Unraveling Current Asthma Challenges
People looking at this brochure might ask themselves “Why would I be interested in attending this meeting?” and “Why would it be worth my time and money?” In fact, the annual meeting of the Association of Asthma Educators provides a unique opportunity for people who work with any aspect of asthma to immerse themselves in discussions of a wide variety of current aspects of asthma understanding and care for 2 ½ days. The audience is widely diverse, from students attending professional schools and community health workers to experienced physicians and nurse practitioners who treat patients with asthma every day along with everyone in between. Therefore, the topics are diverse but important and are intended to bring new understanding to everyone. Some of the sessions will be hands-on workshop sessions for relatively inexperienced persons while others will introduce the latest therapeutic advances for asthma care. This meeting in Milwaukee will blend noted speakers from across the country with experts from Wisconsin. With their registration, attendees will receive Category 1 (or Pharm.D.) CME credit for the sessions they attend. It is not necessary for attendees to have achieved asthma educator certification or be planning to obtain it, although they are most welcome and will find the program quite useful. In other words, you don’t have to be an AE-C to attend - you just need a passion for asthma.

A major goal of the event is to provide attendees with practical understanding through which they can improve their day-to-day asthma-related activities. In addition, there will be many opportunities for attendees to network with speakers and other members of the audience and, thereby, gain contacts for future learning and collaboration. Furthermore, a large number of companies and groups dealing with asthma will support this meeting and will have display tables with expert personnel ready to answer questions and inform attendees about their products and services.

In addition to the main AAE meeting there will also be a pre-conference mini course to provide an advanced pharmacology update for those needing the latest on new asthma medications and delivery devices.
Continuing Education

Updated continuing education information will be posted at www.asthmaeducators.org as it becomes available.

TARGET AUDIENCE
The target audience for this event includes physicians, pharmacists, nurses, case managers, respiratory therapists, medical assistants, nurse practitioners, physician assistants, social workers, school nurses, educators, and other health educators working in the community, ambulatory and acute care settings.

Asthma Pharmacology Pre-Conference Session July 27, 2017:
The full-day Pharmacology Pre-conference workshop will provide attendees with the latest information on all things wheezy and itchy. Nationally recognized speakers will deliver state-of-the-science pharmacology instruction using innovative small-group educational approaches. Who should attend? Allied health professionals interested in an intensive course that will enhance pharmacologic management knowledge and competency. This course will be particularly helpful for nurses, respiratory therapists, clinicians, case managers, asthma educators, nurse practitioners and physician assistants. Please note accreditation statements below.

Annual Conference General Session:
The following apply to conference general session and preconference offerings, July 27-30, 2017:

“This activity has been planned and implemented in accordance with the accreditation requirements and policies of the South Carolina Medical Association (SCMA) through joint providership of AnMed Health and Association of Asthma Educators. AnMed Health is accredited by the SCMA to provide continuing medical education for physicians and takes responsibility for the content, quality, and scientific integrity of this CME activity. AnMed Health designates this “live activity” for a maximum of 26.75 AMA PRA Category 1 Credit(s) TM. Physicians should claim only the credit commensurate with the extent of their participation in the activity.”

This activity is being planned to offer 20.5 contact hours of credit and is scheduled to take place on July 27-30, 2017. The Pharmacy Society of Wisconsin is accredited by the Accreditation Council for Pharmacy Education as a provider of continuing pharmacy education. Credit will be available for pharmacists attending some of the conference programming. “This program is a knowledge-based CPE activity and appropriate for all pharmacists. Attendance is required to receive ACPE credit all pharmacist attendees wishing to earn ACPE-accredited CE credits must attend programming and complete the required attendance form and online evaluation that will be provided both in writing and via email. Pharmacists completed requirements, will have CPE uploaded to their CPE Monitor portal within 60 days. Pharmacists must provide CPE Monitor ID and birthdate (MMDD) in order to receive credit. Please see the conference website for more information.

This program is under review for a maximum of 24.75 contact hours Continuing Respiratory Care Education (CRCE) credit by the American Association for Respiratory Care, 9425 N. MacArthur Blvd. Suite 100 Irving TX 75063, Course # TBD

This program has been planned and implemented in accordance with the requirements of the California Board of Registered Nursing. The Association of Asthma Educators is an approved provider (#13605) of Continuing Education in Nursing. This activity meets criteria for mandatory continuing education requirements, and the participant is awarded for a maximum 25 contact hours.
Hotel Information

HYATT REGENCY Milwaukee
333 W. Kilbourn Ave
Milwaukee, WI 53203
When making a reservation – please refer to the Association of Asthma Educators conference.
https://aws.passkey.com/go/AAEC2017
Phone # is 1-888-421-1442

Room Rates: We have special room rates for the AAE conference –
- Single occupancy $159.00*
- Double occupancy $159.00*
- Triple occupancy $179.00*
- Quadruple occupancy $199.00*

*IMPORTANT:
Rates are exclusive of applicable state and local taxes (currently 15.1% Occupancy Tax)
The AAE rooms are available at the special rates until June 26, 2017. After this cut-off, reservations will be based on availability and at the Hotels going rate.
When making a reservation – please refer to the Association of Asthma Educators conference.

