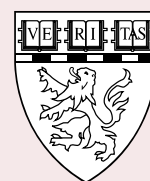




**July 7–9, 2005**  
**Marriott Boston Copley Hotel, Boston, MA**

# **Patient Safety** **in Obesity Surgery** **Defining** **Best Practices**



**Harvard  
Medical  
School**  
*Department  
of Continuing  
Education*

**Commercial Support and Exhibit Prospectus**

## **Program Co-Directors:**

Benjamin E. Schneider, MD

George L. Blackburn, MD, PhD, FACS

Daniel B. Jones, MD, FACS



**Beth Israel Deaconess  
Medical Center**  
Department of Surgery



A teaching hospital of  
Harvard  
Medical School

[www.psos-course.org](http://www.psos-course.org)

# *Table of Contents*

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<b>Letter of Introduction .....</b>	<b>2</b>
<b>Preliminary Agenda .....</b>	<b>3</b>
<b>Program Co-Directors .....</b>	<b>5</b>
<b>Course Overview .....</b>	<b>5</b>
<b>Commercial Support Levels .....</b>	<b>6</b>
<b>Exhibit Opportunities .....</b>	<b>7</b>
<b>Exhibit Floor Diagram .....</b>	<b>9</b>
<b>Exhibit Application Form .....</b>	<b>10</b>
<b>Contact Information .....</b>	<b>11</b>

## *Dear Potential Commercial Supporter:*

We are pleased to announce our first annual Harvard Medical School Patient Safety in Obesity Surgery course to be held at the Marriott Copley Place on July 7-9, 2005 in Boston, Massachusetts.

The course will address problems and questions surrounding the field of weight loss surgery, including patient selection, risk reduction, and surgical outcomes in order to promote the highest standards in patient outcomes and safety. To that end, we will share, discuss, and expand upon the findings of the systemic review commissioned by the Massachusetts Department of Public Health, as well as the findings of the recent Consensus Conference sponsored by the American Society of Bariatric Surgery, on the processes involved in weight loss surgery.

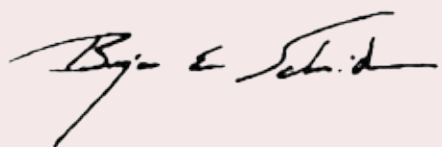
We have invited speakers of world-wide reputation and authority on treating obesity and addressing the social and legal issues stemming from obesity. With their stellar contributions, this course is bound to draw an audience of as many as 600 people from many professions, including healthcare providers, hospital administrators, members of industries with interests in this area, and policy makers.

We would like to invite you to become part of this important endeavor as a commercial supporter. Your participation will help draw the attention and interest of policy makers, politicians, and agencies such as the Centers for Medicare & Medicaid Services, and your unrestricted educational grant will make a significant contribution towards improving the safety for patients undergoing obesity surgery and their quality of life.

I hope you will be able to join us to make this unique meeting a success.

Yours sincerely,

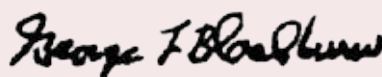
Benjamin E. Schneider, MD



Daniel B. Jones, MD, FACS



George L. Blackburn, MD, PhD, FACS



# Preliminary Agenda

## Thursday, July 7, 2005

### Morning Sessions

- 7:00-7:45 a.m. Registration  
7:45-7:50 a.m. Welcome, Joseph Martin, M.D.  
7:50-8:00 a.m. Introduction, Josef E. Fischer, M.D.

