The 41st Annual Pediatric Primary Care Conference

Pediatrics at the Beach

July 27-29, 2019

Hilton Virginia Beach Oceanfront Hotel
3001 Atlantic Avenue, Virginia Beach, Virginia

Presented by VCU Health Department of Pediatrics and VCU Health Continuing Medical Education
A Revitalized Pediatrics at the Beach for 2019!

Join us in Virginia Beach for three half-days of innovative content on urgent care, primary care and developmental pediatrics with small group sessions that provide opportunities for interactive learning through case analysis and in-depth discussion. Network with your peers and catch up with old friends at the evening reception and Annual Pediatric Gathering on Saturday.

This course is designed for physicians, nurse practitioners, physician assistants, nurses and other health care professionals who deliver primary, emergency and developmental care to children and adolescents.

New Hotel, Same Great Beach

Located on the Virginia Beach Boardwalk, the Hilton Virginia Beach Oceanfront hotel is just steps from the Atlantic. Enjoy premium amenities including a rooftop infinity pool and trendy bar with panoramic ocean views, an indoor rooftop pool, a fitness center and two award-winning restaurants on site. Their prime location, dining options and exceptional service make the Hilton Oceanfront an unparalleled destination in Virginia Beach, and the perfect location for Pediatrics at the Beach.

Special Session: Quality Time at the Beach

This special optional Friday session will take a deep dive into quality improvement (QI). At the end of this session, you will be able to describe different QI tools, including aim statements, key driver diagrams, fish bone diagrams, and failure mode effect analysis, as well as how to apply those tools and QI concepts into your practice. You’ll also hear about how to gain MOC Part 4 credit for your QI projects.

Register Online | cme.vcuhealth.org/peds
Saturday, July 27: Urgent Care

A.M.
7:00  Check-In and Continental Breakfast with Exhibits
7:30  Welcome and Announcements
     Elias Neujhar, CEO Children’s Hospital of Richmond at VCU
     Linda Meloy, MD, FAAP
     Moderator: Robin Foster, MD, FAAP, FACEP
7:40  Value-Based Care Survival Guide for the Pediatrician
     Sandy L. Chung, MD, FAAP, FACHE
     President, Virginia Chapter AAP
8:00  The Joy of Pediatrics
     Joseph Sherman, MD
8:50  To See or Not to See, That is the Question: Work Up for Occult Injury in Physical Abuse
     Veena Ramaiah, MD
9:40  Scratching the Surface of Pediatric Dermatological Emergencies
     Chris Woleben, MD
10:30 Refreshment Break with Exhibits
11:00 WORKSHOPS - SESSION 1
     1. The Care of Refugee Children in the Pediatric Practice
        Joseph Sherman, MD
     2. To CT or Not to CT, That is the Question: Work Up in Traumatic Brain Injury
        Veena Ramaiah, MD
     3. Radiology at Play
        Gregory Vorona, MD
     4. Trauma Informed Care for the Office Practice
        Robin Foster, MD, FAAP, FACEP
     5. A Stitch in Time Saves Nine: Wound Management for the Primary Care Provider
        Chris Woleben, MD
        (Enrollment limited to 20)
     6. Developmental Assessment with Play
        Stacey Dusing, PhD, PT

P.M.
12:00 Switch Workshops
12:05 WORKSHOPS (repeated) – SESSION 2
1:05 Conference Adjourns for the Day

1:10 – Quality Time at the Beach
Jeffrey Mapp, MD, Jose Munoz, MD, Bergen Nelson, MD, and Rashida Woods, MD
Requires additional registration

4:00 – Virginia Chapter, American Academy of Pediatrics
Board Meeting

5:30 – Networking Reception with Posters & Annual Pediatrics Gathering, Honoring: Pasquale Accardo, MD, FAAP
This year we have combined two small receptions into one large gathering for all to attend! Join the Department of Pediatrics as they honor long time conference co-chair and developmental pediatrician, Pasquale Accardo, MD, FAAP. You’ll be able to connect with other attendees, mix and mingle in a relaxed family-friendly atmosphere, enjoy heavy hors d’oeuvres and view posters highlighting CHoR achievements.

