



THE UNIVERSITY
OF QUEENSLAND
AUSTRALIA
SCHOOL OF MEDICINE

CERTIFICATE IN PRIMARY CARE SKIN CANCER MEDICINE

PRE-WORKSHOP
ONLINE CONTENT

2 DAY WEEKEND
PRACTICAL
WORKSHOP

ONLINE TRAINING
& ASSESSMENT

UQ SCHOOL
OF MEDICINE
AWARD

CME
POINTS

CREDIT INTO
UQ MASTER OF
MEDICINE
(SKIN CANCER)

The world's leading CME primary care skin cancer training program, the Certificate in Primary Care Skin Cancer Medicine, will now be made available in the US beginning October 21-23, 2011.

This three day workshop is structured to optimize your knowledge in Skin Cancer Medicine and enable you to successfully meet existing and future marketplace challenges.

The world class program was developed in Australia – a country with the unenviable record of the highest incidence of melanoma in the world. More than 3,000 medical practitioners from 10 countries have attended the overseas workshops presented in collaboration with The University Of Queensland, Australia's largest Medical School and leading research institution.

With a consistent course satisfaction rating of over 91% since its creation in 2006, the course continues to exceed delegate expectations.

Using the same proven model, the US course will be delivered by expert specialists in dermatology, surgery, business and primary care workflow management. Join Adam I. Riker, M.D., F.A.C.S (Ochsner Health System), Janice Johnston MD (Arrowhead Health) and Paul Elmslie MBA (HealthCert & Skin Cancer Institute, Australia) in this stimulating and interactive workshop.

Don't miss this unique opportunity to be enriched and rewarded by your new and expanded career path in skin cancer diagnosis and treatment. Learn from highly qualified and world recognized lecturers whose combined depth of knowledge and expertise will inspire you.

Who Should Attend?

Family physicians, physician assistants, nurse practitioners or healthcare professionals with an interest in skin cancer medicine.

Certificate Course Format

The certificate course is designed to meet the needs of busy medical practitioners by providing a flexible program of which many of its requirements are conducted in your own time.

The Course Includes

- Online predisposing activities (completed in your own time anytime prior to the workshop component)
- A three day practical workshop
- All PowerPoint slides presented and reference materials
- Online training in Dermoscopy (100 image quiz using the 3 point checklist) written by Prof Giuseppe Argenziano
- Online assessment to be completed in your own time within three months of attending the workshop segment of the course

Program Objectives

The goal of this program is to provide introductory training in the diagnosis and management of skin cancer medicine in the primary care setting.

The certificate course will provide the clinician with a range of skills at an introductory level including the ability to:

- Diagnose common skin cancers and associated conditions
- Perform skin checks and identify suspicious skin lesions
- Use a dermoscope and the 3-point checklist to differentiate between benign and suspicious skin lesions
- Understand, select and apply appropriate treatment options for common skin cancers
- Safely excise and close small and low risk skin cancers with direct suture
- How to set up your clinic and optimise efficiency
- Understanding CTP coding, EMR and Medico-Legal aspects
- Marketing of your services to patients
- Understand limitations in training and experience, and consequently know when to refer patients to the appropriate specialist: dermatologist, plastic surgeon and/or other medical practitioners

Online Pre-Workshop Activity

To prepare the participant the University of Queensland has a short series of 40 multiple choice questions to be completed online at any time prior to the workshop segment. The questions are not marked as part of the assessment and provide instant answers.



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Workshop Delivery

The three day workshop segment of the course is presented by specialists and industry professionals in an interactive and case based program including the use of wireless audience responders and hands-on procedural sessions.