Map to our Downtown Milwaukee Hotel
DRIVING DIRECTIONS TO OUR DOWNTOWN MILWAUKEE HOTEL

- **From the South - (Chicago, O'Hare airport and the Milwaukee airport)** Take 94 West / 43 North towards downtown Milwaukee. In downtown, follow the center lane marked 43 - North/ Green Bay. Follow 43 - North to the McKinley / Fond Du Lac Avenue. Go east on McKinley to 6th St. Turn right on 6th St. Go 4 blocks to Kilbourn Avenue. Turn left on Kilbourn. Our Milwaukee Wisconsin luxury hotel will be on your right at 4th and Kilbourn.

- **From the North - (Green Bay, Kohler, Sheboygan)** Take 43 - South into Milwaukee. Exit at McKinley / Fond du Lac Avenue. Take McKinley east to 6th St. Turn right on 6th St. Follow 6th St. to Kilbourn Avenue. Turn left on Kilbourn. The Hyatt will be on your right at 4th and Kilbourn.

- **From the NW - (Appleton, Oshkosh, Fond du Lac, Germantown)** Take Hwy. 41 South to Hwy. 45 South. Follow 45 South to 94 East. Take 94 East to downtown Milwaukee. In downtown, take the exit ramp for 43 North. From 43 - North exit at McKinley / Fond du Lac Avenue. Take McKinley east to 6th St. Turn right on 6th St. Follow 6th St. to Kilbourn Avenue. Turn left on Kilbourn. Our Milwaukee luxury hotel will be on your right at 4th and Kilbourn.

- **From the West - (Minneapolis, Eau Claire, Madison, Waukesha)** Take 94 East into downtown Milwaukee. In downtown, take the exit ramp for 43 North. From 43 - North exit at McKinley / Fond du Lac Avenue. Take McKinley east to 6th St. Turn right on 6th St. Follow 6th St. to Kilbourn Avenue. Turn left on Kilbourn. The Hyatt will be on your right at 4th and Kilbourn.

From the SW - (Rockford, Beloit, Lake Geneva)
From Rockford: Take 90 North to Beloit to 43 North and follow directions below:

- **From Beloit and Lake Geneva: 43 North to 894 -East / 43 - North bypass.** From bypass take left lanes to 43-North towards downtown Milwaukee. In downtown take the center lane marked 43- North Green Bay.

- **On 43 - North exit at McKinley / Fond du Lac Ave:** Take McKinley east to 6th St. Turn right on 6th St. Follow 6th St. to Kilbourn Avenue. Turn left on Kilbourn. The Hyatt will be on your right at 4th and Kilbourn.
Transportation

Airport Transportation - GO Riteway

TO/FROM MILWAUKEE GENERAL MITCHELL AIRPORT:

Shared Shuttle: $15/ person one-way or $29 roundtrip.

Private shuttles, cars, SUVs and limos are also available at an additional cost.

Please call Please call 414-570-5200, option 4, to make shared shuttle reservations at any time. Option 5 will direct you to reservations for black car/SUV/shuttle service. Walk-up service at GO Riteway airport booth is available, but reservations are encouraged.

Shared Shuttle reservations for early morning pick-ups (02:00am to 08:00am) should be made no later than 8:00pm the night before to ensure pick-up time.

PROCEDURE FOR GUESTS ARRIVING AT GENERAL MITCHELL AIRPORT:

Shared Shuttle: Upon arrival at Mitchell International Airport, please collect your bags and check-in at GO Riteway’s airport desk, located at Baggage Claim #3. Please do not go directly to the van loading area.

Black Car/SUV: Please meet your uniformed driver at you baggage claim carousel. Your driver will be holding a sign with your name.

TO/FROM CHICAGO O’HARE AIRPORT:

GO Riteway COST: $179 shared shuttle, $217 private car, call for details

414-570-5200 or 1-800-236-5450

To make reservations, or for more information, please visit: www.goriteway.com

Getting Around the City

The Hyatt Regency is conveniently located in the heart of downtown Milwaukee. Many of city’s favorite attractions, restaurants, and nightlife are a quick walk away. If you desire a ride, our bellmen are happy to find you a taxi in the front of the hotel. Milwaukee is also a Lyft and Uber friendly city.

Bublr Bikes: Rental stations are located throughout the city with the closest station 2 blocks from the hotel (Wisconsin and 4th). $3/ 30 minutes.
AAE is a 501 (c)3 non-profit organization dedicated to the provision of quality education to a multidisciplinary group of asthma educators. Founded in 1998, AAE serves as the premier professional organization representing health care professionals who identify themselves as asthma educators, many of whom will sit for the national asthma educator certification examination. AAE’s primary purpose is to promote asthma education as an integral comprehensive asthma program, to raise the competence of healthcare professionals who educate individuals and families affected by asthma, and to raise the standard of care and quality of asthma education delivered to those with asthma. The association is the only organization whose sole purpose is to improve asthma care and asthma education. AAE assembles this unique group of providers and educators who can improve their patient service through the use of your products.

Get involved with AAE!

AT THE CONFERENCE:

Community Service Project:
Have you ever thought about getting more involved in AAE? The Community Service Project, held in conjunction with the AAE Annual Conference is a fun and rewarding way to get your feet wet! The program begins at 6:00 pm. The team of volunteers will meet in advance and depart from the Hyatt together.

