

The **NEW ART** of Medicine



Mastering the Interface
of Science with Humanity
for 21st Century Medicine

2.5 Day Hands-on Workshop
August 25-27, 2017 Tucson, Arizona
Hilton El Conquistador Resort
17 AMA PRA Category 1 Credits™
17 Nursing Contact Hours
Presenter: Gregory W. Petersburg, D.O.

Course Details



Countless changes in the world over the past 50 years have impacted and radically changed our lives, including the delivery of medical care. Evidence-based medicine, electronic communications, availability of information on the

internet, cost control, and societal trends have affected every aspect of medical care. In spite of all these changes, the importance of the practitioner-patient relationship remains a constant. While the ways of communication have evolved dramatically over the past two decades, the face-to-face role of the practitioner and the patient has not.

In fact, the complaints voiced by patients, family and friends are seldom about the dearth of technology but about its excesses. Our computer-generated record and image of the patient, the 'virtual patient', threatens to become the main focus of our attention, while the real patient is neglected. Additionally, more than 75% of the maladies that now cause your patients to consult with you are largely preventable or remediable through health behavior change. Sadly, 72% of patients fail to adhere to preventive recommendations and therapies!

Recognizing this, physician and hospital oversight organizations have responded: The Institutes of Medicine now defines your patient's experience as an important domain of quality; compassion, empathy, and communication are areas of increased focus for CG-CAHPS and HCAHPS scores; patient's ratings of your communications & caring are heavily weighted in pay-for-performance provider plans; consumers can find patient's evaluations of you on more than 150 websites. Additionally, the most patient-centric practitioners generate significantly lower diagnostic and therapeutic costs.

Why? What's missing most are core competencies that can be categorized as the 'art' of medicine. The most effective and successful practitioners in 21st century medicine will master the New Art of Medicine, to achieve a balance between science and art, logic and imagination, evidence and belief, outward beauty and inward meaning.

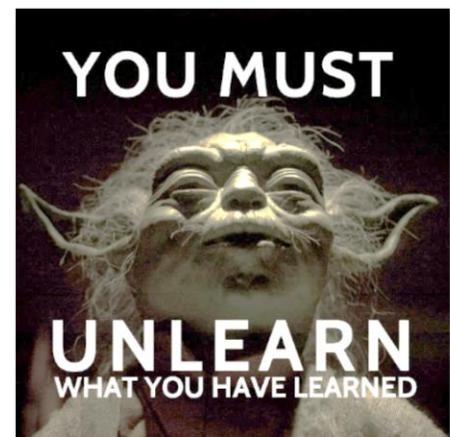
The New Art of Medicine Workshop is a practical, hands-on, and highly experiential program intended to engage, stimulate, and enlighten – all in an immersive learning environment. This very intensive, evidence-based, two-and-a-half-day workshop utilizes multiple learning modalities.

If you are really serious about optimizing long-term patient outcomes, radically differentiating your practice from others, maximizing patient loyalty, enhancing professional satisfaction and income, then this program is for you.

Course Objectives

Upon completion of the workshop the participant will be able to:

1. Values
 - Examine and describe personal and professional values that underlie behaviors that interfere with healing and those that enhance healing
2. The Patient-Physician Relationship
 - Demonstrate true Collaborative Partnership skills that improve patient adherence
3. Holistic Care
 - Describe the principles of holistic medicine and give clinical practice examples that help practitioners address the unity of body, mind, spirit and the systems in which patients live
4. Person-Centric Care
 - Demonstrate skills that improve effective communication, empathy, and a feeling of partnership between doctor and patient.
5. Communication
 - Demonstrate skills that establish rapport; the characteristics of 'helping' communication; problem patients
6. Narrative Medicine
 - Demonstrate listening & teaching skills that integrate patients' stories with evidence-based science, and shed light on the social and interpersonal aspects of the practitioner-patient interaction which can also greatly affect healthcare outcomes
7. Motivational Interviewing
 - Demonstrate motivational interviewing skills to facilitate behavior changes in patients
8. Qualities of Caregivers
 - Demonstrate the specific qualities of caring in a clinical practice: compassion, empathy, humility, respect & gratitude
9. Patient Experiences
 - Implement guided patient experience techniques in a clinical practice that improve clinical outcomes & patient loyalty
10. Creative Medicine
 - Demonstrate how integrating Nature, Humor, Art and Creativity into a clinical practice brings balance and healing potential to both the patient and the caregiver
11. Rituals and Ceremonies – Enhancing meaning and sustainability to desired lifestyle and behavior changes
 - Describe how rituals & ceremonies enhance meaning and sustainability to desired lifestyle and behavior changes
 - Demonstrate how rituals and ceremonies can induce powerful placebo responses and can change the chemistry of the human brain
12. The Caregiver as Change Agent
 - Describe how the care giver can act as a change agent in clinical practice by incorporating hope, belief, visualization techniques, direction, support, inspiration and motivation
 - Demonstrate inspirational teaching in a clinical practice setting



Agenda

FRIDAY: 8:00 a.m. – 4:00 p.m.

