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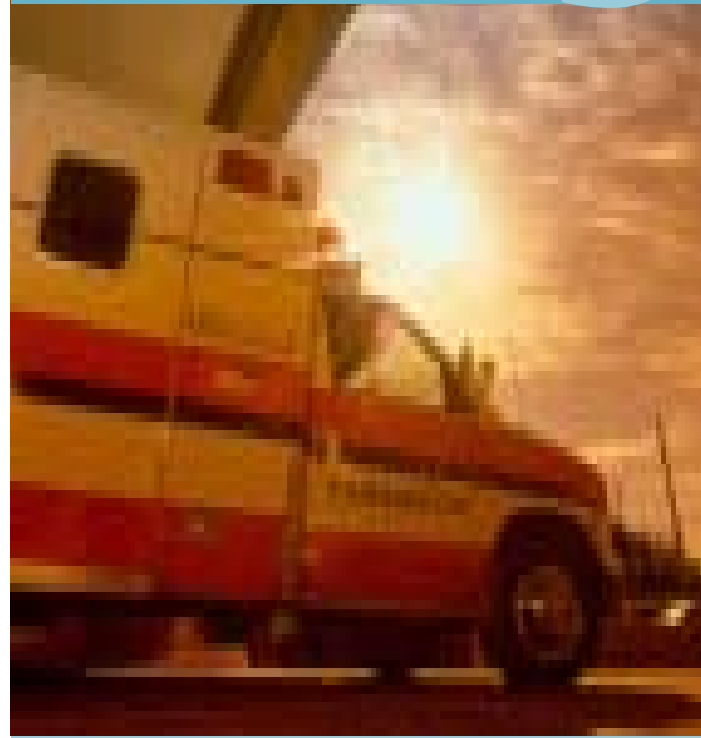
ADDRESS SERVICE REQUESTED



Education Office  
500 East Market Street  
Iowa City, IA 52245

Mercy Iowa City  
Continuing Education Symposium

# "What's the Rush 3"



Acute MI and Stroke  
Collaborative Care Conference /  
Time to Treatment Initiative

FRIDAY, SEPTEMBER 10, 2010

Coralville Marriott Hotel &  
Conference Center, I-80 at exit 242



Exceptional Medicine.  
Extraordinary Care.

**PURPOSE** The American Heart Association has established national guidelines for patients with an abrupt arterial occlusion affecting the heart or brain. Rapid assessment and timely treatment has improved patient outcomes and lowered mortality. Coordinated care among health care providers in different settings is needed to ensure that southeast Iowans have the best outcomes possible. The purpose of this summit is to provide an educational forum to review the latest guidelines and discuss how implementation of these guidelines will benefit patients.

**OBJECTIVES** Upon completion the participant will be able to:

- Discuss recent statewide initiatives focused on "Time Critical Events" and public health initiatives
- Outline recent trends and issues for caring for heart attack patients with STEMI (ST Elevated Myocardial Infarction) and other types of acute MI
- Describe how research evidence has been translated into practice reducing incidence of disability and mortality due to stroke
- Describe how a technology and electronic health care record is used in the Emergency Department to coordinate care
- Describe neurovascular interventions for stroke patients
- Review process of vascular emergencies such as ruptured aorta
- Summarize the statewide protocol guidelines 'Strategies for Reperfusion Therapy'
- State the changes to the American Heart Association and the American Stroke Association guidelines and impact on practice

**CREDIT Nursing** Mercy Iowa City, IBN #87, will award 6.7 contact hours for full attendance. No partial credit will be awarded.

**EMS** CEHs applied for

**CME** Mercy Iowa City is accredited by the Iowa Medical Society to sponsor continuing medical education for physicians. Mercy Iowa City designates this educational activity for a maximum of 5.5 AMA PRA Category 1 Credit(s). Physicians should only claim credit commensurate with the extent of their participation in the activity.



**ACCOMMODATIONS** Rooms at a reduced rate have been reserved at the Coralville Marriott for attendees. Call the Marriott at 319-688-4000 to make your reservations.

