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Medical Intelligence Corporation  
1180 North Ronald Reagan Boulevard  
Longwood, Florida 32750  
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Please visit our web site at [www.medicalintelligencecorp.com](http://www.medicalintelligencecorp.com)



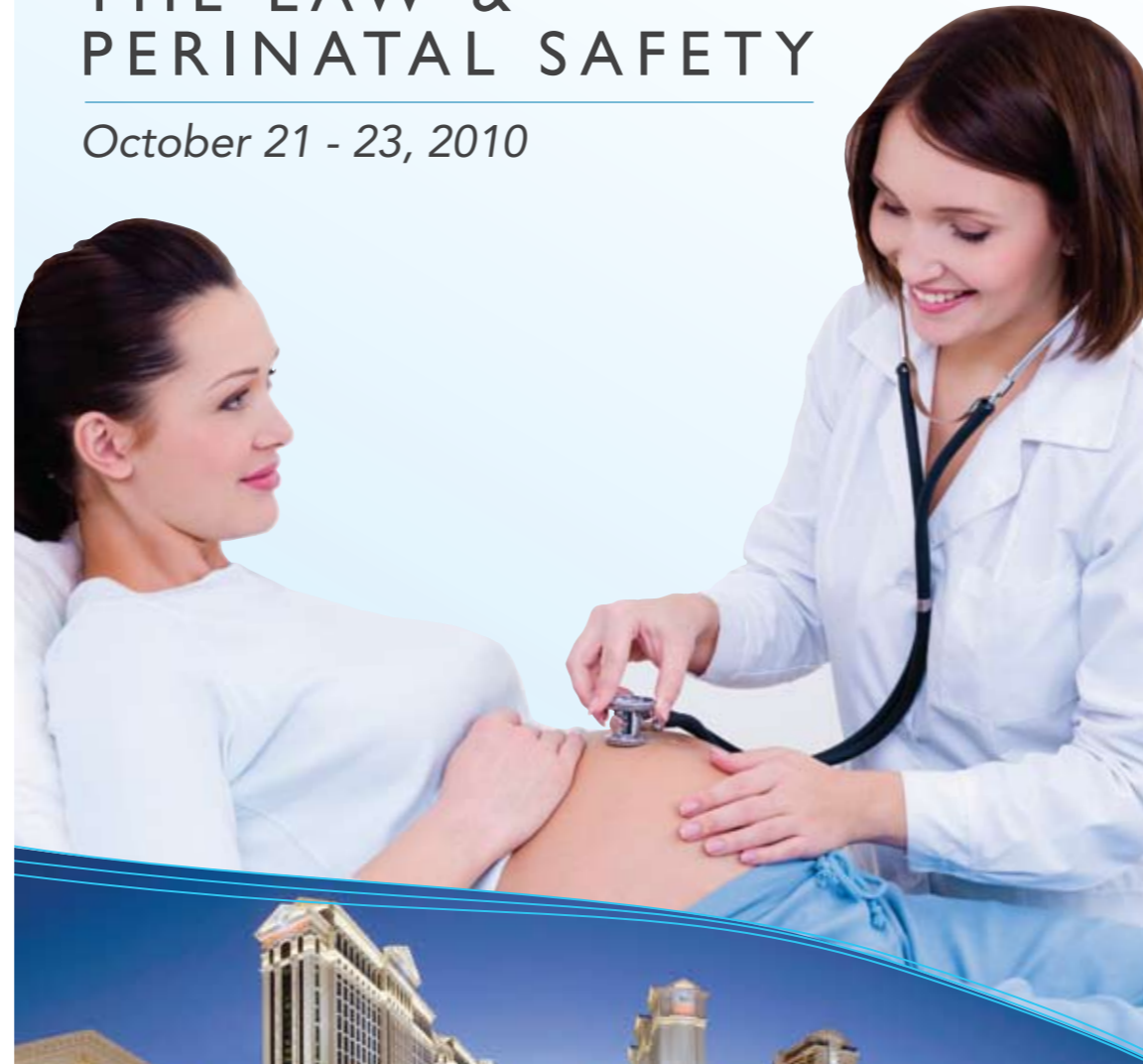
## UPCOMING CONFERENCES

November 4 - 6, 2010

CRITICAL CARE, OBSTETRICAL EMERGENCIES AND LEGAL IMPLICATIONS  
Hotel Monteleone  
New Orleans, Louisiana

