



Mayo Clinic Exhibitor Prospectus
44th Annual Practice of Internal Medicine
April 29 - May 3, 2024

Welcome

Greetings,

On behalf of Mayo Clinic, Mayo Clinic School of Continuous Professional Development, and course directors, John B. Bundrick, M.D. and Brandon P. Verdoorn, M.D., we are pleased to announce the upcoming 44th Annual Practice of Internal Medicine which will be held April 29 - May 3, 2024, at the Hilton Rochester Mayo Clinic Area in Rochester, Minnesota.

Mayo Clinic's Practice of Internal Medicine postgraduate course, celebrating its forty-fourth year, is designed to provide general internists, internist-subspecialists, family medicine physicians, and other primary care professionals with a state-of-the-art update in internal medicine. Lectures are presented by specialists from Mayo Clinic. The topics represent some of the most common problems encountered in clinical practice including the management of a variety of medical issues seen in areas of gastroenterology, infectious diseases, general internal medicine, rheumatology, geriatrics, emergency medicine, pulmonology, endocrinology, cardiology, neurology, and women's health.

Mayo Clinic recognizes these types of educational programs would not be possible without your support. We invite you to participate at this educational activity with an exhibit in the amount of \$2,500.00. This fee is for the exhibit space only. In support of ACCME guidelines, exhibitors will be in a separate area from the educational activity. We anticipate 200 attendees for this year's course. Course details can be found on the course website [here](#).

If you are interested in exhibiting at our course, please complete the online exhibitor agreement before April 1, 2024. For your convenience, our federal tax identification number is 41-6011702.

We look forward to the success of our 44th Annual Practice of Internal Medicine and hope you will be able to join us this coming May. If you have any questions, please feel free to contact us.

Sincerely,

Megan Roessler
CME Specialist
Mayo Clinic School of Continuous Professional Development

Jessica Sorensen
Education Administration Coordinator
Mayo Clinic School of Continuous Professional Development
200 First Street SW
Rochester, MN 55905
Phone: 507-284-2509 E-mail: sorensen.jessica@mayo.edu

In-Person Exhibit Tables

\$2500.00 Exhibit Fee Includes:

- 6' table with (2) chairs – first come, first serve
- Receive a list of conference attendees on day 2 of the course
- Designated as a sponsor, displayed during break slides and on course webpage

Benefits of Exhibiting In-Person

- Interact face-to-face with numerous medical professionals
- Build visibility for your company in a competitive marketplace
- Expand your customer base and strengthen existing customer relationships
- Introduce new products and services
- Additional advertisement opportunities to expand reach and further socialize with attendees

[A signed letter of agreement is required to secure your exhibit table.](#)

[CLICK HERE TO SIGN OUR LETTER OF AGREEMENT](#)

Payments

Make check payable to:

Mayo Clinic – MCSCPD, 200 First St SW, Plummer 2-60 Attn: Jessica Sorensen, Rochester, MN 55905

REFERENCE: POIM – 24R00413

Credit Card payments:

To pay by credit card, please call 800-323-2688.

REFERENCE: POIM – 24R00413

Exhibit Hours

Set up – TBD

April 29 – 6:45am – 3:40pm

April 30 – May 2 – 7:00am – 3:40pm

May 3 – 7:00am – 12:00pm

Tear Down – at conclusion of course

Lodging

Please see [course website](#) for lodging information.

Lodging arrangements are the sole responsibility of the individual registrant. Mayo Clinic School of CPD is not responsible for expenses incurred by an individual who is not confirmed and for whom space is not available at the meeting. Costs incurred by the registrant such as airline or hotel fees or penalties are the responsibility of the registrant.

RULES AND REGULATIONS

In applying for exhibit space, exhibitors agree to abide by the following regulations:

Exhibit Regulations:

- Each exhibitor is responsible for compliance with the Americans with Disabilities Act (ADA) within its assigned space.
- Attire of exhibit personnel should be consistent with the professional atmosphere of the conference.
- Demonstrations by exhibitors may not interfere with normal traffic flow nor infringe on neighboring exhibits. Demonstrations are not permitted outside of the exhibitor's assigned space.
- Canvassing or distribution of advertising material by an exhibitor is not permitted outside of the exhibitor's space.
- Canvassing or marketing of any products or services in any part of the meeting rooms by anyone representing a non-exhibiting firm is strictly prohibited.
- Subletting of exhibit space is not permitted. Sharing of exhibit space is not permitted unless it is within divisions of the same company.
- It is the responsibility of the exhibitor to have all licenses, permits, and/or registrations required by the venue, city, municipality and/or state. The exhibitor is responsible for compliance with all applicable tax laws.