## Audience

This symposium is for EMTs, first responders, dispatchers, and regional medical and nursing staffs in southeast Iowa including hospital emergency department and cath lab personnel, quality improvement professionals, hospital administrators, and physicians.

## Faculty

### Tom Evans, MD

President and CEO, *Iowa Healthcare Collaborative*  
Faculty member, *Institute for Healthcare Improvement*  
and *University of Iowa College of Public Health*

### Pierre Fayad, MD, FAHA, FAAN

Reynolds Centennial Professor & Chairman;  
Department of Neurological Sciences; Director,  
Stroke Center, The Nebraska Medical Center,  
*University of Nebraska Medical Center*

### Jason Fratzke, RN, MSN, PhDC

Nurse Administrator ED/Trauma/Pediatrics/  
Informatics Division, *Mayo Clinic*

### David Hasan, MD

Assistant Professor and Section Chief of Vascular  
Neurosurgery, *University of Iowa Hospitals and Clinics*

### Brian Helland, PS, Assistant Chief

*Clive Fire Department*

### Mike Lebsack, RN

Director of Cardiovascular Services, *Mercy Iowa City*

### Linda Lee, MD, FACC

Cardiologist, *Iowa City & Cedar Rapids Heart Centers, P.C.*

### Peter McDonnell, MD

Vascular Surgeon, *Mercy Iowa City Vascular Services*

### Shannon Rudolph, MA

Director, State Advocacy & Health Alliances–  
Midwest Affiliate, *American Heart Association*

### Kirk Schmitt, Chief

Bureau of EMS, *Iowa Department of Public Health*

## Cost

\$75 – Early registration (by August 9)

\$85 – Regular registration

Registration fee includes program materials,  
lunch, refreshments, parking, and CEU recording

## Agenda

- 8:00 a.m. Registration, Networking & Vendor Visits
- 8:30 a.m. **Welcome and Introductions**  
Ronald R. Reed, President and CEO,  
*Mercy Iowa City*
- 8:45 a.m. **Improving Health Care Quality during  
an Era of Health Care Reform**  
Tom Evans, MD
- 9:15 a.m. **Cardiovascular Update for Patients  
with ST Elevated Myocardial Infarction**  
Linda Lee, MD
- 9:45 a.m. Break & Networking
- 10:15 a.m. **Translating Evidence into Practice to  
Reduce Disability and Mortality for  
Stroke**  
Pierre Fayad, MD
- 11:15 a.m. **Electronic Health Care Record Alerts  
Improve Stroke Care**  
Jason Fratzke, RN, MSN
- 12 noon Lunch (*provided*)
- 12:45 p.m. **Neuro-interventions for Stroke**  
David Hasan, MD
- 1:30 p.m. **Vascular Emergencies**  
Peter McDonnell, MD
- 2:15 p.m. Break
- 2:30 p.m. **EMS Providers and Time Driven Care**  
Kirk Schmitt and Brian Helland
- 3:00 p.m. **American Heart and Stroke  
Association Update**  
Shannon Rudolph, MA
- 3:30 p.m. **SE Iowa Regional Update**  
Mike Lebsack, RN
- 3:50 p.m. **Evaluations and Closing**

*Schedule subject to change.*



# What's the Rush <sup>3</sup> Acute MI and Stroke Collaborative Care Conference Time to Treatment Initiative

FRIDAY, SEPTEMBER 10, 2010

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_ Zip \_\_\_\_\_

Contact telephone: \_\_\_\_\_

Professional license #: \_\_\_\_\_

### Fees:

\$75 – Early registration (by August 8)

\$85 – Regular registration

Fee enclosed: \$ \_\_\_\_\_

## Two ways to register:

### Mail this form to:

Mercy On Call  
Mercy Iowa City  
500 East Market Street  
Iowa City, IA 52245

### Or call:

Mercy On Call  
319-358-2767  
Toll free 800-358-2767

For more information, call Mercy On Call,  
seven days a week, 7 a.m. to midnight.