Bring the whole family! Children are invited to attend and enjoy a beach-themed activity and touch tank experience.

Hosted by Dr. Bruce K. Rubin, Jessie Ball duPont Distinguished Professor and Chair, Department of Pediatrics, Physician-in-Chief, CHoR.

Dr. Pasquale “Pat” Accardo is a long-time co-chair of Pediatrics at the Beach, a leader in the field of developmental pediatrics and the director of Children’s Hospital of Richmond at VCU’s Child Development Clinic. Dr. Accardo is board-certified in pediatrics, neurodevelopmental disabilities and developmental and behavioral pediatrics and the author of numerous books, including Attention Deficit Hyperactivity Disorder: The Clinical Spectrum; Autism: Clinical and Research Issues, and Developmental Disabilities in Infancy and Childhood, Second Edition, Volumes I and II.

Sunday, July 28: Primary Care

A.M.
7:00 Check-In and Continental Breakfast with Exhibits

7:50 Conference Announcements
Bruce K. Rubin, MEng, MD, MBA, FRCPC, Jessie Ball duPont Distinguished Professor and Chair, Department of Pediatrics
Moderator: Linda Meloy, MD, FAAP

8:00 Febrile Seizures: What’s New?
Syndi Seinfeld, DO

8:50 Obesity Care Update: Facts and Myths
Trey Wickham, MD, FAAP

9:40 Virtual Visits: New House Call or Just a Fancy Phone Call?
Linda Meloy, MD, FAAP
10:30 Break with Exhibits

11:00 WORKSHOPS - SESSION 1

1. Are My Patient’s Immunizations Up to Date?
   Suzanne Lavoie, MD

2. My Child is Still Not Thriving
   Anshu Gupta, MD and Narendra Vadlamudi, MD, DCH, MRCPCH

3. Reassessing the Role of Weight Loss Surgery in the Treatment of Pediatric Obesity
   David Lanning, MD, PhD and Trey Wickham, MD, FAAP

4. Puzzling and Perplexing Pediatric Pulmonary Problems
   Bruce K. Rubin, MEng, MD, MBA, FRCPCH

5. Approach to Genetic and Metabolic Conditions in Primary Care Practice
   Hind Al Saif, MD, FAAP, FACMGG

6. Hematologic Cases and Solutions: A Review of Four Cases
   Marieka Helou, MD

P.M.
12:00 Switch Workshops
12:05 WORKSHOPS (repeated) – SESSION 2
1:05 Conference Adjourns for the Day

Monday, July 29: Developmental and Behavioral

A.M.
6:30 Check-In and Continental Breakfast

7:10 Welcome and Announcements
   Marsha Rappley, MD, VCU Vice President for Health Sciences, and CEO, VCU Health System
   Moderator: Jennifer Accardo, MD, MSCE

7:15 Health Outcomes of Childhood ADHD by Adulthood: Implications for Life Expectancy and Clinical Management
   Russell Barkley, PhD

8:15 Making Office Visits More Successful for Patients with Autism
   Faith Frankel, MD

9:15 Break

Register Online | cme.vcuhealth.org/peds
9:30  WORKSHOPS - SESSION 1

1. Childhood Headaches: Are Pills the Only Option?  
   Sanjai Rao, DO

2. Developmental Screening: Policies, Perspective and Purpose – Building and Strengthening State and Local Systems  
   Bethany Geldmaker, PNP, PhD

3. ADHD – What Have We Learned?  
   Pasquale Accardo, MD and Marsha Rappley, MD

4. Do You Hear What I Hear? Everything You Ever Wanted to Know About Audiology but Were Afraid to Ask  
   Christine Eubanks, PhD, CCC-A

5. Clinical Pearls for the History, Physical Exam, and Plan for Patients with Autism  
   Faith Frankel, MD

6. High Anxiety: Treatment of Mental Health Complaints in the Primary Care Office and Beyond  
   Dorothy O’Keefe, MD

10:30  Switch Workshops

10:45  WORKSHOPS (repeated) – SESSION 2

11:45  Conference Adjourns

Program Chairs

Jennifer Accardo, MD, FAAP  
Assistant Professor  
Developmental Pediatrics  
Children’s Hospital of Richmond at VCU

