Please join us at our 15th Annual Conference on Bioethics, which will review the ethical basis for medical professionalism, the crisis of its erosion by certain sociocultural and other forces, the challenges faced by practitioners and those in training, and the opportunity for innovative solutions. Thought provoking and stimulating discussions from regionally and nationally known speakers will encourage your active participation and provide you with new perspectives.

We eagerly look forward to seeing you September 23 and 24 at the Great Wolf Lodge.

Evangeline J. Spindler, MD
Chair, MSMS Committee on Bioethics

Intended Audience
Physicians, bioethicists, residents, students, other health care professionals, and all individuals interested in bioethical issues

Learning Objectives
• Describe key features of "Medicine 2.0" and recognize how it might affect medical professionalism.
• Analyze ethical dilemmas facing physicians-in-training, and use ethical principles and discussions of professionalism to propose solutions.
• Summarize the major social-cultural reasons why medical professionalism is significantly at risk for being eroded and why medical professionalism must be protected from this cultural erosion.
• Evaluate three practical strategies for resisting the cultural erosion of medical professionalism.
• Assess how professionalism and humanism can be instilled in undergraduate medical education.
• Describe the ethical basis for medical professionalism.
• Compare actual case studies and evaluate the methods used to arrive at solutions. Outline methods of managing unprofessionalism by the Michigan Board of Medicine.

Bioethics Conference Co-Chairs
Andrew R. Barnosky, DO, MPH; Cheryl C. Farmer, MD; and Evangeline J. Spindler, MD

For More Information
Please visit www.msms.org/ eo, or contact Caryl Markzon at 517-336-7575 or cmarkzon@msms.org.
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AGENDA

Professionalism in Crisis: Challenge and Opportunity

Friday, September 23

5:00 – 5:45 pm  Registration and hors d`oeuvres Reception

5:45 – 6:15 pm  Welcome and Opening Remarks
Evangeline J. Spindler, MD, Chair, MSMS Committee on Bioethics
 сырняш, Executive Director, Chief Operating Officer, Blue Cross Blue Shield of Michigan Foundation

6:15 pm  Dinner

7:00 pm  Beyond Competencies: Reflection and Knowing in Undergraduate Medical Education
Aro K. Kumagai, MD, Professor of Internal Medicine, University of Michigan Medical School, and Director of the Intensive Insulin Therapy Clinic, University of Michigan Diabetes Center
Moderator: Evangeline J. Spindler, MD

8:00 pm  Dessert Reception

8:30 pm  Evening Adjournment

Saturday, September 24

7:30 am  Continental Breakfast

8:00 am  Welcome

8:15 am  Medical Professionalism: Is it a Matter of Ethics, Etiquette or Economics?
Leonard M. Fleck, PhD, Professor of Philosophy and Medical Ethics, College of Human Medicine, Michigan State University
Morning Moderator: Andrew R. Barosky, DO, MPH

9:15 am  Maintaining Professionalism in a Salaried Model – Keeping the Focus on Patients When Your Paycheck is at Stake
Michael Brennan, MD

10:15 am  Break

10:30 am  Ethical Dilemmas Facing Physicians-in-Training: Approaches that Enhance Professionalism
Lauren Smith, MD, Assistant Professor, University of Michigan Health System

11:30 am  Student Speaker

12:00 pm  Lunch

1:15 pm  Managing Unprofessionalism in Physicians: View from the State of Michigan Board of Medicine
Richard E. Burney, MD, Professor of Surgery, University of Michigan Health System
Afternoon Moderator: Cheryl C. Farmer, MD

4 Easy Ways to Register:
1. Online: www.msms.org/eop
2. Phone: (517) 336-5785
3. Fax Registration Form: (517) 336-5797
4. Mail Registration Form:
MSMS Foundation, 120 W. Saginaw Square, East Lansing, MI 48823

Call-In Time is 4:00 pm; check-out is 11:00 am.

REGISTRATION FORM

September 23 – 24, 2011
Great Wolf Lodge, Traverse City

Name: ____________________________

Address: ____________________________

City/State/Zip: ____________________________

Phone: ____________________________

Email: ____________________________

MONDAY, SEPT. 24

Refund Policy:
Refunds will be provided for written cancellations on or before September 10. After this date, the registration fee will be transferred to another employee of the same organization. Registrations can be cancelled by phone or fax; however, if a refund is requested, the request must be received by September 10. After this date, registrants will be responsible for the full registration fee.

Rooms:
The Great Wolf Lodge, Traverse City, offers comfortable accommodations at the beautiful Great Wolf Lodge, located in the heart of downtown Traverse City. To receive the special MSMS Foundation rate, reservations must be made by September 10, 2011. Reservations requests made after September 10 must be based on availability. When you make your reservations please tell the hotel staff that you are with Michigan State Medical Society. The basic hotel room rate is $139.95 (plus applicable taxes) per room per night, single or double occupancy. Check-in time is 4:00 pm and check-out is 11:00 am.

Early Bird Special: $150

2. Spouse/Guest: $100 – Guest of: ____________________________

3. Non-Member: $250

4. Non-Member: $250

Fees:
MSMS & MMGMA Members: $175

Non-Member: $250

PAYMENT: Total Amount: $__________

Name as it appears on card: ____________________________

Check

American Express

VISA

Discover

Cash

Check No: ____________________________

Exp. Date: ____________________________

Print Name as it appears on card: ____________________________

Authorized Signature: ____________________________
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Ira Strumwasser, Executive Director, Chief Operating Officer, Blue Cross Blue Shield of Michigan Foundation

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3:30 pm Case Studies

4:15 pm Closing Remarks and Adjournment
Cheryl C. Farmer, MD

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Great Wolf Lodge, Traverse City

Name: ________________________________

Affiliation: ____________________________

Address: ______________________________

Phone/Fax: ____________________________

Email: _________________________________

REGISTRATION FEES:

MSMS & MMGMA Members: $175
Non-Members: $250
Member Employees: $175 – Member Name: __________________________
Nurse: $175
Bioethics Committee Member: $100
Spouse/Guest: $100 – Guest of: __________________________

PAYMENT: Total Amount: $____

Check payable to: MSMS Foundation

Please print name as it appears on card:

Authorized Signature: __________________________

Print Name as it appears on Card: __________________________

Print Name as it appears on Card: __________________________

Expiry Date: __________________________

Authorized Signature: __________________________

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