# BIRTH INJURY, THE LAW & PERINATAL SAFETY

October 21 - 23, 2010



CAESARS PALACE LAS VEGAS  
Las Vegas, Nevada



Excellence in  
Medical/Legal Education  
Since 1986

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

## BIRTH INJURY, THE LAW & PERINATAL SAFETY

October 21 - 23, 2010

### PROGRAM DESCRIPTION

Birth Injury, The Law and Perinatal Safety has been specifically designed for OB/GYN and neonatal physicians, nurses, certified nurse midwives, and neonatal nurse practitioners who provide labor, delivery, perinatal and neonatal care, as well as for medical malpractice attorneys and risk managers interested in birth injury, the law and perinatal safety. The program will provide practitioners with an in-depth look at various current patient safety issues as well as medical and legal issues pertaining to and arising from the evidence-based practice of perinatal - neonatal medicine. A nationally renowned faculty will present up-to-date scientific and medical information to help improve perinatal-neonatal care. Patient safety strategies will be stressed to illustrate effective methods to reduce patient errors and to enhance perinatal outcomes. Topics addressed will include, but are not limited to, simple strategies to reduce perinatal and neonatal injuries, to enhance patient outcomes through the concept of notice, to monitor the quality of care of operative vaginal deliveries, to gain a better understanding of perinatal litigation with respect to the brain damaged baby, and to address the problem of excessive uterine activity. The special mock trial session on Fetal Brain Damage - You Decide, will help the perinatal/neonatal team better understand a number of aspects related to deposition and/or trial testimony. Through didactic lectures, faculty panels, and question and answer sessions, participants will gain valuable new insights that will allow them to modify/improve current practice(s) (professional competencies, practices and/or performance) to enhance maternal-fetal and neonatal healthcare. The conference schedule has been arranged to permit ample time for sharing ways to reduce patient errors and improve patient outcomes, as well as, collegial networking and relaxation.

### CONFERENCE OBJECTIVES

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

- Implement 5 simple strategies in obstetrics that you can utilize to improve patient safety.
- Recommend the analytical steps to more effectively monitor the quality of care of vacuum deliveries.
- Incorporate into your practice effective tools to reduce hospital acquired infections on labor & delivery and in the neonatal nursery.
- Define and effectively utilize the concept of notice to improve patient outcomes.
- Implement 5 simple strategies that you can utilize to improve neonatal safety.
- Summarize strategies to properly investigate the perinatal care of the brain damaged baby.
- Recognize the role of umbilical cord gases in timing fetal brain injury.
- Formulate strategies to identify and manage the pregnant patient with a pulmonary embolus.
- Analyze the revisions to the NICHD guideline for electronic fetal monitoring and determine how the changes will affect your management of labor.
- Anticipate when neonatal resuscitation will be needed and be able to recommend when resuscitation efforts should be withheld and/or terminated.

It is the intent of Medical Intelligence Corporation that as a result of attending this conference, participants' mastery of these objectives will increase knowledge, improve competency, promote the improvement of future medical practice applications (positive change), as well as, contribute to the enhancement in the overall quality of patient healthcare.

### CONTINUING EDUCATION CREDIT

#### ACCREDITATION

This educational activity was planned and produced in accordance with the ACCME Essentials and Standards relating to Continuing Medical Education.

#### PHYSICIANS

Medical Intelligence Corporation is accredited by the Accreditation Council for Continuing Medical Education (ACCME) to sponsor continuing medical education for physicians. This educational activity was planned and produced in accordance with the ACCME Essentials and Standards relating to Continuing Medical Education.

