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Medical Intelligence Corporation  
1180 North Ronald Reagan Boulevard  
Longwood, Florida 32750  
(407) 332-8108 • FAX (321) 274-0167  
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#### UPCOMING CONFERENCES

May 28-30, 2009 • Obstetrical Dilemmas: Avoiding Medical/Legal Pitfalls  
The Wyndham Casuarina Resort and Spa, Grand Cayman, B.W.I.

# Neonatology >>> and The Law <<<

>>> SEPTEMBER 10-12, 2009

THE WESTIN BUCKHEAD ATLANTA >>> ATLANTA, GEORGIA



>>> Sponsored by:

Medical Intelligence Corporation  
1180 North Ronald Reagan Boulevard  
Longwood, Florida 32750

## Neonatology and The Law

SEPTEMBER 10-12, 2009

### PROGRAM DESCRIPTION

Neonatology and The Law has been specifically designed for neonatologists, perinatologists, nurses, neonatal nurse practitioners, as well as risk managers and medical malpractice attorneys. The program, chaired by Gilbert I. Martin, M.D., recipient of the Perinatal Section's American Academy of Pediatrics Educator of the Year Award (October 2005), will provide practitioners with an in-depth look at various contemporary medical and legal issues pertaining to and arising from the evidence-based practice of neonatal - perinatal medicine. Topics addressed will include legal and ethical issues, neonatal blood transfusions, neonatal coding, perinatal asphyxia, neonatal stroke, jaundice, assisted apgar scores and fetal monitoring. The session entitled Mock Trial - Neonatal Resuscitation will assist individuals on the neonatal - perinatal team to understand the aspects of deposition and/or trial testimony. The nationally renowned conference faculty will present not only up-to-date, evidence-based scientific and medical information, but also prudent risk management/reduction strategies for medical practitioners. Through didactic lectures and question and answer sessions, participants will gain valuable insights that will allow them to improve patient care. The conference schedule has been arranged to permit ample time for the sharing of ideas, collegial networking, and relaxation.

### CONFERENCE OBJECTIVES

At the conclusion of this course, the participants will be able to:

- Implement and perform neonatal coding.
- Effectively utilize fetal monitoring in patient care.
- Better understand the legal and ethical issues associated with neonatal blood transfusions.
- Identify risk management issues related to neonatal jaundice.
- List the three most common FHR patterns associated with perinatal asphyxia.
- Better understand the diagnosis and treatment of neonatal stroke.
- Describe the medical/legal issues associated with neonatal resuscitation.
- Identify strategies and techniques utilized by attorneys in a deposition/trial.
- List five common mistakes made in the NICU.

It is the intent of Medical Intelligence Corporation that conference participants' mastery of these objectives will promote the improvement of future medical practice applications (positive change), as well as, an enhancement in the overall quality of patient healthcare. **The goal of this conference is to improve professional competencies, professional practices, and professional performance.**

### CONTINUING EDUCATION CREDIT

#### Physicians

Medical Intelligence Corporation is accredited by the Accreditation Council for Continuing Medical Education (ACCME) to sponsor continuing medical education for physicians.

Medical Intelligence Corporation designates this educational activity for a maximum of **16.5 AMA PRA Category 1 Credit(s)**<sup>™</sup>.

Physicians should only claim credit commensurate with the extent of their participation in the activity.

#### Nurses and Nurse Practitioners

Medical Intelligence Corporation is accredited by the California Board of Registered Nursing, Provider Number CEP 10059, and the Florida Board of Registered Nursing, Provider Number NCE3018, to provide nursing continuing education. This conference has been approved for **19.8 contact hours**.

#### Attorneys

Medical Intelligence Corporation has been approved as a continuing legal education provider of Minimum Continuing Legal Education by **The State Bar of California**. This program will qualify for MCLE credits by The State Bar of California in the amount of **16.5 hours** (of which **0 hours** will apply to treatment of substance abuse and emotional distress, ethics and/or elimination of bias credit, as appropriate to the content of the program).

