



Carbone Cancer Center

UNIVERSITY OF WISCONSIN
SCHOOL OF MEDICINE AND PUBLIC HEALTH

10TH ANNUAL SYMPOSIUM
ADVANCES IN MULTIDISCIPLINARY CANCER CARE

At a
Crossroads

The Intersection of
Integrative Medicine & Cancer Care

FRIDAY, OCTOBER 21, 2011

NEW LOCATION!

MADISON MARRIOTT WEST
1313 JOHN Q. HAMMONS DRIVE, MIDDLETON WI



Wisconsin's *only* comprehensive cancer center
as designated by the National Cancer Institute

UWHealth

Agenda

7:15 – 8 am..... **Registration, continental breakfast**

8 – 8:10 am..... **Welcome and Introductions**

8:10 – 9 am..... **Nurturing Nature: How Choice Can Trump the Genetic Code**
David Rakel, MD

9 – 9:50 am..... **Enjoy Every Sandwich: Living Each Day as if it Were Your Last**
Lee Lipsenthal, MD, ABIHM

9:50 am **Break**

10:15 – 11:05 am..... **What Else Can I Do? Integrative Approaches to Breast Cancer**
Victoria Maizes, MD

11:10 am – 12:10 pm .. **Attend one of the following workshops:**

A) Sailing in Balance: Navigating Stress on the Cancer Journey
Mindy Gribble, RN, HNB-BC
Jennifer Michels, PhD

B) The Sounds of Healing – Oncology and Music Therapy from the Patient’s and the Music Therapist’s Perspective
Dawn McDougal Miller, MME, MT-BC, FAMI
Laura Clark Hansen, MAHD

C) What is Naturopathic Medicine: Feeling Comfortable with Naturopathic Cancer Care
Mihal Davis, ND, CA

D) The ABC’s of Healing Touch: An Energetic Approach to Compassionate Care
Jan Manthey, RN, BS
Karen Allaire, RN, MS

12:15 pm **Lunch**

1 – 2 pm **Attend one of the following workshops:**

A) Mindfulness Meditation – Cultivating Healthy Habits of the Mind
Katherine Bonus, MA, MRED

B) The Whole Person at the End of Life – Integrative Modalities in Palliative Care
Anna Lamnari, MD

C) Resilience Strategies for Survivors, Caregivers and Providers
Jackie Paykel, MD, FACOG

D) Why Not a Cupcake? Healthful Nourishment During and After Treatments for Cancer
Rebecca Schultz, MSN, FNP, APRN-C, HN-BC, CCAP

2 – 3 pm **Healing Power of Hope**
Lucille Marchand, MD

3 – 3:20 pm **Synthesis of Day/Wrap Up Closing Remarks/Evaluation**

Please note: University Bookstore will be selling a number of health care books at the conference.

Keynote Speakers

Lee Lipsenthal, MD, ABIHM - Author of *“Finding Balance in a Medical Life”* and *“Enjoy Every Sandwich: Living Each Day as if it Were Your Last”*

Finding Balance was co-founded by Lee Lipsenthal, MD, a recognized leader, teacher and pioneer in the field of provider wellness. He is the author of *Finding Balance in a Medical Life* and the Finding Balance curricular materials. Lee is internationally known for his research work with Dr. Dean Ornish in preventive cardiology. He is also well known in the field of Integrative Medicine and served as the president of the American Board of Holistic Medicine. Dr. Lipsenthal is a member of the American Medical Association “Physician Wellness Committee” and has authored many professional and popular publications on healthcare provider wellness medicine. He is a frequent invited workshop presenter and speaker at healthcare conferences and media engagements, both in the U.S. and overseas. He speaks to over 5,000 physicians annually in keynote addresses, workshops and other formats.

Victoria Maizes, MD - *Executive Director, Arizona Center for Integrative Medicine*

Dr. Victoria Maizes is executive director of the Arizona Center for Integrative Medicine and Professor of Medicine, Family and Community Medicine, and Public Health at the University of Arizona. Dr. Maizes is internationally recognized as a leader in integrative medicine. She stewarded the growth of the Program in Integrative Medicine from a small program educating four residential fellows per year to a Center of Excellence training over 250 fellows and residents annually. She helped develop the Center’s curriculum in integrative medicine and pioneered multiple educational innovations including Integrative Family Medicine and Integrative Medicine in Residency, two national models for educating primary care physicians. As founding education co-chair of the Consortium of Academic Health Centers for Integrative Medicine, Dr. Maizes led a team of educators to create objectives for medical students in integrative medicine. Dr. Maizes lectures worldwide to academic and community audiences on integrative medical education, women’s health, healthy aging, nutrition and cancer. In 2010, Integrative Women’s Health, the Oxford University Press textbook she edited, was published. ODE magazine named Victoria Maizes one of the world’s 25 intelligent optimists in 2009.