Workshop Segment of the Certificate Course

The Foundations

- Quiz
- Epidemiology
- Biopsy
- Common benign lesions
- Skin history and skin examination

Pigmented skin lesions

- Dermoscopy and Digital Imaging
- 3 point checklist

Non Pigmented Skin Cancers

- Actinic keratosis
- Bowens disease
- BCC
- SCC / KA
- Dermatopathology

DNS, Melanoma and Treatments

- Dysplastic nevi and DNS
- Melanoma
- Quiz

The Foundations of Surgery

- Principles of Wound Management
- Asepsis
- Surgery set up
- Local anaesthesia
- Sutures
- Dressings
- Surgical management of Melanoma

2 x Practical Surgical / Suturing Sessions

- Elliptical excisions
- Suturing techniques
- Interrupted
- Deep sutures
- Subcuticular
- Vertical Mattress

Workflow management / How to set up your clinic

- Be efficient with your appointment book
- Practical application of workflow management in detail
- Tools required / cost of supply
- 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 \$
- Laser and sun damaged skin / PDT
- How to convert an exam room in 30 seconds
- Photos and skin cancer - see moles on a big screen
- Staff and how to maximize utilisation
- A US Physicians experience in running a skin cancer clinic

Coding, EMR and Medico-Legal

- CPT codes
- Example of an EMR
- Medico-legal protection in skin cancer

Marketing

- The patient expectations and how to exceed them
- How to maximize your practices existing patient database
- How to get referrals

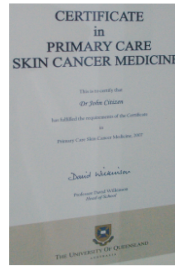
Assessment requirements

This course features three on-line training and assessment requirements including a 100 image dermoscopy training quiz, 100 image assessment and 88 multiple choice questions. The assessment is to be completed at the practitioner's convenience within three months of the completion of the workshop.

The assessment is designed in such a way that they do not have to be completed in one sitting with the practitioner able to log in and out as many times as they wish. They are open book and are not subject to a time limit.

A Statutory Declaration must be completed and signed at the conclusion of the assessment to verify the practitioner completed the assessment without personal outside assistance.

Award



Certificate in Primary Care Skin Cancer Medicine

University of Queensland School of Medicine

Upon receipt of the Statutory Declaration the University of Queensland School of Medicine Award is posted to the successful participant.

CME Points

This activity has been reviewed and is acceptable for up to 30 prescribed credits by the American Academy of Family Physicians.

Relationship to Master of Medicine

Students who complete this certificate course are eligible for credit towards a related unit in the Master of Medicine (Skin Cancer).

The Master's is an online degree designed to provide the participant with a high level of knowledge and proficiency in the field of skin cancer medicine. It can be studied full or part - time and completion of the degree provides formal recognition of extensive learning. The University of Queensland Skin Cancer Certificate Courses can be applied as credit for similar coursework in the Master's degree.



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Presenters



Dr Adam I. Riker
M.D., F.A.C.S.

Adam I. Riker, M.D., F.A.C.S., is a board-certified Surgical Oncologist who is the Medical Director of Cancer Services for Ochsner Health System and the Director of the Cancer Screening Program. A major emphasis of this position has been to integrate the Cancer Services on a system-wide basis, developing the growth of multidisciplinary cancer programs. Additionally, a major objective of the Ochsner Cancer Institute has been to further enhance the expansion and accrual of patients to the active Community Clinical Oncology Program (CCOP) supported by the National Institutes of Health, National Cancer Institute.



Dr Janice Johnson
M.D., M.Sc.

Dr. Janice Johnston is the owner/Chief Medical Officer of Arrowhead Health Centers, a 150 employee multi-specialty multi-location healthcare company which she founded in 1997. With the help of HealthCert, Arrowhead Health Centers has profitably implemented a successful and comprehensive skin cancer program within its family practice department. Other specialties which are available at Arrowhead Health Centers include physical medicine and rehabilitation, interventional pain management, rehabilitation (physical therapy, chiropractic and massage therapy), gynecology, orthopaedics, podiatry, laboratory, radiology, neurodiagnostics, and durable medical equipment. Making healthcare easier for its patients and partners is a focus of Arrowhead Health Centers.