Registration

Introduction to the New Art of Medicine:

- The Hero's Journey - the Past, the Present, and the Possible

The Insightful Practitioner

- Exploring practitioner values and behaviors which interfere with healing and those that enhance healing

Break

The Holistic Practitioner

- Why you can't care for one human dimension (physical) while ignoring the others (intellectual, emotional, spiritual)

Lunch

The Quintessential Practitioner

- Getting Better at Compassion, Empathy, Gratitude, Humility, and Respect

It's All About the Relationship

- Redefining the Patient-Provider Relationship for the 21st Century

Break

Person-Centric Medicine

- Essential Approaches that Keep the *Patient* at the Center of Your Professional Universe

SATURDAY: 8:00 a.m. – 4:00 p.m.

Narrative Medicine

- Integrating the Science of Medicine with Your Patient's Stories

Break

The Reviews Are In



- "Excellent. I want to attend it again." – Jeff Zuckerman, M.D.
- "The experience of this course is priceless. I was taught things that no other CME has done before. This course gives you in-depth knowledge on how to help "empower" the clinician and patient to create healthy, meaningful and lasting change in healthcare!" – Nishath Hakim, M.D.

Accreditation Statement

- **AMA PRA Category 1 Statement:** This activity has been planned and implemented in accordance with the Essential Areas and Policies of the Accreditation Council for Continuing Medical Education (ACCME) through the Foundation for Care Management (FCM). FCM is accredited by the ACCME to provide continuing medical education for physicians. Physicians may only claim those hours in actual attendance. FCM designates this educational activity for a maximum of 17 AMA PRA Category 1 credits™. Physicians should only claim credit commensurate with the extent of their participation in the activity.
- **Nursing Statement:** The Foundation for Care Management is an approved provider of continuing nursing education by the Washington State Nurses Association Continuing Education Approval and Recognition Program (CEARP), an accredited approver by the American Nurses Credentialing Center's Commission on Accreditation. FCM designates this educational activity for a maximum of 17 Nursing Contact Hours.



Change Talkers

Practical Techniques that Help Patients Effectively Change Behavior & Lifestyle

Lunch

Therapeutic Talkers

- Pragmatic Approaches that Enhance the Therapeutic Relationship and Improve Clinical Outcomes

Break

Experiential Medicine

- Make Every Patient Encounter a Meaningful and Memorable Experience

SUNDAY: 8:00 a.m. – 12:15 p.m.

Rituals & Ceremonies in Medicine

- Changing the Chemistry of Your Patients' Brains

Creative Caring

- Incorporating Art, Nature, Humor, and Imagination as Novel Wellness Tools

Break

The Practitioner as Change Agent

- The 7 Steps to Transforming Patients' Health...and Their Lives

YOUR PEERS RATE IT A 9.9 OUT OF A POSSIBLE 10!

- "Outstanding! This conference is very thought-provoking & inspirational in contrast to most conferences." – Debbie Saint, M.D.
- "Completely different! Amazing, with intimacy and continuous engagement" – Jay Pennock, M.D.
- "I most enjoyed the presentation of the information. The inventiveness was something that brought everything home. Also, the instruction on how medicine should be a partnership not a dictatorship." – Peter Fotinos, M.D.
- "From beginning to end, every piece of information surpassed my expectations and it gave me tools to be a better physician. This is a unique and original conference which I see as indispensable for physicians willing to practice 21st century medicine." – Jorge Pelaez, M.D.



Hilton El Conquistador Resort Tucson, Arizona

*“Even the best practitioners of pure science are incomplete physicians.
To be complete physicians we must appreciate and excel in the art of medicine.
To be complete healers we must appreciate and excel
In the art of caring.”*

- Richard Colgan, M.D.

The science of medicine provides a necessary foundation for a successful practice.

The 4th annual “New Art of Medicine” builds another solid, and equally necessary, foundation for the unique demands of 21st century medicine; effectively guiding patients to sustainable healthy lifestyle changes.

This workshop will add new skills that go beyond the science of medicine to embrace the art of medicine.

This evidence based, hands-on workshop is for you if you aspire to optimize and sustain patient outcomes, differentiate your practice, maximize patient loyalty, and improve professional satisfaction and income. The unique & creative format for this interactive, multi-media workshop is unlike any program you have ever encountered.

Due to the hands-on, participatory format the workshop capacity is limited to 20 attendees.

Don't miss your opportunity to join in a premiere learning experience!

NOTE: *Mastering the New Art of Medicine is not for the faint of heart...
it is for the courageous of spirit!*

Be among the first to register for this limited-seating workshop

NancyArmanini@hotmail.com 520.229.1900

We look forward to seeing you there!