David Rakel, MD - *Medical Director, UW Health Integrative Medicine*

Dr. Rakel is board certified in family medicine, sports medicine and holistic medicine. He also is certified in interactive guided imagery. He was one of the first graduates of a two-year fellowship in Integrative Medicine at the University of Arizona. He then came to the University of Wisconsin to start the Integrative Medicine program in 2001. He is editor of one of the main texts in the field, entitled *Integrative Medicine*. He has received a number of teaching awards including the Baldwin E. Lloyd clinical teacher award, the UW Department of Family Medicine faculty excellence award, the Marc Hansen lecture award and the resident teacher-of-the-year award. His interests include learning how the body self-heals, mind-body health influences, sports medicine, nutrition and incorporating health and healing curriculum into medical school education, a project for which he has NIH funding.

Lucille Marchand, MD - *Clinical Director Integrative Oncology Services, UW Health Integrative Medicine*


Lucille Marchand, MD is a professor in the UW School of Medicine and Public Health and is board certified in holistic medicine, palliative medicine and family medicine. Her care explores how patients with cancer can become more confident in making decisions about their total health care, and take action to bring healing and well-being to their life journey, combining the best of conventional and alternative therapies. From 1991 to 2005, Dr. Marchand practiced integrative family medicine at the UW Health Belleville Family Medical Center. Since 2002, she has worked with the UW Health Integrative Medicine Clinic, and from 2000 to 2005, as a medical director with HospiceCare Inc. She has extensive training in a number of behavioral therapies and nutrition, and has had CancerGuide training. Currently, she is doing integrative medicine consultations at the University of Wisconsin Carbone Cancer Center.

10TH ANNUAL SYMPOSIUM

ADVANCES IN MULTIDISCIPLINARY CANCER CARE - FRIDAY, OCTOBER 21, 2011

JOINTLY SPONSORED BY:

University of Wisconsin Carbone Cancer Center; University of Wisconsin Hospital & Clinics; University of Wisconsin School of Medicine and Public Health, Office of Continuing Professional Development in Medicine and Public Health; University of Wisconsin-Madison Continuing Education in Nursing; Wisconsin Cancer Council.

Supported in part by a grant from:  Susan G. Komen South Central Wisconsin

Need, Scope of Practice & Intended Audience

The concept of mind-body medicine is not new. The practice of yoga, tai chi and meditation have been staples of Eastern medicine for millennia. Integrative medicine, or Complementary Alternative Medicine (CAM), as it is called by the National Institutes of Health, has only recently been studied alongside a federally funded initiative since 1992. According to The National Center for Complementary and Alternative Medicine, "there is evidence that patients with chronic conditions like heart disease and cancer can learn and employ a variety of mind-body practices to achieve a level of symptom relief and a better quality of life, and in some cases, improvements in health outcomes.

This conference is designed for individuals who are involved in cancer treatment and education of cancer patients and their families: oncology physicians, primary care physicians, oncology nurses, nurse practitioners, clinical research associates, health educators, social workers, psychologists, chaplains and other interested health care professionals involved in cancer care. Patients, caregivers and community members are also encouraged to attend.

Learning Objectives

This conference is designed to educate physicians, nurses and other health care providers about issues surrounding integrative medicine and cancer care. Learning objectives for this conference include:

- Choosing therapies that help prevent cancer or prevent a recurrence
- Making lifestyle changes to promote optimal health
- Finding evidence-based information on nutritional supplements and herbs, and background on how to avoid harmful interaction with conventional therapies or make conventional therapies less effective
- Decreasing the side effects of conventional therapy such as chemotherapy and radiation therapy
- Working through the challenges of living with cancer
- Making decisions with greater confidence, using inner wisdom as well as scientific information

Elements of Competence

This CME activity has been designed to change learner knowledge and focuses on the American Board of Medical Specialties areas of patient care, interpersonal and communications skills, and professionalism.

Accreditation Statement

This activity has been planned and implemented in accordance with the Essential Areas and policies of the Accreditation Council for Continuing Medical Education through the joint sponsorship of the University of Wisconsin School of Medicine and Public Health Office of Continuing Professional Development, University of Wisconsin Carbone Cancer Center, University of Wisconsin Hospital and Clinics, the University of Wisconsin-Continuing Education in Nursing and Wisconsin Cancer Council. The University of Wisconsin School of Medicine and Public Health is accredited by the ACCME to provide continuing medical education for physicians.