This family-friendly event will include asthma learning sessions, games, music and lots of fun for children with asthma and their parents. For more information or to volunteer please contact Sharon Lemley @ SHARON.LEMLEY@childrens.com.
Research:
Call for Abstracts/Posters:

SUBMISSION CATEGORIES ARE:
1. Asthma Diagnosis and/or Care
2. Asthma Education Program or Program Evaluation
3. Device and Technique Evaluation
4. Drug Clinical Trial

Conference committee panel will score abstracts and the top three abstracts will be chosen for oral presentations during the conference. Top abstract winner will be provided free conference registration. We encourage all abstract submitters to provide a poster for display during the Poster Fair. Attendees will be given time to view & ask questions.

For more information, please contact Lisa Johnson at lcjohnso0625@gmail.com or 252-847-6834.
Poster due date May 19, 2017

AAE News and Updates

AAE Membership:

The primary purposes of the Association of Asthma Educators are to: Promote asthma education as an integral component of a comprehensive asthma program. Raise the standard of care and quality of asthma education delivered to those with asthma. Join other passionate asthma educators like nurses, respiratory therapists, Pharmacists, Community health workers, physicians and others across the country. You do not need to be an AE-C but you may just want to become one working with this team. Membership includes the following benefits and much, much more:

• Membership to Allergy & Asthma Network • Educational Opportunities: • Annual Conference • Asthma Educator Certification and Re-Certification Prep Courses • BAECM Course • CEU Offerings: • Webinars, Monographs, and Educational Programs • Stay up to date on ‘Hot Topics’ with asthma education experts • The opportunity to become a member of the larger international community of asthma educators through our website and special projects

AAE Launches National Program!

Asthma Education for the Community Health Worker:
AAE is dedicated to supporting the asthma educational needs of community health workers by providing a comprehensive training program based on the national guidelines. The AAE has developed this program to prepare entry-level community health workers (CHW) to effectively provide basic asthma management education in communities where uncontrolled asthma is prevalent. The program is available to community and health organizations with an interest in enabling staff and volunteers to improve the care and understanding of the disease for patients and families living with asthma. Please contact chwcoordinator@asthmaeducators.org to learn more about this exciting initiative!
AAE Website Features:

**Forums:** Did you know that you can share information with or ask a question of peers within the asthma education community? Simply click on the Forums tab. The AAE Forum provides members a place to share information, ask questions, connect with professionals, and stay up-to-date with the latest information about asthma and asthma education. Members can choose to subscribe to receive emails from forums or specific topics within the forums. Emails are not sent until you opt into this feature and you do so by updating your profile. This is just one of many benefits of being an AAE Member.

**Hot Topics:** The AAE is excited to announce a new section of our website dedicated to providing up-to-date information on asthma-related literature. In this section, current articles will be presented and summarized to help AAE members remain up-to-date. Visit the Resources section of our website to view the article summaries and information on how to submit your own! THESE SUMMARIES AND REVIEWS ARE MEMBERS ONLY CONTENT. FOR A LIMITED TIME, THIS CONTENT IS AVAILABLE TO THE PUBLIC!

AAE Asthma Education Satellite Courses:
Throughout the year, AAE offers courses nationally and internationally. All courses are designed in accordance with the National Heart, Lung, and Blood Institute (NHLBI) of the National Institutes of Health Expert Panel Report (EPR3): Guidelines for the Diagnosis and Management of Asthma.

**Course offerings:**

1. **Becoming an Asthma Educator and Care Manager**
   This half-day course is dedicated to teaching participants to holistically approach the education of patients and families with asthma.

2. **National Asthma Educator Certification and Recertification Review Course**
   This course is designed as a review for individuals who actively engage in the education of persons with asthma and who wish to pursue certification or recertification as an asthma educator. The review course was written and is taught by credentialed asthma educators (AE-C, Asthma Educator-Certified).
   **Our course is based on the NAECB detailed content outline.**

We can provide one of these courses at your location. Contact us at courses@asthmaeducators.org for more information and to learn more about our hosting packages!
Unraveling Current Asthma Challenges

Learning Objectives

Overall: The attendees to this meeting come from a wide variety of backgrounds and levels of experience dealing with asthma. As a result, the numerous presentations have a variety of objectives and targets among audience members. We will identify key targets for the various objectives (MD/NP/PA, RT/RN, Pharm D, and others). These are primary but not exclusive target groups. Some, but not all, members of the audience are certified asthma educators (AE-C). For the first time, this year we will be able to provide category 1 CEUs (and also continuing education credit for Pharm D attendees). Each speaker will provide not only conflict of interest ascertainment but also learning objectives for their talks to the CME provider (AnMed Health in Anderson, SC). That agency was chosen because of its experience dealing with asthma conferences in SC as well as cost and convenience. The items below are provided from the perspective of the conference as a whole, matching the content of every presentation to some degree.