Mr Paul Elmslie
M.B.A., AFCHSE, FAIM

Mr Elmslie is the founder of The Skin Cancer Institute, Managing Director of HealthCert and TeleDerm Technology. His background in skin cancer business management and workflow efficiency is a culmination of his experience as CEO and Co-Founder of one of Australia's largest chain of primary care skin cancer clinics. His business expertise has helped hundreds of family practices across Australia, UK and the US implement effective skin cancer services for doctors and patients. He has been building and developing skin cancer education and training for the past 12 years and has a Master of Business Administration (MBA).

Dates and Locations

October 21-23

Atlanta GA

Hyatt Regency

December 8-10

Las Vegas NV

The Venetian Hotel

CME Provider



The University of Queensland

The University Of Queensland (UQ) is one of Australia's premier learning and research institutions.

It has produced generations of graduates who have gone on to become leaders in all areas of society and industry. Professor Ian Frazer, who

developed the cervical cancer vaccine Gardasil, is a well-known researcher at UQ.

UQ is a founding member of the national Group of Eight, an alliance of research-strong "sandstone" universities committed to ensuring that Australia has higher education institutions which are genuinely world class. The UQ is a member of the Universitas 21 alliance, an international network of 21 leading research-intensive universities in 13 countries.

UQ has developed an international Primary Care Skin Cancer Faculty within the School of Medicine and delivers the only Master of Medicine (Primary Care Skin Cancer) in the world.



HealthCert Australia

With the incidence of skin cancer rising rapidly throughout the world, HealthCert recognized the urgent need to partner with world leading presenters and university institutions.

In 2006, a partnership with The University Of Queensland (UQ) was formed to deliver professional postgraduate skin cancer courses to medical practitioners. These courses feature world renowned dermatologists, dermatopathologists, surgeons and industry specialists and can be studied as individual courses or as part of the UQ Master of Medicine (Primary Care Skin Cancer Medicine) degree.

Our dedicated team of professionals also delivers medical conferences, customized programs for corporate clients and events for medical practitioners. The success of these events demonstrates the company's ongoing commitment to post graduate education for medical practitioners to obtain optimum patient outcomes.



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Friday: 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 - 12.30am	Pigmented Skin Lesions Where Nevi come from and their Natural History Clinical Alarms 3 Point Checklist for Dermoscopy Melanoma
Fri – 12.30am – 1.30am	Lunch (on your own)
Fri – 1.30pm – 3.00pm	Non Pigmented Skin Lesions Actinic Keratosis Bowens Disease BCC SCC / KA Dermatopathology
Fri - 3.00pm – 3.30pm	Break
Fri – 3.30pm – 5.00pm	Non Surgical Treatment Dysplastic Nevi and DNS Cryotherapy Non surgical treatments Clinical Cases Quiz



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Saturday: Treatment

Time	Topic
Sat – 8.30am – 9am	Registration
Sat – 9am – 11 am	Surgical Theory Surgical Anatomy Principals of Wound Healing Dressings Equipment Sutures and Needles Complications Malignant Melanoma Margins
Sat – 11am – 11.30am	Break
Sat – 11.30am - 1pm	Surgery Practical Biopsy – Punch and Shave Suturing – Interrupted
Sat – 1pm – 2pm	Lunch (on your own)
Sat – 2pm – 3.30pm	Surgery Practical Suturing – Advanced and Deep Dog Ear Repair
Sat - 3.30pm – 4pm	Break
Sat – 4pm – 5pm	Surgery Practical Elliptical Excisions - Theory and Practical



Sunday: Business

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 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 an exam room in 30 seconds Photos and skin cancer – see moles on a big screen Tools required / cost of supply Staff and how to maximise utilisation Laser & 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 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



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Sunday: Business

Time	Topic
Sun – 12.30pm – 1.30pm	Lunch (on your own)
Sun – 1.30pm – 3.00pm	Marketing Skin Cancer Services The patient expectations and how to exceed them How to maximise your practices existing patient database How to get referrals Q & A
Sun - 3.00pm	Course concludes