# Neonatology and The Law

## CONFERENCE FACULTY

**GILBERT I. MARTIN, M.D.**  
*Conference Chairman*  
 Director, Neonatal Intensive Care Unit  
 Citrus Valley Medical Center  
 West Covina, California  
 Clinical Professor of Pediatrics  
 University of California, Irvine  
 Medical Center  
 Irvine, California

**JACK C. CHRISTENSEN, M.D., M.B.A.**  
 Pediatrix Medical Group  
 Vice President, Medical Coding  
 Sunrise, Florida

**AVROY A. FANAROFF, M.D.**  
 Eliza Henry Barnes Chair  
 of Neonatology  
 Rainbow Babies and Children's Hospital  
 Professor of Pediatrics and  
 Reproductive Biology  
 CWRU School of Medicine  
 Cleveland, Ohio

**JONATHAN M. FANAROFF, M.D., J.D.**  
 Assistant Professor of Pediatrics  
 Case Western Reserve University School  
 of Medicine  
 Associate Medical Director, Neonatal  
 Intensive Care Unit  
 Associate Director, Rainbow Center for  
 Pediatric Ethics  
 Rainbow Babies & Children's Hospital  
 Division of Neonatology

**JAY P. GOLDSMITH, M.D.**  
 Chairman Emeritus, Department  
 of Pediatrics  
 Ochsner Clinic Foundation  
 New Orleans, Louisiana  
 Clinical Professor of Pediatrics  
 Tulane University  
 New Orleans, Louisiana  
 Cleveland, Ohio

**ADAM MALONE, J.D.**  
 Board Certified Professional  
 Liability Attorney  
 Malone Law Office  
 Atlanta, Georgia

**JEFFREY P. PHELAN, M.D., J.D.**  
 Chairman & Director of Quality  
 Assurance  
 Department OB/GYN  
 Citrus Valley Medical Center  
 West Covina, California  
 President & Director Clinical Research  
 Childbirth Injury Prevention Foundation  
 City of Industry, California

**JOHN S. SERPE, J.D.**  
 Serpe, Jones, Andrews, Callender  
 & Bell, PLLC  
 Houston, Texas

## CONFERENCE SCHEDULE

THURSDAY SEPTEMBER 10, 2009	FRIDAY SEPTEMBER 11, 2009	SATURDAY SEPTEMBER 12, 2009
<b>7:00 am</b> Registration/Continental Breakfast	<b>7:45 am</b> Continental Breakfast	<b>7:45am</b> Continental Breakfast
<b>7:45</b> Welcome/Announcements/Disclosures <i>Gilbert I. Martin, MD Conference Chairman</i>	<b>8:15</b> Announcements <i>Gilbert I. Martin, MD</i>	<b>8:15</b> ANNOUNCEMENTS <i>Gilbert I. Martin, MD</i>
<b>8:00</b> NEONATAL LITIGATION HOT SPOTS 2009 <i>Gilbert I. Martin, MD</i>	<b>8:30</b> HISTORICAL MISADVENTURES IN THE NICU <i>Avroy A. Fanaroff, MD</i>	<b>8:30</b> NEONATAL JAUNDICE: A LEGAL MINEFIELD? <i>Avroy A. Fanaroff, MD</i>
<b>8:45</b> MEDICAL LEGAL ISSUES IN RESUSCITATION <i>Jay P. Goldsmith, MD</i>	<b>9:15</b> FETAL MONITORING - WHAT THE NEONATOLOGIST NEEDS TO KNOW <i>Jeffrey P. Phelan, MD, JD</i>	<b>9:15</b> NEONATAL BLOOD TRANSFUSION: LEGAL AND ETHICAL DILEMMAS <i>Jonathon M. Fanaroff, MD, JD</i>
<b>9:30</b> Morning Break	<b>10:00</b> Morning Break	<b>10:00</b> Morning Break
<b>10:00</b> PERINATAL ASPHYXIA - THE PERINATAL PERSPECTIVE <i>Jeffrey P. Phelan, MD, JD</i>	<b>10:30</b> LEGAL ASPECTS OF NEONATAL/PERINATAL MEDICINE <i>Jonathon M. Fanaroff, MD, JD</i>	<b>10:30</b> LEGAL ASPECTS IN CODING II <i>Jack C. Christensen, MD</i>
<b>10:45</b> NEONATAL STROKE: WHO IS TO BLAME? <i>Jay P. Goldsmith, MD</i>	<b>11:15</b> QUESTIONS AND ANSWERS <i>Avroy A. Fanaroff, MD; Jeffrey P. Phelan, MD, JD; and Jonathon M. Fanaroff, MD, JD</i>	<b>11:15</b> QUESTIONS AND ANSWERS <i>Avroy A. Fanaroff, MD; Jonathon M. Fanaroff, MD, JD; and Jack C. Christensen, MD</i>
<b>11:30</b> QUESTIONS AND ANSWERS <i>Gilbert I. Martin, MD; Jay P. Goldsmith, MD; and Jeffrey P. Phelan, MD, JD</i>	<b>12:00pm</b> Lunch on your own	<b>12:00 pm</b> CONFERENCE SUMMATIONS <i>Gilbert I. Martin, MD</i>
<b>12:15 pm</b> Lunch on your own	<b>1:15</b> THE ASSISTED APGAR SCORE: WOULD VIRGINIA BE HAPPY? <i>Gilbert I. Martin, MD</i>	<b>12:15</b> Conference Adjourns
<b>1:30</b> MOCK TRIAL - NEONATAL RESUSCITATION <i>Gilbert I. Martin, MD; Jay P. Goldsmith, MD; John S. Serpe, JD; and Adam Malone, JD</i>	<b>2:00</b> LEGAL ASPECTS OF NEONATAL CODING I <i>Jack C. Christensen, MD, MBA</i>	
<b>3:00</b> Afternoon Break	<b>2:45</b> Afternoon Break	
<b>3:30</b> MOCK TRIAL - NEONATAL RESUSCITATION (CONTINUED) <i>Gilbert I. Martin, MD; Jay P. Goldsmith, MD; John S. Serpe, JD; and Adam Malone, JD</i>	<b>3:00</b> JUNK SCIENCE REVISITED: IS THIS EVIDENCE BASED? <i>John S. Serpe, JD</i>	
<b>5:00</b> Welcome Reception	<b>3:45</b> WHO'S THE VICTIM AND WHO'S THE BANDIT? CONSEQUENCES OF TORT REFORM YOUR INSURANCE COMPANY DIDN'T TELL YOU. <i>Adam Malone, JD</i>	
	<b>4:30</b> QUESTIONS AND ANSWERS <i>Gilbert I. Martin, MD; Jack C. Christensen, MD, MBA; John S. Serpe, JD; and Adam Malone, JD</i>	
	<b>5:00</b> Adjourn for the day	

