Risky Business
Managing the Escalating Complexity of Maternal and Neonatal Care

Monday and Tuesday, January 26 – January 27, 2009
Radisson Hotel
Newport Beach, California

Register now at
www.regonline.com/marchofdimes
Highlights of this year’s conference:
- Utilizing simulation to improve response and outcome
- Providing risk-appropriate maternal/neonatal care, including the management of maternal hemorrhage, multiple gestation and infectious diseases
- Advances in the care of the late preterm infant

This Ninth Annual Conference is designed to highlight the continuum of perinatal health care and its impact on the most common causes of perinatal morbidity and mortality. The conference brings together experts in public and personal health as well as genetics, obstetrics and neonatal care to share information and ideas to improve perinatal outcomes. The conference will be organized around points on the continuum of perinatal care: preconception, prenatal and intrapartum, as well as neonatal.

This conference highlights the increasing complexity of maternal and neonatal care and the skills required by professionals to address these challenges. Effects of environment, high-risk conditions as well as health care systems will be discussed and insight provided into preventive, diagnostic and therapeutic innovations. Evidence-based interventions with a multidisciplinary approach will be stressed in each presentation.

Supporting Sponsors

Description

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Register

Register online at www.regonline.com/marchofdimes

Registration & Fees

<table>
<thead>
<tr>
<th>Early Registration</th>
<th>Late Registration</th>
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<tbody>
<tr>
<td>Full MD</td>
<td>$330</td>
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<tr>
<td>Daily MD</td>
<td>$150</td>
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<tr>
<td>Full RN*</td>
<td>$250</td>
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<tr>
<td>Daily RN*</td>
<td>$120</td>
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<td>Total:</td>
<td>US $</td>
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*Others/physicians in training pay the RN fee.

For more registration information contact: caprofed@marchofdimes.com

415.217.6380

Online registrations will be given priority. If you prefer to register by mail, please complete the form at the bottom of this page, remove and mail with a check payable to March of Dimes:

March of Dimes
1050 Sansome St., 4th Floor
San Francisco, CA 94111
Attn: 2009 Conference Registration

Early registration is encouraged; space is limited. Fee includes syllabus on CD-ROM, continental breakfast, break refreshments, lunch and continuing education certification (unless otherwise noted). On-site registration available as space allows.

Group Discounts: Receive a 10% discount for groups of 4 or more. All group registrations must be received together. Group registration is available by mail only.

Cancellations:

Cancellations must be received in writing no later than January 12, 2009. Cancellations received after the deadline will not be eligible for a refund. A processing fee of $50 will be deducted from all refunds. Substitute delegates are permitted.

Please Check: □ MD □ RN □ GC □ MSW □ Student □ Resident □ Other

Vegetarian? □ Yes □ No Please notify us if special services are required

Name

Mailing Address

City, State, ZIP

Country

Phone

E-mail

License#/ State ____________ Type of CE Credit Request

Institution

I am registering for
□ Full Conference (1/26-1/27) □ Mon (1/26) □ Tues (1/27)

Register online at www.regonline.com/marchofdimes

Register

Early Registration paid by 12/15/08

Late Registration paid after 12/15/08

Full MD $330 $415

Daily MD $150 $205

Full RN* $250 $360

Daily RN* $120 $175

Total: US $
Location

Radisson Hotel
Newport Beach

At the Radisson Newport Beach in sunny Orange County, California, you can enjoy the relaxing atmosphere of tropical palms swaying in the breeze, and you’re also perfectly placed to access world-class shopping, dining, golf, and harbor cruises. The Radisson is located close to the Orange County Performing Arts Center, Disneyland, Knott’s Berry Farm, Buena Park and two world-renowned shopping centers: South Coast Plaza and Fashion Island Shopping Center. You’re also just minutes away from Orange County’s beautiful beaches, including Newport Beach, Crystal Cove State Park and Corona Del Mar State Beach.

Objectives

At the completion of the conference, the perinatal health care professional will be able to:

- Outline the issues and opportunities to positively impact pregnancy and birth outcomes, including: health disparities, maternal mortality, and family centered care.
- Describe practice implications of intrapartum conditions and issues which may increase maternal and neonatal risk, including: the late preterm infant, maternal hemorrhage, multiple gestation and infectious diseases.
- Provide risk-appropriate care to obtain optimal outcomes through an increased understanding of the practice issues surrounding the management of high-risk cases.
- Discuss how to use OB/Neonatal simulation to improve staff education and competency.
- Discuss the impact of culture, language and beliefs on families’ decision-making process when experiencing a high-risk pregnancy or the birth of an infant requiring NICU care.