Objectives:

After attending these sessions, members of the audience will:

1. Understand the important ethnic disparities affecting patients and families with asthma and utilize this information to better care for minority patients (all);
2. Recognize and utilize successful approaches to put a multi-disciplinary team together to improve asthma care in a community (all);
3. Understand the importance of identifying and ameliorating individual environmental triggers in the management of asthma (all);
4. Understand that home visitations provide caregivers with information about the environment where a patient is living and can also assist the family in reducing the trigger exposures they are facing to improve asthma outcomes (all);
5. Become knowledgeable about the resources the Allergy and Asthma Network (AAN) provides to families and caregivers of patients with asthma (all);
6. Become familiar with the new class of asthma medications called biologics (MD/NP/PA, Pharm D);
7. Understand the indications for use of biologic therapy, its value and risks (MD/NP/PA);
8. Understand the value of and approaches to the use of telemedicine as a vehicle for patient evaluation and teaching for patients/families with asthma (all);
9. Understand the wide distribution of asthma-related projects currently underway throughout the country (all);
10. Recognize valuable approaches to address difficult issues related to asthma management (MD/NP/PA);
11. Understand and utilize innovative best practices in the management of young children with recurrent wheezing (MD/NP/PA);
12. Learn about the value and appropriate use of asthma medications and therapies through open discussions with vendors (all);
13. Understand and utilize the current meaning of optimal asthma control (all);
14. Understand that optimal asthma care requires careful assessment with attention to treatment of both chronic airway inflammation as well as bronchospasm (all);
15. Understand the links that exist demographically and biochemically between asthma and obesity (all);
16. Understand and utilize approaches to achieve simultaneous control of asthma and obesity in patients (MD/NP/PA, RT/RN; AE-C);
17. Recognize the critical importance of identifying each patient's asthma triggers and utilize approaches to limit exposure to such triggers (all);
18. Understand the indications for and value of bronchial thermoplasty in the treatment of adults with severe uncontrolled asthma (MD/NP/PA; RT/RN)
19. Understand and utilize asthma action plans as important instructions for patients with asthma, their families, caregivers and schools (all);
20. Understand and utilize the School-based Asthma Management Program (SAMPRO) toolkit in the control of school-age children with asthma (all);
21. Understand and utilize innovative approaches to best evidence-based management of patients with asthma in the primary care setting (all);
22. Identify and utilize innovative and effective approaches with Medicaid to achieve optimal care with minimal time expenditure and busy-work (MD/NP/PA, Pharm D)
23. Understand the rationale for and how best to utilize Community Health Workers (CHW) in the asthma management team (all);
24. Understand the value of attaining asthma educator certification (all);
25. Recognize the value of using motivational interviewing techniques to energize patients/families to follow the asthma plan more closely (all);
26. Understand the potential value and limitations of spirometry in asthma management (all);
27. Develop innovative cooperative approaches to work effectively at the local and state level with other asthma fanatics to improve programs, policies and outcomes (all);
28. Understand the value and appropriate use of newly-developed tools, apps, devices and calendars to improve asthma outcomes (all);
29. Understand new approaches by retail pharmacies to improve asthma care and how to best utilize pharmacists in new and effective ways to improve asthma outcomes (all);
30. Understand the value of and resources available through the AAE (all);
31. Recognize the impact that limitations in health literacy can have on health communication and understand effective approaches to get beyond these limitations for all patients and families (all);
32. Utilize innovative approaches in communication to effectively interact with patients and families with limited health literacy (all);

Practice changes:
We seek to energize the members of the audience to make concrete changes in their practices and activities to spread their newly-acquired knowledge and improve their care of patients with asthma. We also seek to encourage members of the audience to understand the value of membership in the AAE as well as becoming certified as an asthma educator. It is our goal that members of the audience will:
1. Teach colleagues who deal with asthma the new information they have learned at this meeting (all);
2. Become members of the AAE, receiving on-going updates about innovations in asthma care, advocacy opportunities, and networking possibilities (all);
3. Become members of the Allergy & Asthma Network, helping their patients learn of the opportunities and resources the AAN can provide them (all);
4. Adjust their prescribing practices to achieve best evidence-based practice approaches in their individual asthma patient care (MD/NP);
5. Become more current utilizing best practices in their provision of asthma education (RN/RT, AE-C);
6. Seek to identify other asthma fanatics in their communities to work with in establishing and improving asthma programs (all);
7. Utilize best practice approaches in addressing asthma drug formulary issues (MD/NP);
8. Utilize and inform others about the SAMPRO toolkit with its value for managing children with asthma at schools (all) (see the SAMPRO toolkit available at www.aaaai.org);
9. Utilize asthma action plans (AAP) for all children with asthma (MD/NP/PA);
10. Effectively teach families to expect AAPs from their caregivers, their purpose and how to use them correctly (RT/RN, AE-C);
11. Adjust practice patterns in primary care settings to optimize outcomes for asthma patients (MD/NP/PA);
12. Adjust practice patterns to improve outcomes for minority patients and families (MD/NP/PA);
13. Utilize appropriate opportunities to include CHWs in the asthma team (MD/NP/PA, others);
14. Decide when to undertake AE-C certification process (all);
15. Incorporate techniques of motivational interviewing in patient/family interactions (MD/NP/PA);
16. Utilize spirometry more widely in the management of patients with asthma (MD/NP/PA);
17. Join local, state and/or national groups fighting asthma and seek cooperative interaction with other asthma-focused groups to improve outcomes (all);
18. Instruct colleagues and families about the availability of new, innovative tools to promote better asthma care (all);
19. Develop contacts with asthma-focused pharmacies in the local community (all);
20. Seek to educate pharmacists as to best practices for asthma care (MD/NP/PA, Pharm D);
21. Develop policies in your own practice setting to effectively communicate with and teach patients and families with limited health literacy (all) (see the Health Literacy Universal Precautions Toolkit, available on-line).
Thursday July 27

AAE Pre-Conference Program

2017 Pharmacology Course:

Asthma and Treatment of its comorbid/coexisting conditions

The full-day Pharmacology Pre-conference workshop will provide attendees with the latest information on all things wheezy and itchy. Nationally recognized speakers will deliver state-of-the-science pharmacology instruction using innovative small-group educational approaches.