As mandated by the ACCME, all faculty members participating in continuing medical education programs are expected to disclose to the program audience any real or apparent conflict of interest related to the content of their presentation, as well as any "off-label" or investigational uses of products discussed. Medical Intelligence Corporation is committed to an open exchange of medical information. Inclusion of any presentation in this program, including presentations on

off-label uses, does not imply an endorsement by Medical Intelligence Corporation of the uses, products, or techniques presented.

THE USE OF AUDIO OR VIDEO EQUIPMENT OR VOICE ACTIVATED COMPUTER RECORDING SYSTEMS AT THIS MEDICAL INTELLIGENCE CORPORATION SPONSORED CONTINUING EDUCATION ACTIVITY IS STRICTLY PROHIBITED.

## LODGING RESERVATION INFORMATION

The Westin Buckhead Atlanta  
 Conference participants and their guests can receive special group rates by using the form in this brochure or copies thereof, or by calling The Westin Buckhead Atlanta for reservations at (800) 937-8461 or (404) 365-0065, with Visa, MasterCard, AMEX or Discover Cards for deposit.

- **Special group rates offered:**
- **\$174 Single/Double Rate**
- **\$199 Triple Rate and \$224 Quad Rate**
- Mention **Medical Intelligence Corporation** to get the conference group rates.
- Cost does not include state and local taxes.
- Cancellations must be received by 6 pm the day prior to arrival to avoid the charge of one night's room and tax. Failure to check in will also be charged one night's room and tax.
- Check-in time: 3 pm/check-out time: 12 pm (late check-out may be available.)
- To avoid an early check-out fee of \$75, guests must advise The Westin Buckhead Atlanta at or before check-in.

## RESORT DESCRIPTION

The Westin Buckhead Atlanta is ideally located in the heart of upscale Buckhead on Peachtree Road. Enjoy world class shopping at the adjacent Phipps Plaza and Lenox Mall. This upscale hotel is situated in one of Atlanta's most prestigious shopping, dining and business areas. The staff at the Westin Buckhead is waiting to pamper you. Relax in the sauna, enjoy drinks at the indoor heated pool, or order an in-room massage and feel like royalty. If you enjoy exploring, there are many attractions in the immediate area, such as the spectacular new Georgia Aquarium, the largest aquarium in the world, the granite castle, known as Rhodes Hall, Dr. Martin Luther King, Jr's birthplace, CNN Global Headquarters or the Margaret Mitchell House and Museum. The Palm Restaurant, which features delicious traditional American cuisine, is conveniently located in the hotel. Enjoy your colleagues at The Westin Buckhead Atlanta for this educational and relaxing experience.