### Plenary Session I: Governmental Issues

**Moderator: Daniel B. Jones, M.D.**

- 8:00-10:30 a.m. 1) Global Problem of Obesity, Phil James  
2) Obesity as a Disease, Speaker TBD  
3) Call to Action, Richard H. Comona, M.D., M.P.H.  
4) No Patient Left Behind, Sen Edward Kennedy  
5) State Government, Lt. Gov. Kerry Healey  
6) Betsy Lehman Center Commissioner, Christine Ferguson  
7) Panel Discussion

### Plenary Session II: Patient Safety

**Moderator: George L. Blackburn, M.D., Ph.D.**

- 10:30-12:30 p.m. 1) Centers of Excellence: Best Practice, Walter Pories, M.D.  
2) Levels of Evidence, David Flum, M.D.  
3) CMS, Steve Phurrough, M.D.  
4) American College of Surgeons, Thomas Russell, M.D.  
5) Betsy Lehman, Alan Harvey, M.D., M.B.A.  
6) Panel Discussion

- 12:30-1:45 p.m. Lunch (Sponsored by Subway in Exhibit Hall)

- 1:45-3:15 p.m.

### Breakout Group IA (90 minutes) Weight Loss Surgery (video Clips) & Outcomes Moderator: Harvey Sugerman, M.D.

- 1) Laparoscopic Gastric Bypass, Philip Schauer, M.D.  
2) Laparoscopic Adjustable Band, Christine J. Ren, M.D.  
3) Duodenal Switch & Malabsorptive, Michel Gagner, M.D.  
4) Intra-gastric Balloon, Jeffrey Allen, M.D.  
5) Gastric Pacing, Scott Shikora, M.D.  
6) Weight Gain & Reoperative Surgery, Eric DeMaria, M.D.  
7) Discussion

- 1:45-3:15 p.m.

### Breakout Group IB (90 minutes) Medical Evaluation Moderator: Nancy Ridley M.S.

- 1) Introduction, Nancy Ridley M.S.  
2) Medical Assessment, Edward Saltzman, M.D.  
3) Anesthetic Considerations, Stephanie Jones, M.D.  
4) Nutritional Assessment, Sue Cummings, R.D.  
5) Role of Nurse, Angi Walsh, R.N.  
6) Readiness to Change, Isaac Greenberg, Ph.D.  
7) Discussion

- 3:15-3:30 p.m. Break (Exhibits & Session Change)

- 3:30-5:00 p.m.

### Breakout Group IIA (90 minutes) Media Moderator: Jerry Berger

- 1) Boston Globe, Liz Kowalczyk  
2) Television, Timothy Johnson, M.D.  
3) Internet, Obesity Help.com  
4) Publishing Works of Significance, Mervyn Deitel, M.D.  
5) Discussion

- 3:30-5:00 p.m.

### Breakout Group IIB (90 minutes) Assessing the Value of Weight Loss Moderator: Louis J. Aronne, M.D.

- 1) Introduction, Louis J. Aronne, M.D.  
2) Health Utility Assessment, Christina Wee, M.D., M.P.H.  
3) NHLBI Strategic Plan, Karen Donato M.S., R.D.  
4) American Society for Bariatric Surgery, Harvey Sugerman, M.D.  
5) Discussion

- 5:00 p.m.

Reception & Keynote Address, Speaker TBD

## Friday, July 8, 2005

### Morning Sessions

- 8:00-10:00 a.m.

### Breakout Session IA (120 minutes) Paying for Performance Moderator: David Lautz, M.D.

- 1) Comprehensive Program, Lewis Martin  
2) CPT, Christina Ren, M.D.  
3) Appealing Denials, Walter Lindstrom, Esq.  
4) Negotiating with Payors, Stuart Rosenberg, M.D.  
5) Discussion

- 8:00-10:00 a.m.

### Breakout Session IB (120 minutes) Special Issues/Controversies Moderator: Benjamin Schneider, M.D.

- 1) SAGES Appropriateness Statement, Bruce Schirmer, M.D.  
2) Pediatric and Adolescent Patients, David Provost, M.D.  
3) Elderly, Benjamin Schneider, M.D.  
4) Acceptable Co-morbidity, Scott Shikora, M.D.  
5) Discussion

- 10:00-10:30 a.m.

Break (Exhibits & Session Change)

- 10:30-12:30 p.m.

### Breakout Session IIA (120 minutes) Patient Coverage and Access Moderator: Speaker TBD

- 1) Risk Management Foundation Frank Frederico, R.Ph.  
2) American College of Surgeons Andrew Warshaw M.D.  
3) Insurer Prospective (MA BCBS) John Fallon, M.D.  
4) AETNA James D. Cross, M.D.  
5) Bariatric Treatment Centers Randall Pittman  
6) Discussion

- 10:30-12:30 p.m.