Who should attend? Allied health professionals interested in an intensive course that will enhance pharmacologic management knowledge and competency. This course will be particularly helpful for nurses, respiratory therapists, clinicians, case managers, asthma educators, nurse practitioners and physician assistants. Please see the Continuing Education noted in the brochure for accreditation details.

<table>
<thead>
<tr>
<th>Time</th>
<th>Topic</th>
<th>Speaker</th>
</tr>
</thead>
<tbody>
<tr>
<td>8:00-8:15</td>
<td>Welcome, introductions, logistics, and housekeeping</td>
<td>Maureen George</td>
</tr>
<tr>
<td>8:15-10:15</td>
<td>Asthma Pharmacology and devices</td>
<td>Chris Wagner</td>
</tr>
<tr>
<td>10:15-10:30</td>
<td>Break</td>
<td>Break</td>
</tr>
<tr>
<td>10:30-11:30</td>
<td>Allergic rhinitis and sinusitis management</td>
<td>Karen Gregory</td>
</tr>
<tr>
<td>11:30-12:15</td>
<td>ACOS/Chronic Cough</td>
<td>Maureen George</td>
</tr>
<tr>
<td>12:15-1:00</td>
<td>LUNCH</td>
<td>Maureen George</td>
</tr>
<tr>
<td>1:00-1:30</td>
<td>GERD</td>
<td>Karen Gregory</td>
</tr>
<tr>
<td>1:30-2:00</td>
<td>Anxiety/depression</td>
<td>Don Bukstein</td>
</tr>
<tr>
<td>2:00-2:30</td>
<td>Sleep meds in SDB &amp; asthma</td>
<td>Don Bukstein</td>
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<tr>
<td>2:30-3:00</td>
<td>Smoking (cigs, e-cigs, hookah) and cessation</td>
<td>Maureen George</td>
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<tr>
<td>3:00-3:15</td>
<td>Break</td>
<td>Maureen George</td>
</tr>
<tr>
<td>3:15-4:00</td>
<td>Atopic dermatitis</td>
<td>Karen Gregory</td>
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<tr>
<td>4:00-4:30</td>
<td>CAM</td>
<td>Maureen George</td>
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### THURSDAY 7/27

<table>
<thead>
<tr>
<th>Time</th>
<th>Session / Targets</th>
<th>Topic / Title</th>
<th>Speaker(s)</th>
<th>Format</th>
</tr>
</thead>
<tbody>
<tr>
<td>8:30 AM - 3:30 PM</td>
<td>AAE BOD meeting</td>
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<td>Greg Metz, MD et al</td>
<td></td>
</tr>
<tr>
<td>8:30 AM - 4:00 PM</td>
<td>Pharmacology Course</td>
<td></td>
<td>Maureen George, Karen Gregory, Christine Wagner, Cheryl Kerrigan, Don Bukstein</td>
<td>Mini-course</td>
</tr>
<tr>
<td>5:30 PM - 7:30 PM</td>
<td>Community Service Project</td>
<td></td>
<td>Erin Lee (FAM); Jennifer Winter; Sharon Winter</td>
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### FRIDAY 7/28