Robin Foster, MD, FAAP, FACEP  
Associate Professor  
Pediatric Emergency Medicine  
Children’s Hospital of Richmond at VCU

Linda Meloy, MD, FAAP  
Professor  
General Pediatrics  
Children’s Hospital of Richmond at VCU

Veena Ramaiyah, MD  
Assistant Professor of Pediatrics  
Pediatric Emergency Medicine  
Child Advocacy and Protective Services  
University of Chicago  
Comer Children’s Hospital  
Chicago, IL

Guest Speakers

Russell Barkley, PhD  
Clinical Professor of Psychiatry  
Virginia Treatment Center for Children  
Richmond, VA

Faith Frankel, MD  
Assistant Professor of Clinical Pediatrics  
Georgetown University Medical School  
Washington, DC

Bethany Geldmaker, PNP, PhD  
Virginia Department of Health  
Richmond, VA

Joseph Sherman, MD  
Health Services Director and Pediatrician  
Mary’s Place Shelter  
Seattle, WA
Children’s Hospital of Richmond at VCU Faculty

Pasquale Accardo, MD, FAAP
Professor and Chair
Developmental Pediatrics

Hind Al Saif, MD, FAAP, FACMGG
Assistant Professor
Genetics
Attending Physician, Clinical Genetics and Metabolism

Stacey Dusing, PhD, PT
Clinical Specialist
Pediatric Physical Therapy

Christine Eubanks, PhD, CCC-A
Director of Audiology
Co-Director, Cochlear Implant Program

Anshu Gupta, MD, MS
Associate Professor
Fellowship Director
Pediatric Endocrinology

Marieka Helou, MD, MPH
Assistant Professor
Director, Associate Fellowship Program
Pediatric M3 Clerkship
Co-Director, Hematology and Oncology

David Lanning, MD, PhD
Professor of Surgery and Pediatrics
Co-Surgeon-in-Chief

Suzanne Lavoie, MD
Professor and Chief
Infectious Disease
Director, Pediatric Residency Program

Dorothy O’Keefe, MD
Associate Professor
Psychiatry

Sanjai Rao, DO
Assistant Professor, Neurology
Medical Director, Pediatric Neurology

Bruce K. Rubin, MEng, MD, MBA, FRCPC
Jesse Ball DuPont Distinguished Professor and Chair
Department of Pediatrics
Physician-in-Chief, CHoR
Cystic Fibrosis Center, Pulmonary Medicine

Syndi Seinfeld, DO
Associate Professor
Neurology

Narendra Vadlamudi, MD, DCH, MRCPCH
Interim Chief and Assistant Professor
Eosinophilic Esophagitis Clinic
Gastroenterology and Nutrition

Gregory Vorona, MD
Assistant Professor
Radiology

E. Trey Wickham, MD, FAAP
Associate Professor
Endocrinology and Metabolism
Director of Research
Healthy Lifestyles Center

Chris Woleben, MD
Associate Professor
Emergency Medicine
Associate Dean for Student Affairs

VCU Health Faculty

Marsha D. Rappley, MD
CEO, VCU Health System
VCU Vice President for Health Sciences

Register Online | cme.vcuhealth.org/peds
Registration Fees | Register online: cme.vcuhealth.org/peds

Standard Registration
$475 Physician
$350 Physician in training or health care professional (NP, PA, RN, etc.)
$200 One-day fee
$20 Friday QI Session

VA Chapter AAP Members
$375 Physician
$275 Physician in training

On-site registrations will incur an additional $50 processing fee.

VCU Dept. of Pediatrics
$325 Faculty and staff
Fee waived - Residents and fellows (pre-approved by Planning Committee)

MOC Credit (for physicians only)
$50 Additional fee

Syllabus (free download available)
$60 Printed

Cancellation Policy
Registration fee, less a $60 non-refundable administrative fee, will be refunded only if written notice of cancellation is received via email to cmeinfo@vcuhealth.org on or before July 5, 2019. No refunds after this date.