The Medical Intelligence Corporation designates this educational activity for a maximum of 17.5 AMA PRA

Category 1 Credit(s)<sup>TM</sup>. Physicians should only claim credit commensurate with the extent of their participation in the activity.

Application has been filed with the American College of Obstetricians and Gynecologists (ACOG) for cognates, formal learning.

#### PHYSICIANS ASSISTANTS AND NURSE MIDWIVES

The American Academy of Physician Assistants and the American College of Nurse Midwives accepts Category 1 CME approval from organizations accredited by the ACCME.

#### 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 50-1303, to provide nursing continuing education. This conference has been approved for 17.5 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 17.5 hours (of which 0 hours will apply to treatment of substance abuse and emotional distress, ethical issues, and/or elimination of bias credit, as appropriate to the content of the program).

# BIRTH INJURY, THE LAW & PERINATAL SAFETY

## CONFERENCE SCHEDULE

### THURSDAY • OCTOBER 21, 2010

7:00 am Registration/Continental Breakfast

7:45 Welcome/Announcements/ Disclosures  
*Gilbert I. Martin, MD and Jeffrey P. Phelan, MD, JD Conference Co-Chairmen*

8:00 PERINATAL SAFETY: 5 MORE SIMPLE STEPS!  
*Jeffrey P. Phelan, MD, JD*

9:00 NEONATAL SAFETY: 5 MORE SIMPLE STEPS!  
*Gilbert I. Martin, MD*

10:00 Morning Break

10:15 NICHD: WHERE ARE WE?  
*Bonnie Flood Chez, RNC, MSN*

11:15 PANEL DISCUSSION  
*Jeffrey P. Phelan, MD, JD; Gilbert I. Martin, MD; and Bonnie Flood Chez, RNC, MSN*

12:00 pm Lunch on your own  
  
MODERATOR  
*Jeffrey P. Phelan, MD, JD Conference Co-Chairman*

1:30 WHAT TO DO WHEN YOU GET SUED  
*Jeffrey P. Phelan, MD, JD*

2:15 NURSING DO'S & DON'TS  
*Bonnie Flood Chez, RNC, MSN*

3:00 Afternoon Break

3:15 NEONATAL RESUSCITATION: THE NEW SKINNY!!  
*Gilbert I. Martin, MD*

4:00 DEFENDING THE BRAIN DAMAGED BABY CASE: LESSONS LEARNED  
*David R. Lucchese, JD*

4:45 PANEL DISCUSSION  
*Jeffrey P. Phelan, MD, JD; Bonnie Flood Chez, RNC, MSN; Gilbert I. Martin, MD; and David R. Lucchese, JD*

5:00 Welcome Reception

### FRIDAY • OCTOBER 22, 2010

7:30 am Continental Breakfast  
MODERATOR  
*Gilbert I. Martin, M.D. Conference Co-Chairman*

8:00 HOSPITAL ACQUIRED INFECTIONS: DE NOVO LIABILITY!!  
*Gilbert I. Martin, MD*

8:45 NOTICE! NOTICE! & MORE NOTICE! WHAT IS THAT & WHAT DOES IT HAVE TO DO WITH MY PATIENT?  
*Jeffrey P. Phelan, MD, JD*

9:30 EFM: CASES WON & LOST  
MODERATOR  
*Bonnie Flood Chez, RNC, MSN*

10:15 Morning Break

10:30 THE ROLE OF UMBILICAL CORD GASES TO TIME FETAL BRAIN INJURY  
*Michael G. Ross, MD, MPH*

11:30 PANEL DISCUSSION  
*Gilbert I. Martin, MD; Jeffrey P. Phelan, MD, JD; Bonnie Flood Chez, RNC, MSN; and Michael G. Ross, MD, MPH*

12:00 pm Lunch on your own

1:30 THE MOCK TRIAL: FETAL BRAIN INJURY - YOU DECIDE!