<table>
<thead>
<tr>
<th>Time</th>
<th>Session / Targets</th>
<th>Topic / Title</th>
<th>Speaker(s)</th>
<th>Format</th>
</tr>
</thead>
<tbody>
<tr>
<td>6:30 AM</td>
<td>Registration</td>
<td></td>
<td>SolutionsX2</td>
<td></td>
</tr>
<tr>
<td>7:00 AM - 8:00 AM</td>
<td>Breakfast; Product Theater I</td>
<td></td>
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<tr>
<td>8:00 AM</td>
<td>Welcome/Introduction</td>
<td>Asthma – What are we doing here?</td>
<td>Michael Bowman, MD</td>
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<tr>
<td>8:15 AM</td>
<td>General</td>
<td>Ethnic disparities in asthma</td>
<td>LeRoy Graham, MD</td>
<td>Lecture</td>
</tr>
<tr>
<td>9:00 AM</td>
<td>General</td>
<td>Building effective partnerships in asthma care – What are our targets?</td>
<td>Ben Francisco, PhD</td>
<td>Lecture</td>
</tr>
<tr>
<td>9:45 AM</td>
<td>Biobreak, vendor exhibits</td>
<td></td>
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<tr>
<td>10:30 AM</td>
<td>General</td>
<td>Environmental trigger recognition – The merit and content of home visitation programs</td>
<td>Don Bukstein</td>
<td>Lecture</td>
</tr>
<tr>
<td>11:15 AM</td>
<td>General</td>
<td>Effective asthma management in the primary care setting</td>
<td>LeRoy Graham, MD; CEO Bridge Atlanta Med Ctr</td>
<td>Lecture</td>
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<tr>
<td>12:00 PM</td>
<td>Lunch (until 1:15)</td>
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<tr>
<td>1:15 PM</td>
<td>General</td>
<td>Biologics – Emerging approaches to effective asthma treatment</td>
<td>Todd Mahr MD</td>
<td>Lecture</td>
</tr>
<tr>
<td>2:00 PM</td>
<td>General</td>
<td>Telemedicine and asthma – Challenges and opportunities</td>
<td>Brooke Yeager</td>
<td></td>
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<tr>
<td>2:45 PM</td>
<td>Biobreak, vendor exhibits</td>
<td></td>
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<tr>
<td>3:30 PM</td>
<td>AAE</td>
<td>Asthma project posters – viewing and presentations by winners; Al Keith music</td>
<td>Lisa Johnson</td>
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<tr>
<td>5:30 PM</td>
<td>Prize drawing, hand in evaluations</td>
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<td>Dee Mallam</td>
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<tr>
<td>6:30-8:30</td>
<td>Info-ception</td>
<td>Recent advances in the treatment of preschool wheezing and childhood asthma; open discussion of thorny issues in asthma care</td>
<td>Rob Lemanske MD; UW Assoc Dean for Clin &amp; Translational Research</td>
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<tr>
<td>Time</td>
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<td>Topic</td>
<td>Speaker/Details</td>
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<tr>
<td>7:15 AM - 8:15 AM</td>
<td>Breakfast-Product Theatre/Vendor</td>
<td>Registration</td>
<td>Sign-in for attendance</td>
<td>SolutionsX2</td>
</tr>
<tr>
<td>8:15 AM</td>
<td>Advanced Asthma</td>
<td>Asthma Control: What is it and how to measure it.</td>
<td>Todd Mahr, MD Lecture</td>
<td></td>
</tr>
<tr>
<td>8:15 AM</td>
<td>Asthma Fundamentals</td>
<td>Recognizing asthma/treating both bronchospasm and inflammation</td>
<td>Teresa Summe Lecture</td>
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<tr>
<td>9:00 AM</td>
<td>Advanced Asthma</td>
<td>Obesity / asthma twin US epidemics -- Are they linked?</td>
<td>Christine Wagner Lecture</td>
<td></td>
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<tr>
<td>9:00 AM</td>
<td>Asthma Fundamentals</td>
<td>Recognizing asthma triggers</td>
<td>Greg Metz, MD Lecture</td>
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<tr>
<td>9:45 AM</td>
<td>Product Theater IV</td>
<td>Biobreak, vendor exhibits</td>
<td></td>
<td></td>
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<tr>
<td>10:30 AM</td>
<td>Advanced Asthma</td>
<td>Bronchial thermoplasty</td>
<td>Steve Leh, MD Lecture</td>
<td></td>
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<tr>
<td>10:30 AM</td>
<td>Asthma Fundamentals</td>
<td>Asthma 101</td>
<td>Tracy Marquette Lecture</td>
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<tr>
<td>11:15 AM</td>
<td>Keynote Address</td>
<td>How and When Does Asthma Begin?</td>
<td>Rob Lemanske MD--UW Assoc Dean for Clin &amp; Translational Research Lecture</td>
<td></td>
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<tr>
<td>12:15 PM</td>
<td>Lunch (until 1:15)</td>
<td>Product Theater V</td>
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<tr>
<td></td>
<td></td>
<td>vendor exhibits</td>
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<tr>
<td>1:15 PM</td>
<td>General</td>
<td>Asthma advocacy through the Allergy &amp; Asthma Network (AAN) – A crucial service for families</td>
<td>Tonya Winders (AAN) Lecture</td>
<td></td>
</tr>
<tr>
<td>2:00 PM</td>
<td>General</td>
<td>Dealing with medicaid -- Program and payment issues</td>
<td>Ben Francisco, PhD Lecture</td>
<td></td>
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<tr>
<td>2:45 PM</td>
<td>Biobreak, vendor exhibits</td>
<td></td>
<td></td>
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<tr>
<td>3:30 PM</td>
<td>Learning from the Experts</td>
<td>Topic 1: Using community health workers to improve asthma control/outcomes</td>
<td>Lorene Alba (Breathe California, CA Dept of Health) Networking / Hands-on Discussions</td>
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<td></td>
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<td>Topic 3: Practical ways to improve patient/family adherence to The Asthma Plan</td>
<td>Stuart Tousman, PhD Networking / Hands-on Discussions</td>
<td></td>
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<td></td>
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<td>Topic 4: Successful approaches to implement SAPRO in school districts in Wisconsin</td>
<td>Nicholas Antos, MD Networking / Hands-on Discussions</td>
<td></td>
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<tr>
<td>4:30 PM</td>
<td>Learning from the Experts</td>
<td>Topic 5: Non-traditional asthma treatments</td>
<td>Maureen George, PhD Lecture</td>
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<td>Topic 6: Spirometry -- Practical tips to get useful information</td>
<td>Bill Pruitt Networking / Hands-on Discussions</td>
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<td>Topic 7: Making an asthma coalition successful when money is scarce</td>
<td>Panel discussion, led by Stuart Tousman, PhD; Wis, Milw and SC asthma leaders Networking / Hands-on Discussions</td>
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<td>Topic 8: Gadgets, gizmos and apps, oh, my! The latest innovations to improve asthma compliance and management</td>
<td>Jared Rice &amp; Dewey Hahlbohm Networking / Hands-on Discussions</td>
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<tr>
<td>5:30 PM</td>
<td>Hand in evaluations; Prize drawing</td>
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<td>Dee Mallam</td>
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<tr>
<td>6:30 PM</td>
<td>Social events -- selection</td>
<td>Harbor cruise; Brewer's baseball game Event TBA</td>
<td>FUN</td>
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<tr>
<td>Time</td>
<td>Session</td>
<td>Topic</td>
<td>Speaker(s)</td>
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<tr>
<td>7:00 AM</td>
<td>Breakfast</td>
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<tr>
<td>8:00 AM</td>
<td>President’s Comments</td>
<td>AAE and the Value or AE_C; Awards</td>
<td>Greg Metz, MD</td>
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<tr>
<td>9:00 AM</td>
<td>General</td>
<td>Innovations in pharmacist activities related to asthma across Wisconsin</td>
<td>Kari Trapskin, PharmaD</td>
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<tr>
<td>9:45 AM</td>
<td>General</td>
<td>Innovations and challenges for pharmacists dealing with asthma</td>
<td>Dimmy Sokhal, PharmaD, Laya Esmaili-Rashid, PharmaD</td>
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<tr>
<td>10:30 AM</td>
<td>General</td>
<td>Innovations and Challenges for Pharmacists dealing with Asthma</td>
<td>Dimmy Sokhol, PharmaD, Ruchi S Gupta, MD, MPH</td>
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<tr>
<td>11:15 AM</td>
<td>General</td>
<td>Where do we/you go from here?</td>
<td>M Bowman, moderator</td>
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<tr>
<td>10:30 AM</td>
<td>General</td>
<td>Addressing health literacy issues—A constant challenge</td>
<td>Ruchi S. Gupta, MD, MPH</td>
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<tr>
<td>11:15 AM</td>
<td>General</td>
<td>Where do we /you go from here?</td>
<td>M. Bowman moderator</td>
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<tr>
<td>11:45 AM</td>
<td>General</td>
<td>Adjournment—On to Phoenix AZ</td>
<td>Hotel departure</td>
<td></td>
</tr>
</tbody>
</table>