### Breakout Session IIB (120 minutes) Restoring Health: Long Term Success Moderator: George Fielding, M.D.

- 1) Quality of Life, Ninh Nguyen, M.D.  
2) Dietary Guidelines 2005, Eric Hentes USDA  
3) Exercise Fit or Fat, Daniel Rooks, Ph.D.  
4) Support Group, Butch Rosser, M.D.  
5) Life Long Medical Follow-up, Edward Hatchigian, M.D.  
6) Living Longer with Weight Loss, Louis J. Aronne, M.D.  
7) Discussion

- 12:30-1:45 p.m.

Lunch



## Afternoon Sessions

### Plenary Session: Science of Obesity

Moderator: Lee M. Kaplan, M.D., Ph.D.

- 1:45-3:25 p.m. 1) Obesity Medicine, Lee M. Kaplan, M.D., Ph.D.  
2) Molecular progress-which way? Jeff Flier, M.D., Ph.D.  
3) Curing Diabetes, Teri Flier, M.D.  
4) LAPS Next Steps, Bruce Wolfe, M.D.  
5) Discussion

- 3:25-3:45 Break (Exhibits & Session Change)

### 3:45-5:45 p.m. Breakout Session IIIA (120 minutes)

#### Legal & Tort Issues

Moderator: Phil Schauer, M.D.

- 1) Ethics, Speaker TBD
- 2) Malpractice/Payors, Bob Hascom, CRICO
- 3) Education & Informed Consent, Ashley Vernon, M.D.
- 4) Product Liability Drives Costs, Bruce Wolf, M.D.
- 5) Liability in Proctoring, John Kelly, M.D.
- 6) Cyber Liability, Walter Lindstrom, Esq.
- 7) Tort Reform, Donald J. Palmisano, M.D.
- 8) Discussion

### 3:45-5:45 p.m. Breakout Session IIIB (120 minutes)

#### Hospital Decision Making

Moderator: Paul Levy

- 1) The Cost of Setting Up, Malcolm S. Robinson, M.D.
- 2) Education, Linda Veglia R.D., R.N.
- 3) Hospital and JACHO, Kenneth Sands, M.D.
- 4) Patients of Size (Culture of Sensitivity),  
Janey S.A. Pratt, M.D.
- 5) AoRN, Elaina Kanacari, R.N.
- 6) Return on Investment (Winner or Loser),  
Frank Opelka, M.D.
- 7) Discussion

## Saturday, July 9, 2005

### Morning Sessions

#### 8:00-10:00 a.m. Breakout Session IA (120 minutes)

##### Technical Advances

Moderator: Scott Shikora, M.D.

- 1) One Size Does Not Fit All, Helen Flaherty J.D.
- 2) Facilities Requirements, Barbara Lightizer
- 3) Endosuites & Integrated ORs, Philip Schauer, M.D.
- 4) Fibrin Sealants, Meng Lee, M.D.
- 5) Staple Line Buttress Materials,  
Ninh Nguyen, M.D., M.D.
- 6) Discussion

#### 8:00-10:00 a.m. Breakout Session IB (120 minutes)

##### Weight Loss Strategem

Moderator: George L. Blackburn, M.D., Ph.D.

- 1) Meal Replacement, Harry Green M.D.
- 2) Food Industry, Jared (Subway)
- 3) Curves, Gary Heavin
- 4) Weight Watchers, Karen Miller-Kovach
- 5) Efficacy of Weight Loss Modalities, Thomas A.

Wadden, PhD

- 6) Discussion

- 10:00-10:30 a.m. Break & Session Change

#### 10:30-12:30 p.m. Breakout Session IIA (120 minutes)

##### Credentialing

Moderator: Daniel Jones, M.D.