MODERATOR & JUDGE - GILBERT I. MARTIN, MD  
Plaintiff Attorney:  
*Michael R. Hance, JD*  
Defense Attorney: *David R. Lucchese, JD*  
Plaintiff Expert: *Michael G. Ross, MD, MPH*  
Defense Expert: *Jeffrey P. Phelan, MD, JD*

3:00 Afternoon Break

3:15 THE MOCK TRIAL CONTINUES

5:00 Adjourn for the day

### SATURDAY • OCTOBER 23, 2010

7:30 am Continental Breakfast

MODERATOR  
*Jeffrey P. Phelan, MD, JD*

8:00 UTERINE ACTIVITY: THE GOOD, THE BAD & THE UGLY!  
*Bonnie Flood Chez, RNC, MSN*

8:45 VACUUM DELIVERIES: THE SIMPLE APPROACH TO AVOID LIABILITY  
*Michael G. Ross, MD, MPH*

9:30 QUESTIONS & ANSWERS  
*Bonnie Flood Chez, RNC, MSN and Michael G. Ross, MD, MPH*

10:00 Morning Break

10:30 COMMON TESTIMONIAL ERRORS: LEARNING FROM THE MISTAKES OF OTHERS  
*Michael R. Hance, JD*

11:15 LEARNING FROM THE MISTAKES OF OTHERS: TWO LITIGATION CASE STUDIES  
*Jeffrey P. Phelan, MD, JD*

12:00 pm Conference Adjourns

## LODGING RESERVATION INFORMATION

### Caesars Palace Las Vegas

Conference participants and their guests can receive special group rates by using the form in this brochure or copies thereof, or by calling Caesars Palace Las Vegas for reservations at 1-866-227-5944. The hotel accepts Visa, MasterCard, AMEX, Discover or Diners Club Cards for deposit.

#### Special group rate offered: \$149 Single or Double Occupancy

- Additional persons will be charged at a rate of \$30.00 per person, per night, with a maximum of four persons per guestroom.

- Mention **Medical Intelligence Corporation/Birth Injury, The Law and Perinatal Safety** to get the conference group rate.

- All reservations must be guaranteed with a deposit for the first night's room and tax charge.

- Rooms have either one king or two queen beds.

- Cost does not include sales and local taxes.

- Cancellations must be received 72 hours prior to date of arrival to avoid any penalties.

- Check-in time: 4:00 PM / Check-out time: 11:00 AM

- The special group rates will apply three days prior to and/or three days after the conference dates based on availability.

## HOTEL DESCRIPTION

Caesars Palace Las Vegas is a world class resort that offers impeccable service and luxury. Located in the heart of the famed Las Vegas Strip, Caesars Palace Las Vegas is a modern day Roman Empire that will amaze you. Whether it's trying your luck at the games in the exciting casino, lounging by the Garden of Gods Pool Oasis, or relaxing in one of the roman baths in the luxurious Qua Bath and Spa, Caesars Palace is the place to be. Discover premier retail shopping in The Forum Shops and Appian Way, which house the world's best designers. While here, tempt your palate by choosing among 13 restaurants and specialty food shops. Prepare to be pampered and thoroughly entertained during your stay.

**We recommend that you reserve accommodations by September 30, 2010.** A block of rooms has been reserved for conference participants at the special group rates. Because of the demand for this hotel, participants should make reservations as soon as possible. **The Medical Intelligence Corporation room block will be released on September, 30, 2010,** and accommodations will be on a space available basis thereafter.

## AIRPORT/TRANSPORTATION/PARKING DETAILS

American Airlines is offering a 5% discount on flights to the Birth Injury, The Law and Perinatal Safety conference. Please mention the authorization code: 71HQAT. This code can also be entered on the American Airlines website, [www.aa.com](http://www.aa.com), when making reservations. The discount is available from October 15 - 28, 2010.

Taxi, limousine, and shuttle services to and from McCarran International Airport are readily available. Rental cars are also available at the airport. Valet and self-parking at the hotel are complimentary.