Non-CME
**KEYNOTE SPEAKER:**
Robert F. Lemanske, Jr., M.D.
Professor of Pediatrics and Medicine
Associate Dean for Clinical and Translational Research
University of Wisconsin School of Medicine and Public Health

Lorene Alba, AE-C
Senior Asthma Education and Communications Specialist, California Breathing

Nicholas J Antos, MD
Assistant Professor, Medical College of WI

Tim Ballweg, RRT, CPFT, AE-C, Asthma Educator
Group Health Cooperative of South Central Wisconsin

C. Michael Bowman, PhD, MD;
Pediatric Pulmonologist, Professor Emeritus Medical University of South Carolina

Don A. Bukstein, MD
Specializes in Allergy/Immunology
Madison, Wisconsin

Kimberly Byrne DNP, PNP-C, CPN, AE-C
Pediatric Asthma Program Manager
Banner Children’s Cardon Children’s Medical Center

Ben Francisco Ph.D, CNP, AE-C
Director of Asthma Ready® Communities Practicing Pediatric Nurse Practitioner

Maureen George PhD RN AE-C FAAN
Associate Professor
Columbia University School of Nursing

LeRoy Graham, MD Pediatric
Pediatric Pulmonologist
President and CEO of Bridge Atlantic Medical Clinic

Karen Gregory, DNP, APRN, CNS, RRT, AE-C, FAARC
Acute Care Clinical Nurse Specialist
Oklahoma Allergy and Asthma Clinic

Ruchi Gupta, MD, MPH
Pediatrician, Author, and food allergy researcher at Northwestern. Advocate for all children with food allergies.

Dewey Hahlbohm, PA-C, AE-C
Physician Assistant

Lisa C. Johnson AE-C, BAS, RCP, RRT-NPS
Health Sciences Instructor
Greene County Public Schools

Al Keith, BA,CRT
CEO and Founder
CTK Clinical Consultants

Erin Lee, MS,
FAM Allies Program Manager
Clinical Research Coordinator at Medical College of WI

Steve Leh, MD
Pulmonary Disease
Internal Medicine
Milwaukee, WI

Sharon R. Lemley, AE-C, BSN, RN, RNC,
Care Coordinator
Children’s Health Asthma Management Program Team

Todd A. Mahr, MD
Vice President
American College of Allergy, Asthma and Immunology
Clinical Professor of Pediatrics
University of Wisconsin School of Medicine, Allergy/Immunology, Gundersen Health System
La Crosse, WI

Tracy Marquette AE-C, RRT
Director
Community Asthma Management Program
Our Lady of the Lake Children’s Hospital

Gregory Metz, MD, AE-C Allergist, Oklahoma Allergy and Asthma Clinic, Clinical Associate Professor, University of Oklahoma College of Medicine