- 1) Bariatric Task Force, Bruce Shirmer, M.D.
- 2) ASBS Training, Philip Schauer, M.D.
- 3) Mini Fellowship, David Provost, M.D.
- 4) Proctoring Obstacles, George Fielding, M.D.
- 5) Betsy Lehman-credentialing, John Kelly, M.D.
- 6) Discussion

#### 10:30-12:30 p.m. Breakout Session IIB (120 minutes)

##### Patient Education & Support

Moderator: Madelyn Ferstrom, Ph.D.

- 1) Introduction, Madelyn Ferstrom, Ph.D.
- 2) Web-based Education, Marck Dressler-BPS
- 3) Support Products (pillows/bears), Helen Lawless
- 4) Support Group on Yahoo, Patient who uses Yahoo
- 5) Discussion

- 12:30-1:45 p.m. Lunch

### Afternoon Sessions

#### Plenary Session: To Live Healthier, Panel Discussion

Moderator: Louis J. Aronne, M.D.

- 1:45-3:45 p.m. Panel includes:  
Jeff Allen, M.D.  
James Rosser, M.D., F.A.C.S.  
George Fielding, M.D.  
Walter Lindstrom, Esq.  
Charlie Weiss, Offensive Coordinator,  
New England Patriots  
Jared (Subway)  
Christine Ferguson

- 3:45-4:00 p.m. Coffee Break

#### Summary Statements: Speaker TBD

- 4:00-4:30 p.m. Notes of a Medicine Watcher, TBA

- 4:30-5:00 p.m. Shaping Future Public Policy

- 5:00 p.m. Adjourn

### Duck Tours

**Simulation Lab:** Surgeons and nurses can hone skills in state-of-the-art Skills Lab

at Beth Israel Deaconess Medical Center.  
July 8 & 9: 9:00 a.m.-12:00 p.m. and 1:00-3:00 p.m.  
\$300 per session.

Hone laparoscopic suturing and basic skills.

**Course director: Leo Villegas, M.D.**

*The Course Directors acknowledge that public policy is unlikely to change without the input of patients. Therefore, the public, patients, and people considering weight loss surgery are invited to attend.*

# Program Co-Directors

**Benjamin E. Schneider, MD**  
Beth Israel Deaconess  
Medical Center  
Department of Surgery  
Harvard Medical School

**George L. Blackburn, MD,  
PhD, FACS**  
Associate Professor  
of Surgery  
S. Daniel Abraham Chair  
in Nutrition Medicine  
Associate Director  
of Nutrition  
Harvard Medical School

**Daniel B. Jones, MD, FACS**  
Chief, Section of Minimally  
Invasive Surgery  
Co-Director,  
Bariatric Program  
Beth Israel Deaconess  
Medical Center  
Harvard Medical School

## Course Overview

*The Patient Safety in Obesity Surgery course will address the various social and medical issues stemming from the national epidemic of overweight and obesity, specifically the growing concerns related to weight loss surgery. General sessions and breakout sessions for different focus tracks are designed to meet the education needs of a highly diverse mix of target audience, increasing the course's effectiveness in providing health care professionals with the most current information on patient safety and best practice options, and maximizing its impact on curbing this epidemic and improving the quality of life for patients*

### Learning Objectives:

- Recognize challenges facing patients undergoing obesity surgery.
- Describe approaches to reducing medical error.
- Discuss criteria common to Centers of Excellence.
- Discuss advances in surgical management.
- Discuss controversies in surgical treatment.
- Describe patient selection strategies.
- Identify physician training requirements.
- Recognize the role of multidisciplinary approach to obese patients.
- Identify and start to address legislative and financial barriers to care.

### Target Audience:

Our target audience are those who have a stake or an interest in preventing and managing the conditions of overweight and obesity, including:

- Healthcare providers:
  - Surgeons
  - Primary Care Physicians
  - Endocrinologists
  - Psychiatrists/Psychologists
  - Dietitians/Nutritionists
  - Internists
  - Nurses/Nurse Practitioners
  - Physician Assistants
  - Exercise Physiologists
  - Physical Therapists)
- Hospital administrators
- Members of industries that support best practices for overweight and obese patients, such as the insurance and food industries
- Policy makers
- Journalists

### Accreditation:

Harvard Medical School is accredited by the Accreditation Council for Continuing Medical Education (ACCME) to provide continuing medical education for physicians.

