



Certificate in Primary Care Skin Cancer Medicine

October 21-23, 2011

Atlanta GA

Hyatt Regency

Friday, October 21, 2011: Diagnosis

Time

Topic

Fri – 8:30am – 9:00am

Registration

Fri – 9:00am – 10:30am

Diagnosis

- Quiz
- Skin Anatomy and Histology
- Skin History and Examination
- Common Benign Skin Lesions and Cancer Mimickers
- Biopsy (punch and shave) - where and why

Fri – 10:30am – 11:00am

BREAK

Fri – 11:00am – 12:30pm

Pigmented Skin Lesions

- Where Nevi come from and their Natural History
- Clinical Alarms
- 3 Point Checklist for Dermoscopy
- Melanoma

Fri – 12:30pm – 1:30pm

Lunch (on your own)

Fri – 1:30pm – 3:00pm

Non Pigmented Skin Lesions

- Actinic Keratosis
- Bowens Disease
- BCC
- SCC / KA
- Dermatopathology

Fri – 3:00pm – 5:00pm

Non Surgical Treatment

- Dysplastic Nevi and DNS
- Cryotherapy
- Non Surgical Treatments
- Clinical Cases
- Quiz



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Saturday, October 22, 2011: Treatment

Time	Topic
Sat – 8:30am – 9:00am	Registration
Sat – 9:00am – 11:00am	Surgical Theory <ul style="list-style-type: none">• Surgical Anatomy• Principals of Wound Healing• Dressings• Equipment• Sutures and Needles• Complications• Malignant Melanoma• Margins
Sat – 11:00am – 11:30	BREAK
Sat – 11:30am – 1:00pm	Surgery Practical <ul style="list-style-type: none">• Biopsy – Punch and Shave• Suturing – Interrupted
Sat – 1:00pm – 2:00pm	Lunch (on your own)
Sat – 2:00pm – 3:30pm	Surgery Practical <ul style="list-style-type: none">• Suturing – Advanced and Deep• Dog Ear Repair
Sat – 3:30pm – 4:00pm	BREAK
Sat – 4:00pm – 5:00pm	Surgery Practical <ul style="list-style-type: none">• Elliptical Excisions – Theory and Practical



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Sunday, October 23, 2011: Treatment

Time	Topic
Sun – 8:00am – 8:30am	Registration
Sun– 8:30am – 10:30am	The Business of Skin Cancer and How to Set Up Your Clinic <ul style="list-style-type: none">• Setting up skin cancer within your clinic• How to set up an efficient appointment book for skin cancer• Practical Application of Workflow Management• How to convert and exam room in 30 seconds• Photos and skin cancer – see moles on a big screen• Tools required / cost of supply• Staff and how to maximize utilization• Laser and sun damaged skin / PDT• A US Physician's experience in running a skin cancer clinic
Sun – 10:30am – 11:00am	BREAK
Sun – 11:00am – 12:30pm	Coding, EMR and Medico –Legal <ul style="list-style-type: none">• CTP codes<ul style="list-style-type: none">○ Consultation○ Biopsies○ Non Surgical Treatments○ Lesion Removals• What a financial difference skin cancer will make to your family practice (i.e. FP = \$300 vs. Skin Cancer = \$560)• The beauty of skin cancer – less complex / more \$• Example of an EMR• Medico-Legal protection in skin cancer<ul style="list-style-type: none">○ Skin cancer documentation○ Using photos in note taking○ Practical examples○ Patient handouts / information sheets
Sun – 12:30pm – 1:30pm	Lunch (on your own)
Sun – 1:30pm – 3:00pm	Marketing Skin Cancer Services <ul style="list-style-type: none">• The patient expectations and how to exceed them• How to maximize your practices existing patient database• How to get referrals Q & A
Sun – 3:00pm	Course concludes