Bill Pruitt, RRT, CPFT, AE-C, FAARC, Instructor of Cardiorespiratory Care
Director of Clinical Education
University of South Alabama

Jared Rice
AE-C, MBA, RN, RPFT, RRT-NPS
Pediatric Respiratory Therapist

Mike Shoemaker MBA, RRT-NPS, AE-C
Manager - Respiratory Care Services & Pulmonary Rehab/Diagnostics, Site Coordinator – AsthmaMania Academy (ASME Certified), AnMed Health Women’s and Children’s Hospital Anderson, SC
Teresa Summe AE-C, RRT  
Coordinator, Asthma & COPD Management Programs, Lee Health

Virginia McCray Thomas AE-C, FNP-BC  
Family Nurse Practitioner  
Metro Pediatrics

Stuart Tousman, Ph.D,  
Professor of Psychology  
Jefferson College of Health Sciences

Mona G. Tsoukeris, PharmD, MS, Pharmacist,  
Associate Professor, University of Maryland School of Pharmacy

Christine W. Wagner, APRN, CPNP, FNP-BC, AE-C.  
Nurse Practitioner and Asthma Educator.

Tonya Winders, MBA President & CEO Allergy & Asthma Network President of Global Allergy Asthma Patient Platform

Jennifer Winter,  
Director of Advocacy  
MHS Health Wisconsin (a Centene Company)

Brooke Yeager, MSc, RRT,  
Government Relations and Clinical Outreach Coordinator  
The MUSC Center for Telehealth

Kristen Grimes, MOAM, MCHES  
Senior Project Manager  
Children’s Health Alliance of Wisconsin

Dimmy Sokhal, PharmD  
University Of Wisconsin Pharmacy  
Hayat Pharmacy

Kari Trapskin, PharmD  
Pharmacy Society of Wisconsin  
Vice President of Healthcare Quality Initiatives Pharmacy

Tricia Berry Professor  
Chair, Department of Pharmacy Practice  
St. Louis College of Pharmacy

Sarah VandenHeuvel,  
Public Health Professional  
Project Coordinator  
Wisconsin Asthma Coalition
Conference Registration

AAE Mission Statement
The Association of Asthma Educators is the premier inter-professional organization striving for excellence to raise the competency of diverse individuals who educate patients and families living with asthma.

Mail or fax form to:
Association of Asthma Educators,
70 Buckwalter Road Ste 900 # 330, Royersford, PA 19468. Phone: 610-772-0661
Fax: 215-361-9920 ONLINE REGISTRATION: Email: admin@asthmaeducators.org

Attendee Information

__________________________
Name

__________________________
Credentials Unique Identifier (Last 4 digits SSN#, license #, AARC#)

__________________________
Current Title/Position

__________________________
Address

City State Zip

__________________________
Phone Number Email

Method of Payment

__________________________
Authorized Signature Print Name Date

__________________________
Total Amount

Check Mastercard VISA AMEX Discover

__________________________
Card Number Expiration Date Security Code

__________________________
Name of Card Holder (Print) Signature

Billing Address (if different from above)

FULL CONFERENCE
REGISTRATION FEES INCREASE
$30 AFTER JUNE 15, 2017

Preconference Sessions:
Pharmacologic Management
July 27, 2017

- AAE Members and Military $190
- Non-Members $220

Conference Registration Fees
Fees include: Friday breakfast, lunch and reception, Saturday breakfast and lunch, Sunday breakfast, daily morning and afternoon breaks.

- AAE Members – $345 for Conference
- Non-Members – $445 for Conference

Conference Special Rates:

- Special rate- New Members:
  Join AAE for $80.00 and pay the Member fee for the complete conference ($345) for a total of $425 (a $20.00 savings)
- Military: We honor those who serve:
  Pay the Member Rate of $345 and obtain a free one year membership. Please include a photo copy of your military ID with registration.

Student Rates:

- Student Poster Presenters:
  Complimentary registration if with a mentor paying the full rate.
- Student rate – $165.00 Early Rate!

Conference Single Day Rates:

- Friday $190
- Saturday $190
- Sunday $120
- Friday/Saturday Rate $275
- Saturday/Sunday $245

- Yes! I am interested in volunteering to assist with the AAE’s Community Service Project on July 27, 2017
- I am a first time attendee
- Special Meal options requested
- Food allergies (list below)
The AAE is a 501(c) 3 non-profit organization dedicated to the provision of quality education to a multidisciplinary group of asthma educators. Founded in 1998, the AAE serves as the premier inter-professional organization representing health care professionals who identify themselves as asthma educators, many of whom hold the national recognition of being Certified Asthma Educators (AE-C). The AAE’s primary purpose is to promote asthma education as an integral comprehensive asthma program, to raise the competence of healthcare professionals who educate individuals and families affected by asthma, and to raise the standard of care and quality of asthma education to those with asthma. The association is the only organization whose sole purpose is to improve asthma care and asthma education. The AAE assembles this unique group of providers and educators who can improve their patient service through the use of your products.

The AAE Team:

Unraveling Current Asthma Challenges

Association of Asthma Educators
70 Buckwalter Road
Ste 900 #330
Royersford, PA 19468
P: 888-988-7747
E: admin@asthmaeducators.org
www.asthmaeducators.org