

View from the Podium

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Get ready for Phoenix! I recently returned from a trip to Phoenix where I had the opportunity to visit the brand-spanking new Downtown Sheraton where the Scientific Assembly will take place this coming March. Built as the Sheraton's new "upscale" flagship hotel, I am confident that AAEM members attending the meeting will be quite impressed. Located in downtown Phoenix, it is close to the airport and

is surrounded by an excellent variety of restaurants and night-spots within walking distance.

I believe the 2009 Scientific Assembly will prove to be the best one yet. The Scientific Assembly Subcommittee has been hard at work since last spring developing a list of stellar speakers and engaging topics. From start to finish, you'll hear top-level presentations from the best of the best: Amal Mattu, Peter DeBlieux, Corey Slovis, Ghazala Sharieff, Jim Roberts, Stuart Swadron, Rich Bukata, Jeff Tabas, Joe Lex and many more! Several tracks are composed of quick hitting 30-minute presentations focused on answering a specific clinical question. The point-counterpoint debates return covering a number of controversial topics such as "Helicopters Save Lives." Our keynote speaker, J. James Rohack, President-Elect of the AMA, will open the Scientific Assembly on March 2nd at 8:00am discussing the Corporate Practice of Medicine. This is in addition to a myriad of important topics, such as literature updates, rational approaches to common problems and emergency imaging. Don't miss

the chance to make a presentation yourself. Join us Tuesday, for our "Open Mic" session providing any AAEM member the opportunity to present a cutting-edge topic of his/her own! All the details are available online in the Scientific Assembly preliminary program.

This year, again, we're offering a variety of stimulating pre-conference workshops. In order to shorten your time away from home, we've scheduled all of the workshops, except for the two-day Resuscitation Course, on the day before the regular assembly starts (March 1st). The re-designed Resuscitation for Emergency Physicians course, the first integrated resuscitation course designed especially for board-certified EM physicians will start on February 28. Other excellent pre-conference sessions include Advanced Ultrasound, LLSA Review 2008, Pediatric Emergencies: Children are not Little Adults and a Simulation Workshop. The Uniformed Services Chapter will also offer a pre-conference course geared toward military personnel.

The Resident and Student Association (RSA) has organized a track geared towards residents and young physicians, which will be held on Tuesday, March 3, 2009. Don't forget to watch your fellow residents compete in the AAEM/JEM Resident and Student Research Competition on Monday, March 2, 2009.

So visit the AAEM website, www.aaem.org, and register for the premier CME event in our specialty. You will not be disappointed, especially considering the cost – general registration is free to all AAEM and AAEM/RSA members!

AMA Program Provides Prescribing Data Privacy

Many physicians are interested in learning about the AMA's Physician Data Restriction Program (PDRP), which offers physicians the opportunity to restrict their prescribing information from pharmaceutical sales representatives.

According to a Gallup poll, the majority of physicians, 84%, said either they were not concerned about the release of their prescribing data or that the ability to opt-out of the release of their data to pharmaceutical sales representatives would alleviate their concerns.

In response, the AMA created the PDRP which gives physicians the option to restrict their prescribing data from sales reps. PDRP also allows doctors to register a complaint or concern about a sales representative or a pharmaceutical company's use of their prescribing data.

The Physician Data Restriction Program is available to all doctors—AMA members and nonmembers alike. The program has only been in existence since July 2006 and presently, awareness studies show only 25% to 30% of physicians know about the program. AMA needs your help to spread the word.

The AMA has the following promotional materials available for your use:

- Advertisements in a variety of sizes (PDF files)
- Short but comprehensive Q&A that can be included in newsletters or posted on websites

Please contact the AMA's Amy Jenkins (amy.jenkins@ama-assn.org) at 312-464-5919 if you would like any of these materials.

For more information on the PDRP please visit www.ama-assn.org/go/prescribingdata.

See "**Proof Positive**," the newest case on the **Remarkable Testimony** website, at...

<http://www.aaem.org/aaemtestimony/index.php>



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