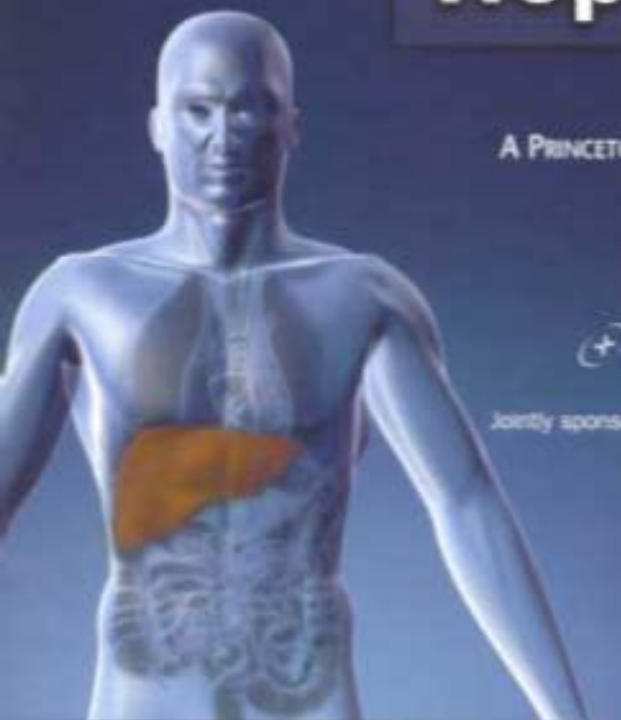
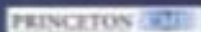
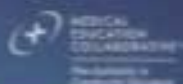


Practical Strategies to Minimize the Clinical and Economic Burden of

Hepatitis C

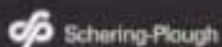


A PRINCETON TELECONFERENCE SERIES



Jointly sponsored by Medical Education Collaborative (MEC)
and Princeton CME

To participate, dial toll-free **800-803-7101** approximately
5 minutes before the scheduled time of the teleconference.
Upon calling in, provide the activity code, **Hepatitis C**.



Supported by an educational grant from Schering-Plough Corporation

Practical Strategies to Minimize the Clinical and Economic Burden of **Hepatitis C**

A PRINCETON TELECONFERENCE SERIES

TELECONFERENCE DATES

Tuesday, October 2
3–4 pm

Tuesday, October 9
1–2 pm

Thursday, October 11
Noon–1 pm

Friday, October 12
2–3 pm

ALL TIMES LISTED ARE EASTERN

Presenters/Q&A Panel

William J. Cardarelli, PharmD
Director of Pharmacy
Atlas Health
Harvard Vanguard Medical Associates
Watertown, Massachusetts

Jason P. Smith, PharmD
Clinical Pharmacy Specialist
VA Greater Los Angeles Healthcare System
Hepatology Clinical Research Center
David Geffen School of Medicine at UCLA
Los Angeles, California

Mark S. Sulkowski, MD
Associate Professor of Medicine
Medical Director, Viral Hepatitis Center
The Johns Hopkins University School of Medicine
Baltimore, Maryland

Independent Clinical Reviewer

David E. Kaplan, MD
Assistant Professor of Medicine
Department of Medicine
Division of Gastroenterology and Research
University of Pennsylvania School of Medicine
Philadelphia VA Medical Center
Philadelphia, Pennsylvania

Purpose Statement

This activity is designed to educate managed markets physicians and pharmacists on the prevalence and burden of hepatitis C virus (HCV) and evidence-based approaches for HCV management.

Target Audience

Managed markets physicians and pharmacists, including medical directors, pharmacy directors, formulary directors, and consultant pharmacists.

Learning Objectives

After completing this activity, participants should be able to:

- Describe the prevalence and clinical and economic burden of HCV in the United States
- Explain the frequency and implications of HCV progression to hepatocellular carcinoma and end-stage liver disease
- Summarize current data regarding HCV medication dosing, monitoring, and duration
- Apply current data and guidelines to assist clinicians and patients to maximize outcomes in HCV diagnosis and management

Activity Overview

The teleconference lecture will be presented on 4 dates in October by Mark S. Sulkowski, MD and Jason P. Smith, PharmD with a live question-and-answer session following each presentation.

To participate, dial toll-free 800-803-7101 approximately 5 minutes before the scheduled time of the teleconference. Upon calling in, provide the activity code, Hepatitis C.

An activity booklet, including the lecture slides, post-test, and evaluation form, will be forwarded to each participant prior to the start of the teleconference series. To be eligible for documentation of credit, participants must attend a full teleconference event, complete the 10-question post-test with a score of 70% or better, and complete the evaluation form. Participants who successfully complete the post-test and evaluation form online may immediately print their documentation of credit. Those who mail or fax back their successfully completed post-test and evaluation form will receive documentation of credit by mail within 6 weeks.

There is no fee associated with this activity.

CME Accreditation

This activity has been planned and implemented in accordance with the Essential Areas and Policies of the Accreditation Council for Continuing Medical Education through the joint sponsorship of Medical Education Collaborative, Inc. (MEC) and Princeton CME. MEC is accredited by the ACCME to provide continuing medical education for physicians.

Medical Education Collaborative designates this educational activity for a maximum of 1.0 AMA PRA Category 1 Credit(s)[™]. Physicians should only claim credit commensurate with the extent of their participation in the activity.

CPE Accreditation



Princeton CME is accredited by the Accreditation Council for Pharmacy Education as a Provider of continuing pharmacy education (ACPE Provider #452) and complies with the Criteria for Quality and Interpretive Guidelines. This activity is approved for 1 hour credit (0.1 CEU) of continuing pharmacy education (ACPE #452-999-07-011-L01).

The CME/CE lecture portion of this activity will be available on demand in streamed audio with HTML slides at www.princetoncme.com beginning October 25. To participate in the on-demand web-based version, log on to www.princetoncme.com and click on the activity title in the "Educational Activities" section.

Practical Strategies to Minimize the Clinical and Economic Burden of **Hepatitis C**

A PRINCETON TELECONFERENCE SERIES
ADVANCE REGISTRATION IS REQUESTED

4 WAYS TO REGISTER

- Mail postage-paid registration card below •
- Fax registration card to 609-371-2733 •
- Register at www.princetoncme.com •
- Call 609-371-1137 •

Princeton Media Associates, LLC • 300 Rike Drive, Suite A • Millstone Township, NJ 08535

REGISTRATION CARD (PLEASE PRINT)

Name/Degree

Title/Specialty

Affiliation

Address

City

State

Zip

Daytime Phone*

Fax

E-mail

Will you be listening in a group? YES NO

If yes, please estimate total number of participants

* Would you like to receive a reminder phone call on the morning
of the teleconference? YES NO

Check the box for the
program in which you
will participate.

Oct 2
3-4 pm ET

Oct 9
1-2 pm ET

Oct 11
Noon-1 pm ET

Oct 12
2-3 pm ET

PM-2007-246-1