Harvard Medical School designates this educational activity for a maximum of 21.5 category 1 credits toward the AMA Physician's Recognition Award. Each physician should claim only those credits that he/she actually spent in the educational activity.

The American Medical Association has determined that physicians not licensed in the US who participate in this CME activity are eligible for AMA PRA category 1 credit.

# Commercial Support Levels

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*Your commercial support will help provide the highest quality education to attendees. Our commercial support format provides an excellent level of visibility and recognition for companies like yours for which the management of obesity is a high priority.*

**We are seeking support in the following levels:**

<b>Platinum:</b>	<b>\$50,000</b>
<b>Gold:</b>	<b>\$25,000</b>
<b>Silver:</b>	<b>\$15,000</b>
<b>Bronze:</b>	<b>\$10,000</b>
<b>Mercury:</b>	<b>\$5,000</b>

*In appreciation for your generous support, we will publish your company name and logo in:*

- *The course program (if support is committed before printing)*
- *Course syllabus*
- *Course Web site*

**Please note:**

- 1. Commercial supporters will not have access to participant lists.**
- 2. Gifts bearing the company name, such as pens, pads, flashlights, etc., will not be distributed.**

# Exhibit Opportunities

*Companies can rent a booth space in the exhibit hall.*

- 8 ft x 10 ft: \$1,800
- 10 ft x 10 ft: \$2,000
- 10 ft x 20 ft: \$3,000

## Exhibit Hours

The exhibit hall is open during coffee and lunch breaks.

## Exhibitor Qualification

All products and services to be exhibited must be directly related to the practice of surgery, medicine, or medical/surgical education, or contribute to the educational, instructional and professional atmosphere of the meeting. All exhibiting companies are subject to approval by the Harvard Medical School Department of Continuing Education, whose decisions in this regard are final. Exhibitors must comply with FDA regulations concerning the exhibition of investigational products and class III devices. Commercial supporters will not have access to participant lists. Gifts bearing the company name, such as pens, pads, flashlights, etc., will not be distributed.

## Booth Assignment

Booths are assigned on a first-come, first-served basis, with the mail/fax receipt date as the priority date.

## Payment Schedule

A deposit of 50% of the total exhibit rental charge must accompany signed application. Total balance is due March 31, 2005.

Applications not accompanied by at least a 50% deposit will be considered invalid. If full payment is not received by March 31, 2005 the space may be reassigned or resold. All reservations must be made in writing.

## Cancellation & Reduction/Relocation Policy

Notification of cancellation or reduction of space must be in writing. If this agreement is canceled by the Exhibitor for any reason, or by Event Management because of Exhibitor's default or violation of this agreement, monies paid to the event by the Exhibitor shall be retained as follows:

- \$100 per space if application is canceled prior to January 31, 2005.
- \$750 per space if application is canceled after January 31, 2005 and prior to March 15, 2005.
- \$1000 per space if application is canceled or reduced after March 15, 2005 and prior to April 30, 2005.
- NO REFUNDS for any cancellations or reductions after April 30, 2005.