CME Guidelines Related to Educational Grants, Exhibit Space and Promotional Activities:

In compliance with ACCME Standards for Commercial Support, arrangements for commercial exhibits or advertisements cannot influence or interfere with the presentation, nor can they be a condition of the provision of commercial support for CME activities.

- Exhibit and other promotional fees shall be separate and distinct from educational grants/commercial support.
- All exhibitors must be in a room or area separate from the education and the exhibits must not interfere or in any way compete with the learning experience prior to, during, or immediately after the activity.
- Company representatives must refrain from holding any commercial discussions in the educational classroom. All promotional activities including interviews, demonstrations, and the distribution of literature or samples must be made within the exhibitor's space. Canvassing or distributing promotion materials outside the exhibitor's rented exhibit space is not permitted.
- Commercial interest representatives that have paid a conference registration fee may attend CME activities for the sole purpose of the representatives' own education. However, they may not engage in sales or marketing activities while in the educational classroom.

Liability:

Mayo Clinic School of Continuous Professional Development, the employees thereof, nor their representatives, nor any member of the Conference Committee or Hilton Hotel, Rochester Mayo Clinic Area shall be responsible for injury, loss, or damage that may occur to the Exhibitor or their property from any cause whatsoever, prior to, during, or subsequent to the period of the Exhibit. The Exhibitor agrees to indemnify, the Mayo Clinic Continuous Professional Development and Hilton Hotel, Rochester Mayo Clinic Area and their employees, volunteers, and committees from any and all claims for loss, damage, or injury. Exhibitors are encouraged to insure themselves against property loss or damage, and against both general and personal liability.

Exhibitor understands and agrees that, for the safety of conference participants, Exhibitor shall not perform any procedures on or provide any services to conference participants that are either invasive or are customarily performed in a practitioner's office.



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Monday, April 29, 2024	
6:45 a.m.	Registration & Breakfast
7:45 a.m.	Welcome and Course Overview <i>John B. Bundrick, M.D. and Brandon Verdoorn, M.D.</i>
8:00 a.m.	Lipid Management in 2024 <i>Stephen Kopecky, M.D.</i>
8:35 a.m.	An Update on Asthma <i>Megan M. Dulohery Scrodin, M.D.</i>
9:10 a.m.	Approach to the Adrenal Incidentaloma <i>William Young, Jr. M.D.</i>
9:45 a.m.	Break
10:05 a.m.	Diagnosis and Management of Common Tremors <i>Rodolfo Savica, M.D., Ph.D.</i>
10:40 a.m.	Central Sensitization Syndrome <i>Arya B. Mohabbat, M.D.</i>
11:15 a.m.	Clinical Pearls <i>TBD</i>
11:55 a.m.	Lunch Break
1:00 p.m.	Approach to the Patient with Dysphagia <i>Amindra S. Arora, M.B., B.Chr.</i>
1:35 p.m.	Demystifying the Use of Buprenorphine <i>Benjamin Lai, M.B., B.Chr., B.A.O.</i>
2:10 p.m.	Break
2:30 p.m.	Update on Valvular Disease <i>Jeffrey B. Geske, M.D.</i>
3:05 p.m.	Updated Treatment Guidelines for RA <i>Uma Thanarajasingam, M.D., Ph.D.</i>
3:40 p.m.	Adjourn

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Tuesday, April 30, 2024	
7:00 a.m.	Breakfast
7:55 a.m.	Daily Overview <i>John B. Bundrick, M.D. and Brandon P. Verdoorn, M.D.</i>
8:00 a.m.	Breast Cancer Survivorship <i>Karthik Ghosh, M.D.</i>
8:35 a.m.	Undifferentiated Lymphadenopathy <i>Carrie A. Thompson, M.D.</i>
9:10 a.m.	Healthcare Disparities -- How Clinicians Can Help Close the Gaps <i>Rahma Warsame, M.D.</i>
9:45 a.m.	Break
10:05 a.m.	Chronic Cough <i>Vivek N. Iyer, M.D., M.P.H.</i>
10:40 a.m.	Treatment Options for Obesity: State-of-the-Art <i>Daniela D. Hurtado Andrade, M.D., Ph.D.</i>
11:15 a.m.	Clinical Pearls <i>TBD</i>
11:55 a.m.	Lunch Break
1:00 p.m.	The Importance of the Sexual History – Case-Based Examples <i>Denise M. Dupras, M.D., Ph.D.</i>
1:35 p.m.	EMS for the Primary Care Clinician <i>Aaron B. Klassen, M.D., M.A.</i>
2:10 p.m.	Break
2:30 p.m.	Management of BPH <i>Nick N. Warner, M.D.</i>
3:05 p.m.	Approach to Abnormal Liver Enzymes <i>Moira Hilscher, M.D.</i>
3:40 p.m.	Adjourn