Course Objectives
• Identify evidence-based approaches to address the management of a variety of strategies for treatment of pediatric disorders.
• Integrate research advances and clinical innovations with the delivery of pediatric patient-centered care.
• Apply the discussions on controversies that surround areas of treatment and diagnosis in pediatrics to the bedside/clinical discussions with patients and their guardians.
• Incorporate into practice new guidelines, protocols, skills and best practices for management of pediatric conditions.
**Lodging Accommodations**

**Conference Hotel: Hilton Virginia Beach Oceanfront Hotel**
3001 Atlantic Avenue, Virginia Beach, VA 23451
A block of rooms has been reserved at the Hilton until June 26, 2019. Book your rooms early as the hotel frequently sells out.

**Book online** | [https://tinyurl.com/Peds2019Hotel](https://tinyurl.com/Peds2019Hotel)

**Book by phone** | Call (757) 213-3000 and identify yourself as an attendee of “Peds at the Beach 2019” to receive the discounted rate.

**Discounted room rates, excluding taxes and daily resort fee:**
City view: $369/night | Oceanfront: $389/night

*Discounted rate available two days prior and post the scheduled conference dates, per availability.*

**Children’s Hospital of Richmond at VCU (CHoR)**
Children’s Hospital of Richmond at VCU is ranked among the nation’s top children’s hospitals by U.S. News & World Report. Learn more about our services and CME offerings at chrichmond.org/CME.

**Virginia Chapter - American Academy of Pediatrics**
View membership video at [http://youtu.be/7gmGfCs5-y4](http://youtu.be/7gmGfCs5-y4) and other information by visiting the VA-AAP website at virginiapediatrics.org.

**Disclosure Statement**
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Accreditation and Credit

VCU Health Continuing Medical Education is accredited by the Accreditation Council for Continuing Medical Education to provide continuing medical education for physicians.

VCU Health Continuing Medical Education designates this live activity for a maximum of 16.25 *AMA PRA Category 1 Credits*™. Physicians should claim only the credit commensurate with the extent of their participation in the activity.

Successful completion of this CME activity, which includes participation in the activity, with individual assessments of the participant and feedback to the participant, enables the participant to earn 7 MOC points in the American Board of Pediatrics (ABP) Maintenance of Certification (MOC) program. It is the CME activity provider’s responsibility to submit participant completion information to ACCME for the purpose of granting ABP MOC credit. *Note: Post-test must be completed by September 30, 2019 to receive ABP MOC credit.*

This Live activity, 41st Annual Pediatric Primary Care Conference: Pediatrics at the Beach 2019, with a beginning date of 07/27/2019, has been reviewed and is acceptable for up to 16.25 Prescribed credit(s) by the American Academy of Family Physicians. Physicians should claim only the credit commensurate with the extent of their participation in the activity.

This continuing medical education activity has been reviewed by the American Academy of Pediatrics and is acceptable for a maximum of 16.25 AAP credits. These credits can be applied toward the AAP CME/CPD Award available to Fellows and Candidate Members of the American Academy of Pediatrics.

VCU Health Continuing Medical Education awards 16.25 hours of participation (equivalent to *AMA PRA Category 1 Credits*™) to each non-physician participant who successfully completes this education activity.

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Connect with your peers!

**Saturday, July 27 | Networking Reception & Annual Pediatrics Gathering**

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**Questions and Information**

VCU Health Continuing Medical Education  
(800) 413-2872 | (804) 828-3640 | cmeinfo@vcuhealth.org

If special accommodations are needed, please contact us at (804) 828-3640  
VCU Health is an equal opportunity/affirmative action employer.

Minimum and maximum numbers for attendance at this event have been established, and we reserve the right to substitute speakers/topics, or cancel if necessary.

By attending this event you grant VCU Health CME the right at the event to record, film, photograph, or capture your likeness in any media and to distribute, broadcast, use, or otherwise disseminate, in perpetuity, such media without any further approval or any payment to you.
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Urgent Care • Primary Care • Developmental/Behavioral