## Exhibitor Registration

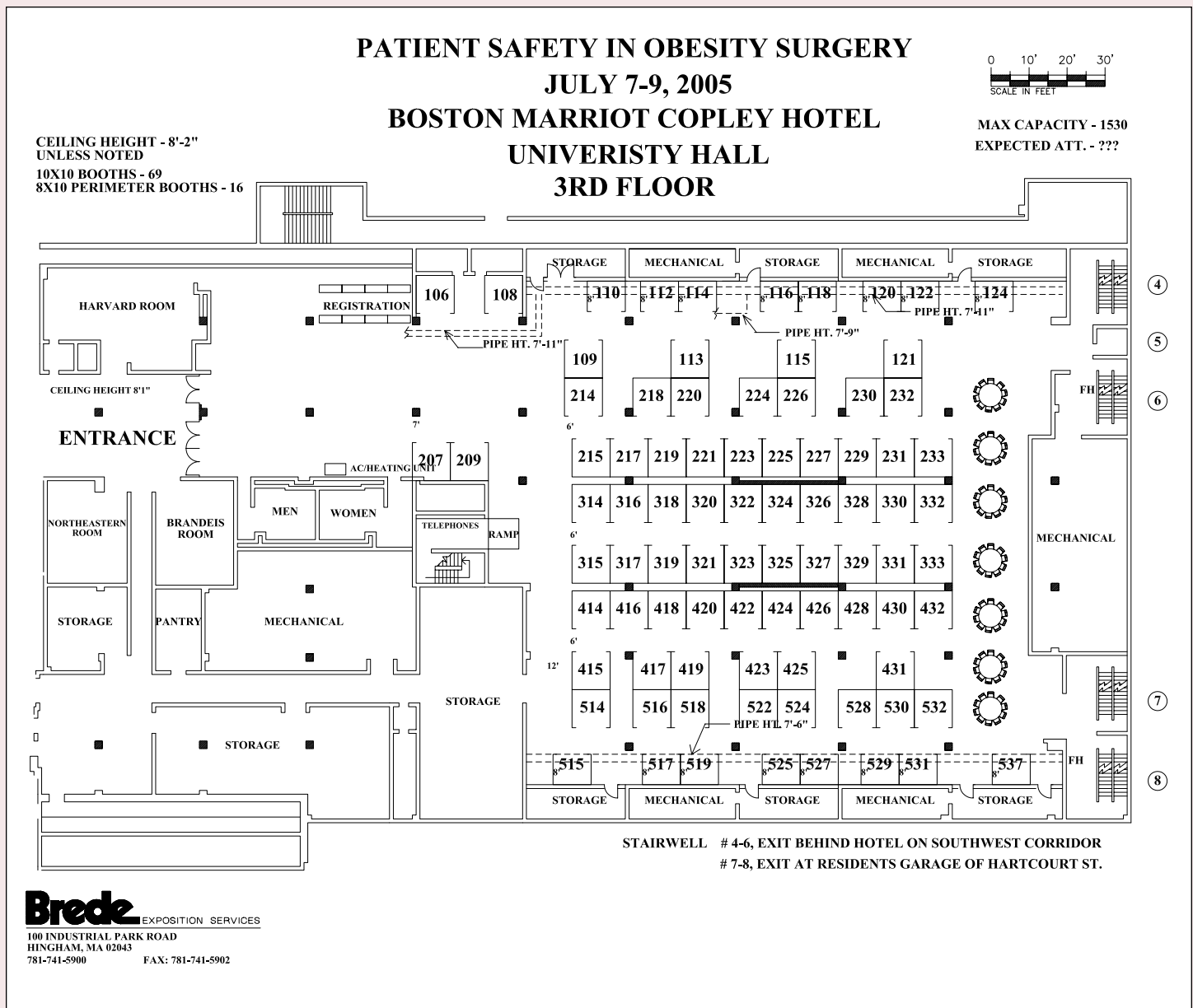
Deadline for submission of your exhibitor staff list is May 31, 2005. The staff registration form will be mailed to you as part of the confirmation packet.

- Exhibitor badges may be picked up on site by the individual.
- Badges are filed under the company name.
- **BADGES MUST BE WORN AT ALL TIMES** the exhibitor is on the exhibit floor or the course site.
- Exhibitor badges are not to be given or lent to any individual except the exhibit personnel to whom the badge has been issued.
- The person who signs the application, or a designee, shall be the Exhibitor's official representative.

**Please see the following page for an Exhibit Floor Diagram.**

*Note: The exhibitor assumes the entire responsibility and liability for losses, damages, and claims arising out of exhibitor's activities on the Hotel premises and will indemnify, defend, and hold harmless the Hotel, its owner, and its management company, as well as their respective agents, servants, and employees, and Beth Israel Deaconess Medical Center, Harvard Medical School, and Event Management, and their agents and employees from any and all such losses, damages, and claims.*

# Exhibit Floor Diagram



The 8x10 booths include 110,112, 114, 116, 118, 120, 122, 124, 515, 517, 519, 525, 527, 529, 531, and 537.