Who Should Attend

Perinatal/Neonatal Physicians
Perinatal/Neonatal Nurses, Clinical Specialists & Nurse Practitioners
Geneticists & Genetic Counselors
Transport Coordinators
Preconception/Prenatal Care Providers
Nutritionists & Dietitians
Perinatal/Neonatal Respiratory Therapists
Health Educators
Allied Health Professions
Hospital and Clinic Administrators
Health Care Students

The Radisson Hotel is offering a special room rate of $139.00 per night for a single or double room. Be sure to mention the conference when reserving a room.

The hotel must be booked by Monday, January 11, 2009 to guarantee the March of Dimes Group Rate.
Lessons Learned on the Power of Simulation in Healthcare

Poor communication, organizational culture, and failure to function as a team have been identified as root causes related to perinatal morbidity and mortality. Practicing drills on a regular basis is an effective strategy for staff to practice high-risk, low-volume events with teams in a safe environment. Emergency drill programs are needed to improve and maintain collaborative teamwork and communication skills, and have the potential to improve patient safety and outcomes. Discover the power of integrating simulation into team training and patient safety programs. Learn how to develop and sustain a robust simulation program. Simulation methods to be represented will include mannequin and computer-based simulators, standardized patients and task trainers. We will also spend time demonstrating two scenarios and will practice briefing and debriefing skills.
Conference Materials & Continuing Education Information

**CME:** The Perinatal Advisory Council – Leadership, Advocacy, and Consultation (PAC/LAC) is accredited by the Institute for Medical Quality/California Medical Association (IMQ/CMA) to provide continuing education for physicians. PAC/LAC takes responsibility for the content, quality and scientific integrity of this CME activity. This activity has been planned and implemented in accordance with the Institute for Medical Quality and California Medical Association’s CME Accreditation Standards (IMQ/CMA) through the Joint Sponsorship of PAC/LAC and the March of Dimes. PAC/LAC designates this educational activity for a maximum of 12.5 AMA PRA Category 1 Credit(s)™. Physicians should only claim credit commensurate with the extent of their participation in the activity. This credit may also be applied to the CMA Certification in Continuing Medical Education.

**CEU:** This course is provider-approved for 15 contact hours by the California Board of Registered Nursing, Provider #CEP14797: Community Perinatal Network, Whittier, California. Daily CEU’s are available for January 26th or 27th.

**MFT/LCSW:** This course meets the qualifications for 5.2 hours of continuing education credits for MFT’s and/or LCSW’s as required by the California Board of Behavioral Science. Provider #PCE1888 Region 8, Regional Perinatal Programs of California, Orange, California.

As mandated by the ACME, all faculty participating in the continuing medical education programs by PAC/LAC are expected to disclose to the program audience any real or apparent conflict of interest related to the content of their presentation.

**Conference Materials:** Electronic copies of presentations/handouts will be available at http://www.marchofdimes.com/ca.

**Planning Committee**

- **James Bartley, MD**
  Genetics/Metabolism Pediatrics
  University of California, Irvine
  Orange, CA

- **Lisa Bollman, RNC, MSN, CPHQ**
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  Whittier, CA

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  San Diego, CA

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  Anaheim, CA

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  Genetics Department
  Kaiser Permanente Medical Group
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  Director
  Perinatal Programs, Planning & Policy Development
  Community Perinatal Network
  Whittier, CA

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  Quality Improvement Director
  Community Perinatal Network
  Whittier, CA

- **Feizal Waffarn, MD**
  Chair, Department of Pediatrics
  University of California, Irvine
  Orange, CA

- **Lawrence Wickham, MD**
  Neonatologist
  Hoag Hospital
  Newport Beach, CA

The **March of Dimes** is inspired by all babies—those born healthy and those who need our help to survive and thrive. They are the millions of reasons behind our urgent mission and why every day we:

