

Evidence-Based Approaches to the Management of Allergic Rhinitis

An Educational Initiative for Managed Markets

A PRINCETON TELECONFERENCE SERIES

TELECONFERENCE DATES

Wednesday, November 14
Noon–1 pm

Monday, November 19
1–2 pm

Tuesday, November 27
Noon–1 pm

Wednesday, November 28
3–4 pm

ALL TIMES LISTED ARE EASTERN

Presenters/Q&A Panel

Michael S. Blaiss, MD

Clinical Professor of Podiatrics and Medicine
University of Tennessee Health Science Center
Memphis, Tennessee

Elana Umland, PharmD

Associate Dean for Academic Affairs
Associate Professor of Clinical Pharmacy
Jefferson School of Pharmacy
Thomas Jefferson University
Philadelphia, Pennsylvania

Robert Seidman, PharmD, MPH

President, Doc Rock Presents
Studio City, California

Independent Clinical Reviewer

Javed Sheikh, MD

Clinical Director
Division of Allergy and Inflammation
Beth Israel Deaconess Medical Center
Assistant Professor of Medicine
Harvard Medical School
Boston, Massachusetts

Allergic Rhinitis Teleconference

Register Now

ADVANCE REGISTRATION IS REQUESTED
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- Fax registration card to 609-371-2733 •
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REGISTRATION CARD (PLEASE PRINT)

| | | | |
|--|---|-----|--|
| Name/Degree | <input type="checkbox"/> Nov 14 Noon-1 pm ET | | |
| Title/Specialty | | | |
| Affiliation | | | |
| Address | | | |
| City | State | Zip | <input type="checkbox"/> Nov 19 1-2 pm ET |
| Daytime Phone* | | | |
| Fax | <input type="checkbox"/> Nov 27 Noon-1 pm ET | | |
| E-mail | | | |
| Will you be listening in a group? | YES | NO | <input type="checkbox"/> Nov 28 3-4 pm ET |
| 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 | |

PM-2007-203

Purpose Statement

This activity is designed to educate managed markets physicians and pharmacists on current evidence-based approaches for the management of allergic rhinitis to improve patient quality of life and minimize healthcare resource use.

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:

- Define the impact of allergic rhinitis, as a chronic inflammatory condition, on patient quality of life and healthcare costs
- Summarize the frequent complications and comorbidities of allergic rhinitis and the effect on the burden of disease
- Outline the evidence for the benefits and limitations of available medications for the management of allergic rhinitis
- Utilize current data to make evidence-based formulary decisions, develop algorithms, and maximize outcomes in allergic rhinitis

Activity Overview

The teleconference lecture will be presented on 4 dates in November by Michael S. Blass, MD and Elana Unland, 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, Allergic Rhinitis.

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 #452-999-07-033-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 December 13. 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.