please make checks payable to **What's New in Medicine.**

Sincerely,

Dr. Jimmy Chua

Chairman of the Board

Number of Category 1 Hours: Sixteen units in Person
Maximum of twenty four units with Virtual or Hybrid meeting.
(60 minutes of instruction = 1 CME credit).

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Program Development

Course Description/General Information:

The course objective is devoted to providing physicians, allied health practitioners and nurses with opportunities to advance their knowledge and increase their clinical skills through a continuing medical educational program. Our ultimate goal is to improve the quality of medical outcomes through improved clinical practice internationally. It is therefore of the highest importance that the information and guidance presented through our programs reflect the current state of knowledge in a balanced fashion and free from any bias generated by dual commitment to competing or conflicting interests.

The format will be divided into two types. The didactic presentations, followed by questions and answers and clinical case presentations, with clinical pearls and case discussions that are relevant to the needs of the participants.

The focus of the educational activity is the active learning of the participants through different methods of the learning process.

Needs Assessment:

The topics are divided into three main topics chosen by three different committees: the internal medicine, pediatrics, and infectious diseases topics..

The internal medicine and pediatric topics were selected by the **What's New in Medicine** planning committee. The selections of the internal medicine and pediatric topics were based on the evaluations submitted by the **What's New in Medicine** conference attendees on September 9 and 10, 2022 at the Three Rivers Convention Center, Kennewick, WA. The different topics were finalized by the planning committee members during the meeting on February 4, 2023

The selection of the topics in infectious diseases were based upon the evaluations and suggestions of the conference held on September 8 & 9, 2022 at the Three Rivers Convention Center in Kennewick, WA, finalized on February 4, 2023 by the planning committee.

This activity is there for necessary for the prospective participants as Southeast Washington is a medically underserved area. The providers in this community need real time updates on evidence based medical practices that can improve the delivery of health care. Our ultimate goal is to improve the quality of medical outcomes through improved clinical

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practice.

Prospective Participants:

The intended participants are listed below and ranked in order of importance:

- #1 general internists and pediatricians
- #2 family physicians
- #3 internal medicine sub-specialists
- #4 nurse practitioners
- # 5 physician assistance.
- #6 residents and fellows
- #7 nurses
- #8 physician assistants
- #9 other allied health professionals
- #10 microbiology laboratory technicians
- #11 discharge planners
- # 12 social workers

Learning Objectives:

At the conclusion of this activity, the participant will be able to:

Apply updated knowledge of internal medicine, pediatrics, and infectious diseases to clinical practice.

Educational Design:

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Utilizing efficient and effective methods to achieve the learning objectives, presenters will use lectures, demonstration/clinical skills modules, and workshops.

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WHATS NEW IN MEDICINE

WRITTEN AGREEMENT FOR EXHIBITOR

The **What's New in Medicine** organization is committed to presenting CME activities that promote improvements and quality in healthcare and is independent of the control of any commercial interests. As part of this commitment, the organization has outlined in this written agreement the terms, conditions, and purposes of commercial support for its CME activities. Commercial Support is defined as financial or in-kind, contributions given by a commercial interest, which is used to pay all or part of the costs of a CME activity. This agreement relates to the meeting "**What's New in Medicine 2023**," located at the 3 Rivers Convention Center, 7016 W. Grandridge Blvd., Kennewick, WA, on September 8 and 9, 2023.

Independence

1. This activity is for scientific and educational purposes only and will not promote any specific proprietary business interest of the Commercial Supporter.
2. The Accredited Provider (representative of **What's New in Medicine** planning committee) is responsible for all decisions regarding the identification of educational needs, determination of educational objectives, selection and presentation of content, selection of all persons and organizations that will be in a position to control the content of the CME, selection of education and the evaluation of the activity.
3. The Accredited Provider shall make all decisions regarding the disposition and disbursement of the funds from the exhibitors.
4. The Exhibitors shall not require the Accredited Provider to accept advice or services concerning teachers, authors, or participants or other education matters, including content, as conditions of receiving the exhibitor fee.
5. All commercial support associated with this activity shall be given with the full knowledge and approval of the Accredited Provider. No other payments shall be given to the director of the activity, planning committee members, teachers or authors, joint sponsor, or any others involved with the supported activity.
6. The Accredited Provider shall upon request, furnish the Commercial Interest¹ documentation detailing the receipt and expenditure of the commercial support.

¹ Commercial Interest: ACCME defines a Commercial Interest as any proprietary entity producing health care goods or services, with the exemption of nonprofit or government organizations and non-health care related companies. The ACCME does not consider providers of clinical service directly to patients to be commercial interest.

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7. Product-promotion material or product-specific advertisement of any type is prohibited in or during the CME activity. The juxtaposition of editorial and advertising material on the same products or subjects is not allowed. Live or enduring promotional activities shall be kept separate from the CME activity. Promotional materials shall not be displayed or distributed in the education space immediately before, during or after a CME activity. Commercial interests shall not engage in sales or promotional activities while in the space or place of the CME activity.

8. The Commercial Interest shall not be the agent providing the CME activity to the learners.

9. The Accredited Provider shall ensure that the source of support from the Commercial Interest, either direct or in-kind, is disclosed to the participants, in program brochures, syllabus, and other program materials, and at the time of the activity. This disclosure shall not include the use of a trade name or a product-group message in or during the CME activity. The acknowledgment of commercial support may state the name, mission, and clinical involvement of the company or institution and may include corporate logos and slogans, if they are not promotional in nature.

10. Commercial Supporter and **What's New in Medicine** agree to abide by all requirements of the Accreditation Council for Continuing Medical Education (ACCME) Standards for Commercial Support of Continuing Medical Education (appended). Checks should be made payable to **What's New in Medicine**.

Hybrid Model

11. **What's New in Medicine 2023**, Exhibitors are invited and encouraged to set up a physical booth in the 3 Rivers Convention Center. All events will be fully remotely accessible and live streamed through our online platform.

12. In the event of another viral outbreak and a mandated lockdown situation, or another mandate, order, or other form of prohibition of in person presentations and exhibitions, **What's New in Medicine 2023** will proceed virtually. **What's New in Medicine** will not offer a refund of the exhibition fee. **What's New in Medicine** shall provide a hyperlink through the web platform linking all exhibitors and presentations. All participants will be able to access the exhibitor's content and browse their offers. **What's New in Medicine** shall encourage any participant to browse through and explore the exhibitors.

Signature Page :

Commercial Interest Accredited

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_____ Date: _____

Signature

What's New in Medicine

_____ Date: _____

Jimmy Dy Chua, Chairman

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EXHIBIT REGISTRATION

Representative in charge of the exhibit

Name:

Address:

Telephone:

Email:

The exhibit fee is \$1,000 for one day (September 8 or 9).

Shipping Information:

Please address all packages shipped to the convention center to the Sales Department. Please clearly indicate the following on the packaging:

What's New in Medicine September 8, and 9, 2023.

Please coordinate your shipment to be delivered 24-48 hours prior to the event.