# Exhibitor Application Form

*An Exhibitor Confirmation Packet will be mailed once an application is approved.*

## Patient Safety in Obesity Surgery CME Course • July 7–9, 2005

*We, the undersigned, apply for technical exhibit space at the above referenced meeting to be held in the Boston Marriott Copley Place in Boston, Massachusetts.*

Please complete application and RETURN TO:

**Ciné-Med Research Institute Attention: Ming Jiang, 3 Buckingham Dr., Bow, NH 03304.**

**Fax: (301) 591-4183; E-mail: [jiang@ciné-med.org](mailto:jiang@ciné-med.org)**

### EXHIBITOR INFORMATION:

Company \_\_\_\_\_ Date \_\_\_\_\_  
Street Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Country \_\_\_\_\_ Zip \_\_\_\_\_  
Telephone \_\_\_\_\_ FAX \_\_\_\_\_ Web site \_\_\_\_\_

### CONTACT INFORMATION:

Pre-Meeting Point of Contact \_\_\_\_\_ Title \_\_\_\_\_  
Telephone \_\_\_\_\_ E-mail \_\_\_\_\_  
Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
On-site Exhibit Manager \_\_\_\_\_ Title \_\_\_\_\_  
Cell Phone \_\_\_\_\_ Product or Service \_\_\_\_\_

### EXHIBIT RESERVATION:

See pages 7-8 for the FIRST-COME, FIRST-SERVED booth assignment guideline and prices.

You are hereby authorized to reserve up to \_\_\_\_\_ square feet of exhibit space. Do not limit selection to corner booths or one location. Please list **at least 5 choices** by booth number(s) indicated in diagram on pages 9-10:

1st choice \_\_\_\_\_ 2nd choice \_\_\_\_\_ 3rd choice \_\_\_\_\_ 4th choice \_\_\_\_\_

5th choice \_\_\_\_\_ 6th choice \_\_\_\_\_ 7th choice \_\_\_\_\_ 8th choice \_\_\_\_\_

We prefer not to be in proximity to the following exhibitors: (Please list no more than 2)

\_\_\_\_\_  
\_\_\_\_\_

### EXHIBIT INDEPENDENT CONTRACTOR:

To have an exhibitor kit sent to an independent contractor, list the contact information here:

I & D Company \_\_\_\_\_ Contact \_\_\_\_\_  
Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

### PAYMENT SCHEDULE:

- One-half total booth cost due with applications.
- Balance due **March 31, 2005**.
- Total booth price with applications submitted after **March 31, 2005**.
- Payment will be accepted by **CHECK ONLY**.
- Make check payable to **"Ciné-Med Research Institute"**

<b>Total Estimated Cost of Exhibit</b>	\$ _____
<b>Deposit (one-half total booth cost)</b>	\$ _____
<b>TOTAL AMOUNT ENCLOSED</b>	\$ _____

**Signature:** \_\_\_\_\_

*Your signature on this application indicates that you understand and agree to comply with all the policies, rules, regulations, terms, and conditions contained in the Commercial Supporter and Exhibitor Prospectus, and will abide by the payment schedule as outlined above, and have read the rules and agree to distribute them to those involved with your booth.*

Please print this page, fill-out the form, clip and return it as indicated.



*[www.psos-course.org](http://www.psos-course.org)*

*For more information,  
please contact:*

**Ming Jiang**  
**Director, Education Programs**  
**Ciné-Med Research Institute**  
**Office of Education Programs**  
**3 Buckingham Drive**  
**Bow, NH 03304-5207**

**[jiang@cinem-med.org](mailto:jiang@cinem-med.org)**  
**aim: cineming**

**Office: 301.591.1772**  
**Toll-free: 888.508.8554**  
**Facsimile: 301.591.4183**