- fight for health insurance for all pregnant women and children
- push for newborn screening that could save lives and prevent mental retardation
- provide comfort and information to families with a newborn in intensive care
- support all-important, Nobel Prize®-winning research offering hope for preventions and solutions for babies born too soon or with birth defects

March of Dimes carries out its mission in the name of babies, moms and families everywhere. We are babies’ staunchest advocate and Mom’s greatest fan and her caring friend. One day, every family will know the joy of a healthy baby. Until then, there is the March of Dimes.
### Monday, January 26

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tr>
<td>7:00 - 8:00</td>
<td><strong>REGISTRATION &amp; BREAKFAST</strong></td>
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<td>Breakfast Sponsored by MedImmune</td>
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<td>8:00 - 8:15</td>
<td>Welcome &amp; Opening Remarks</td>
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<td>8:15 - 9:05</td>
<td><strong>The Late Preterm Infant</strong></td>
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<td>Lucky Jain, MD, MBA</td>
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<td>9:05 - 10:00</td>
<td><strong>Perinatal Challenges &amp; Dilemmas:</strong></td>
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<td>Prenatal Screening &amp; Prematurity Prevention</td>
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<td>Larry Cousins, MD</td>
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<td>10:00 - 10:30</td>
<td><strong>BREAK &amp; EXHIBITS</strong></td>
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<tr>
<td>10:30 - 11:30</td>
<td><strong>Can We Prevent Mothers From Dying During Childbirth?</strong></td>
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<td>Debra Bingham, MS, RN, Dr. PH (c)</td>
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<td>11:30 - 12:15</td>
<td><strong>Maternal Hemorrhage and Resuscitation</strong></td>
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<td>David Lagrew, MD</td>
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<td>12:15 - 1:00</td>
<td><strong>LUNCH</strong></td>
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<td>1:00 - 1:50</td>
<td><strong>Lessons Learned on the Power of Simulation in Healthcare (Part 1)</strong></td>
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<td>Connie Lopez, RN, MSN, CNS</td>
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<td>1:50 - 2:50</td>
<td><strong>Lessons Learned on the Power of Simulation in Healthcare (Part 2):</strong></td>
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<td>Multidisciplinary Team Training for Perinatal Emergencies</td>
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<td>Connie Lopez, RN, MSN, CNS</td>
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<td>2:50 - 3:20</td>
<td><strong>BREAK &amp; EXHIBITS</strong></td>
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<td>3:20 - 4:30</td>
<td><strong>Neonatal Complications of Elective C-section Deliveries</strong></td>
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<td>Lucky Jain, MD, MBA</td>
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<td>4:30</td>
<td><strong>ADJOURN</strong></td>
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### Tuesday, January 27

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<td><strong>Targeting Big Drivers of Preterm Birth</strong></td>
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<td>Alan Fleischman, MD</td>
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<td>8:50 - 9:40</td>
<td><strong>Disparities for Women and Children:</strong></td>
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<td>Adverse Effects on Health Outcomes</td>
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<td>Kimberley Lakes, PhD</td>
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<td>9:40 - 10:10</td>
<td><strong>BREAK &amp; EXHIBITS</strong></td>
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<td>10:10 - 10:50</td>
<td><strong>Family Centered Care</strong></td>
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<td>Liz Drake, MN, CNNP, CNS</td>
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<td>10:50 - 11:30</td>
<td><strong>Parent Perspective: Quality of Care</strong></td>
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<td>11:30 - 12:30</td>
<td><strong>LUNCH</strong></td>
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<tr>
<td>12:30 - 1:20</td>
<td><strong>Multiple Gestations:</strong></td>
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<td>What Can We Do Differently?</td>
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<td>Tamerou Asrat, MD</td>
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<td>1:20 - 2:10</td>
<td><strong>Infectious Disease:</strong></td>
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<td>Effect on Pregnancy and Neonatal Outcomes</td>
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<td>Richard Sweet, MD</td>
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<td>2:10 - 2:40</td>
<td><strong>BREAK &amp; EXHIBITS</strong></td>
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<td>2:40 - 4:30</td>
<td><strong>Expert Panel:</strong></td>
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<td>Getting the Optimal Outcome for Mom and Baby</td>
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<td>Topics: Managing High-Risk Cases/Risk-Appropriate Care</td>
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<tr>
<td>4:30</td>
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