Credit Designation Statements

The University of Wisconsin School of Medicine and Public Health designates this live activity for a maximum of *5.75 AMA PRA Category 1 Credit(s)*[™]. Physicians should claim only the credit commensurate with the extent of their participation in the activity. The University of Wisconsin-Madison, as a member of the University Continuing Education Association (UCEA), authorizes this program for .575 Continuing Education Units (CEUs) or 5.75 hours.

The University of Wisconsin-Madison Continuing Education in Nursing is accredited as a provider of continuing nursing education by the American Nurses Credentialing Center's Commission on Accreditation.

Iowa Provider Number: 350

This activity has been planned and implemented using the educational design criteria of the American Nurses Credentialing Center's Commission on Accreditation through the joint providership of The University of Wisconsin-Madison Continuing Education in Nursing and the other providers. 5.8 ANCC Contact Hours (7 Iowa) will be awarded for successful completion of this activity based on full attendance and satisfactory completion of all evaluation materials.

Policy on Faculty and Sponsor Disclosure

It is the policy of the University of Wisconsin School of Medicine and Public Health and all the joint sponsors that the faculty, authors, planners and other persons who may influence content of this CME activity disclose all relevant financial relationships with commercial interests in order to allow CME staff to identify and resolve any potential conflicts of interest. Faculty must also disclose any planned discussion of unlabeled/unapproved uses of drugs or devices during their presentation(s). Detailed disclosure will be made in the course handout materials

Registration

Registration deadline: October 17, 2011

To register for this conference, you may register via phone, mail, fax or online. A letter of confirmation will be sent upon receipt of payment and completed registration form.

FOUR EASY WAYS TO REGISTER

- **Online:**
Visit uwhealth.org/crossroads to register online with a credit card. We accept MasterCard, VISA or American Express.
- **By Mail:**
Return your completed registration form to:
Attn: CME Specialist
The Pyle Center
702 Langdon Street
Madison, WI 53706
- **By Phone:**
(608) 262-1397
Call and give your billing information or pay by MasterCard, VISA or American Express.
- **By Fax:**
Fax registration form to:
CME Specialist, The Pyle Center
FAX: 1-800-741-7416 (in Madison Fax: 265-3163)

LODGING

Rooms are available at the conference facility:

Madison Marriott West
1313 John Q. Hammons Drive
Middleton, WI 53562
(608) 831-2000

Hotel reservations are your responsibility. Please make your reservations early.

PLEASE NOTE: Your registration fee, less a \$25 administrative fee, will be refunded when written notification is received by October 17, 2011. Refunds will not be granted after October 17, 2011.

The University of Wisconsin provides equal opportunities in employment and programming, including Title IX requirements. The University of Wisconsin School of Medicine and Public Health fully complies with the legal requirements of the ADA and the rules and regulations thereof. If any participant in this educational activity is in need of accommodations, please notify Katie Arendt in order to receive service. Please call (608) 263-0160.

REGISTRATION FORM

10th Annual Symposium, Advances in Multidisciplinary Cancer Care: At A Crossroads: The Intersection of Integrative Medicine & Cancer Care
Friday, October 21, 2011 • Registration Deadline: October 17, 2011

Name: _____ Professional Degree (for credit & name tag): _____

Medical Institution/Organization: _____

Work Address: _____ City, State, Zip: _____

Day Phone: _____ Fax: _____

E-Mail: _____ RN License Number (for Iowa credit only): _____

Please check if you would like a vegetarian lunch.

Mail my confirmation to: Work Address (as provided above) or Home Address

Home Address: _____ City, State, Zip: _____

REGISTRATION FEES

- \$175 Physicians \$100 Nurses, physician assistants, clinical research associates and other health care professionals
 \$35 Residents, fellows, students and UW staff \$35 Cancer patients, survivors, caregivers and family members

PAYMENT

Check or PO enclosed (made payable to University of Wisconsin) Visa MasterCard American Express

Credit Card Number: _____ Cardholder's Name: _____ Expiration Date: _____

Please return your payment with this form to:

CME Specialist, The Pyle Center, 702 Langdon Street, Madison, WI 53706 or Fax 1-800-741-7416 (in Madison Fax: 265-3163).

You may also call (608) 262-1397 to register over the phone.

Register Now!

FRIDAY, OCTOBER 21, 2011

New Location:

Madison Marriott West
1313 John Q. Hammons Drive
Middleton, Wisconsin

Register Online Now at
uwhealth.org/crossroads
Or Registration Form Enclosed!



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UNIVERSITY OF WISCONSIN
SCHOOL OF MEDICINE AND PUBLIC HEALTH

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