## 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 September 30, 2010. If you wish to register within three weeks of the start date of the conference, please call to confirm space availability.

**Early Bird:** Postmarked by September 30, 2010

**Regular:** Postmarked after September 30, 2010

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 the group rate, applications must be sent in the same envelope. All prices are the tuition fees for each person. Group rates do not apply to Physicians or Attorneys.

**Written cancellation** must be received no later than September 30, 2010. 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 September 30, 2010. However, tuition, minus cancellation fee, can be applied to a future MIC conference. **No course credit will be issued after the start date of the conference. MIC reserves the right to make changes in this program at any time. If the program is cancelled for any reason, MIC's liability is solely limited to the refund of tuition.**

## HOTEL RESERVATIONS

**Mail directly to:** Caesars Palace Las Vegas  
3570 Las Vegas Boulevard South  
Las Vegas, Nevada 89109  
(866) 227-5944

BIRTH INJURY, THE LAW  
& PERINATAL SAFETY  
October 21-23, 2010

Name \_\_\_\_\_ Single \_\_\_\_\_ Double \_\_\_\_\_ Other \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
Arrival Date \_\_\_\_\_ Departure Date \_\_\_\_\_ Special Requests \_\_\_\_\_  
Enclosed is a check for (1) 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

**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

BIRTH INJURY, THE LAW  
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**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 \_\_\_ JD \_\_\_ RN \_\_\_ RM \_\_\_ CNM \_\_\_ NP \_\_\_ Other \_\_\_\_\_ License # \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_ ZIP \_\_\_\_\_  
E-Mail \_\_\_\_\_  
Work Phone \_\_\_\_\_ Home Phone \_\_\_\_\_ FAX \_\_\_\_\_  
Telephone reservations can be taken with a credit card, or complete and return this form.  
MasterCard \_\_\_\_\_ Visa \_\_\_\_\_ Amex \_\_\_\_\_ Discover \_\_\_\_\_ Exp. Date \_\_\_\_\_  
Card # \_\_\_\_\_ Signature \_\_\_\_\_

Please visit our web site at [www.medicalintelligencecorp.com](http://www.medicalintelligencecorp.com)

## CONFERENCE FACULTY

### JEFFREY P. PHELAN, MD, JD

Conference Co-Chairman  
Director of Quality Assurance  
Department of OB/GYN  
Citrus Valley Medical Center  
West Covina, California  
President & Director of Clinical Research  
Childbirth Injury Prevention Foundation  
City of Industry, California

### GILBERT I. MARTIN, MD

Conference Co-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

### BONNIE FLOOD CHEZ, RNC, MSN

Perinatal Nurse Specialist/  
Consultant  
President - Nursing Education Resources  
Tampa, Florida  
Labor & Delivery Staff  
Bayfront Medical Center  
St. Petersburg, Florida

### MICHAEL R. HANCE, JD

Partner  
Hance and Srinivasan, PLLC  
Louisville, Kentucky

### DAVID R. LUCCHESI, JD

Member  
Galloway, Lucchese, Everson & Pucchi  
Walnut Creek, California

### MICHAEL G. ROSS, MD, MPH

Professor of OB/GYN & Public Health  
David Geffen School of Medicine at UCLA  
and UCLA School of Public Health  
Los Angeles, California  
Chairman, Department OB/GYN Harbor - UCLA Medical Center  
Torrance, California

As mandated by the ACCME, all faculty members participating in this 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 limitations on clinical investigation and "off-label" uses of any medical products discussed. Furthermore, Medical Intelligence Corporation discloses that the MIC CME Committee, the program planning coordinators and staff members have disclosed that they have no financial relationships that could create any real or apparent conflict of interest with the planning of this program. 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. This information is intended to assist the potential registrant in forming his/her own opinions about the content presented. Verbal disclosure will be presented at the start of the conference. Written disclosure will be included in the conference syllabus.

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