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Wednesday, May 1, 2024	
7:00 a.m.	Breakfast
7:55 a.m.	Daily Overview <i>John B. Bundrick, M.D. and Brandon P. Verdoorn, M.D.</i>
8:00 a.m.	Practical Management of Hyponatremia <i>Kambiz Kalantari M.D.</i>
8:35 a.m.	Literature Update in IM <i>Majken T. Wingo, M.D.</i>
9:10 a.m.	An Update on Celiac Disease <i>Adam C. Bledsoe, M.D.</i>
9:45 a.m.	Break
10:05 a.m.	An ID Physician's Approach to Recurrent UTI Management <i>Daniel C. DeSimone, M.D.</i>
10:40 a.m.	Approach to the Patient with a + ANA <i>Courtney A. Arment, M.D.</i>
11:15 a.m.	Clinical Pearls <i>TBD</i>
11:55 a.m.	Lunch Break
1:00 p.m.	Balancing Bleeding and Clotting Risks in Older Adults on Anticoagulation <i>Damon E. Houghton, M.D., M.S.</i>
1:35 p.m.	Weight Loss and Malnutrition in Older Adults: A Practical Approach <i>Christina Chen, M.D.</i>
2:10 p.m.	Break
2:30 p.m.	PrEP/HIV—HIV pre-exposure prophylaxis <i>Cristina G. Corsini Campioli, M.D.</i>
3:05 p.m.	Common Prescribing Pitfalls in Older Adults (And How to Avoid Them) <i>Brandon P. Verdoorn, M.D.</i>
3:40 p.m.	Adjourn

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Thursday, May 2, 2024	
7:00 a.m.	Breakfast
7:55 a.m.	Daily Overview <i>John B. Bundrick, M.D. and Brandon P. Verdoorn, M.D.</i>
8:00 a.m.	Latest in Atrial Fibrillation <i>Abhishek J. Deshmukh, M.B.B.S.</i>
8:35 a.m.	Hypertension in Diabetes and CKD <i>Andrea G. Kattah, M.D.</i>
9:10 a.m.	Community-Acquired Pneumonia <i>Adi S. Shah, M.B.B.S.</i>
9:45 a.m.	Break
10:05 a.m.	Vaccine Updates for the Generalist <i>Mary Jo Kasten, M.D.</i>
10:40 a.m.	Management of Acute and Chronic Urticaria <i>Gerald W. Volcheck, M.D.</i>
11:15 a.m.	Clinical Pearls <i>TBD</i>
11:55 a.m.	Lunch Break (on your own)
1:00 p.m.	Approach to Dyspareunia <i>Hannah C. Nordhues, M.D.</i>
1:35 p.m.	Rhinitis and Sinusitis for the Generalist <i>Erin K. O'Brien, M.D.</i>
2:10 p.m.	Break
2:30 p.m.	Management of Patients with Acute Lower GIB <i>David H. Bruining, M.D.</i>
3:05 p.m.	Normal Pressure Hydrocephalus <i>Jeremy K. Cutsforth-Gregory, M.D.</i>
3:40 p.m.	Adjourn

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Friday, May 3, 2024	
7:00 a.m.	Breakfast
7:55 a.m.	Daily Overview <i>John B. Bundrick, M.D. and Brandon P. Verdoorn, M.D.</i>
8:00 a.m.	Polymyalgia Rheumatica – Updated Treatment Recommendations <i>Kerry Wright, M.D.</i>
8:35 a.m.	Evaluation of Dyspnea <i>Alexander S. Niven, M.D.</i>
9:10 a.m.	Management of HF in Frail Older Adults – New and Old Therapies <i>Shannon M. Dunlay, M.D., M.S.</i>
9:45 a.m.	Break
10:05 a.m.	Alcohol-Associated Hepatitis <i>Doug A. Simonetto, M.D.</i>
10:40 a.m.	Updates in Irritable Bowel Syndrome for the PCP <i>Stephanie L. Hansel, M.D., M.S.</i>
11:15 a.m.	Rationale Use of Coronary Calcium Scanning <i>Thomas C. Gerber, M.D., Ph.D.</i>
11:50 a.m. 12:00 pm.	Wrap-Up and Closing Remarks – Drs. Bundrick and Verdoorn Adjourn