We recommend that you reserve accommodations by August 14, 2009. A block of rooms has been reserved for conference participants at the special group rates. Because of demand for this hotel, participants should make reservations as soon as possible. **The Medical Intelligence Corporation room block will be released on August 14, 2009. Accommodations will be on a space and rate available basis thereafter.**

## AIRPORT/TRANSPORTATION/PARKING DETAILS

Taxi, limousine, shuttle services, and the "Marta" underground are readily available from the Hartsfield-Jackson International Airport. Rental cars are also available at the airport. Self and valet parking are available at the hotel.

## CONFERENCE REGISTRATION

Registration fee includes tuition, conference syllabus, continental breakfast, beverage breaks, welcome reception, and continuing education credit. Early registration is advised. To qualify for an "Early Bird" discount, send in your application and payment today. Confirmations will be mailed for all registrations received prior to August 21, 2009. If you wish to register within three weeks of the start date of the conference, please call to confirm space availability.

	<b>Early Bird:</b> Postmarked by August 14, 2009	<b>Regular:</b> Postmarked after August 14, 2009
Physicians/Attorneys	\$550.00	\$595.00
Nurses/Administrators/ Risk Managers/Residents	\$410.00	\$430.00
Group of 2 - 3	400.00	420.00
Group of 4 - 9	390.00	410.00
Group of 10 +	380.00	400.00

**Note: To qualify for group rates, applications must be sent in the same envelope. Group Rates do not apply to Physicians or Attorneys.**

**Written cancellation** must be received no later than August 21, 2009. Tuition, less a \$50 processing fee per registrant, will be refunded if received by that date. No refunds will be given for cancellations received after August 21, 2009. However, tuition, minus cancellation fee, can be applied to a future MIC conference or symposium. **No course credit will be issued after the start date of the conference. MIC reserves the right to make changes in this symposium at any time. If the program is canceled for any reason, MIC's liability is limited solely to the refund of tuition.**

## HOTEL RESERVATION FORM Neonatology and The Law • September 10 - 12, 2009

**Mail directly to:** The Westin Buckhead Atlanta  
 3391 Peachtree Road NE  
 Atlanta, GA 30326  
 (800) 937-8461 or (404)365-0065

Name \_\_\_\_\_ Single \_\_\_\_\_ Double \_\_\_\_\_ Other \_\_\_\_\_  
 Address \_\_\_\_\_  
 City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
 Arrival Date \_\_\_\_\_ Departure Date \_\_\_\_\_ Special Requests \_\_\_\_\_  
 Enclosed is a check for (2) night deposit, or charge to credit card:  
 Type of Card \_\_\_\_\_ Card # \_\_\_\_\_ Expiration Date \_\_\_\_\_  
 Signature \_\_\_\_\_

**Telephone reservations will be taken by hotel or mail this form to hotel directly.**

## CONFERENCE REGISTRATION FORM Neonatology and The Law • September 10 - 12, 2009

**Mail application, with check or credit card number to:** Medical Intelligence Corporation  
 1180 North Ronald Reagan Boulevard  
 Longwood, Florida 32750  
 (407) 332-8108 • FAX (321) 274-0167

**or Register online at:** [www.medicalintelligencecorp.com](http://www.medicalintelligencecorp.com)

*Copies of this form may be used for additional registrations.*

Please type or print (As you want it shown on your accreditation certificate):  
 Name: Dr./Mr./Mrs./Ms. \_\_\_\_\_  
 Degree MD \_\_\_ DO \_\_\_ PA \_\_\_ JD \_\_\_ RN \_\_\_ NP \_\_\_ RM \_\_\_ Other \_\_\_\_\_ License # \_\_\_\_\_  
 Address \_\_\_\_\_  
 City \_\_\_\_\_ State \_\_\_\_\_ ZIP \_\_\_\_\_  
 E-Mail \_\_\_\_\_  
 Work phone \_\_\_\_\_ Home phone \_\_\_\_\_ FAX \_\_\_\_\_  
 Telephone Reservations can be taken with a credit card, or complete & return this form.  
 MasterCard \_\_\_\_\_ Visa \_\_\_\_\_ Amex \_\_\_\_\_ Discover \_\_\_\_\_ Exp. Date \_\_\_\_\_  
 Card # \_\_\_\_\_ Signature \_\_\_\_\_