2017 ANNUAL MEETING OF THE
Florida Radiological Society & Florida Radiology Business Management Association

BETTER TO_EVOLVE THAN BECOME EXTINCT:
Embracing the Challenge of Modern Radiology

July 21-23, 2017
The Ritz-Carlton, Sarasota
Sarasota, Florida

Diagnostic Radiology Program: 8.25 AMA PRA Category 1 Credit(s)™
A portion of the Diagnostic Radiology program will be submitted for SAM qualification

Radiation Oncology Program: 5.25 AMA PRA Category 1 Credit(s)™

RLI credits will be available for some sessions.
ABOUT THE SCHEDULE
The 2017 annual meeting of the FRS & FRBMA will focus on new health policy trends, innovative ways to create value and enhance patient care. This year’s meeting theme is “Better to Evolve Than Become Extinct: Embracing the Challenge of Modern Radiology”.

Each year we kick off the annual meeting Friday morning with the annual FRS/FRBMA Golf Tournament. The fun continues Friday evening as our exhibitors and members come together for the popular Grape Wine and Cheese Reception in the Exhibit Hall. We are always very grateful for the exhibitors’ support and we appreciate a personal visit with the exhibitors to thank them for their continued support of the FRS & FRBMA. There are additional opportunities to interact with our exhibitors on Saturday as the breakfast and coffee break will be held in the exhibit hall, and later, exhibitors will lunch with attendees to allow for continued discussion and interaction.

The FRBMA Session begins on Friday afternoon and joins the FRS Diagnostic General Session on Saturday morning with an outstanding lineup of nationally recognized speakers. A new session this year is “Strategies to Survive in Uncertain Times” by various Florida speakers sharing their personal experience in a panel discussion.

The FRS Session will be highlighted by our annual series, “The Steven G. Miles Keynote Socioeconomic Address”, featuring Dr. Gregory N. Nicola, Chair of ACR MACRA committee. On Saturday, there will also be breakout sessions for Radiation Oncology and the Resident and Fellow Section.

RADIATION ONCOLOGY PROGRAM

 ABOUT THE MEETING
The Radiation Oncology session will include presentations from both attending faculty and residents. Presentations will review important issues in radiotherapy toxicity and symptom control, stereotactic radiotherapy, intraoperative radiotherapy, breast, lymphoma, lung and CNS malignancies.

TARGET AUDIENCE
This symposium is structured as a practical teaching course for diagnostic imaging physicians, radiation therapy physicists, and their business managers. It should benefit radiologists, radiation oncologists, and nuclear medicine physicians, as well as other physicians who supervise and interpret these studies.

EDUCATIONAL OBJECTIVES
Attendees should, at the completion of this course, be able to:

• Evaluate current socioeconomic issues facing radiologists, radiation oncologists and radiology business managers.
• Learn new methods to maximize value to patients and referring physicians.
• Discuss the different opportunities in radiology to be successful.

No special educational preparation is required for this CME activity.

EDUCATIONAL OBJECTIVES
Attendees should, at the completion of this course, be able to:

• Understand the role of radiation therapy in the treatment of breast cancer.
• Understand the role of radiation therapy for breast cancer.
• Understand the role of intra-operative radiation therapy.
• Understand the role of radiation therapy in the treatment of CNS malignancies.

No special educational preparation is required for this CME activity.

ACCRREDITATION
Physicians: This activity has been planned and implemented in accordance with the Essential Areas and policies of the Accreditation Council for Continuing Medical Education through the joint providership of Educational Symposia and the Florida Radiological Society. Educational Symposia is accredited by the ACCME to provide continuing medical education for physicians.

Educational Symposia designates this live educational activity for a maximum of 5.25 AMA PRA Category 1 Credit(s)™. Physicians should claim only the credit commensurate with the extent of their participation in the activity.

Self Assessment Modules (SAMs): Educational Symposia has been granted Deemed Status by the American Board of Radiology (ABR). This allows Educational Symposia to develop and implement SAMs that satisfy ABR Part II MOC requirements.

RADIATION ONCOLOGY PROGRAM

CONTACT INFORMATION
Florida Radiological Society
5620 West Sligh Avenue ph. (813) 806-1070 Email: Lroger@flrad.org
Tampa, FL 33634-4490 f. (813) 806-1071

Florida Radiology Business Management Association
Attn: LaDonna Nichols ph. (727) 367-7511 Email: Ladonna nichols@aol.com
1 Key-Capri 712 East Treasure Island, FL 33706

DIAGNOSTIC RADIOLOGY PROGRAM

ABOUT THE SCHEDULE
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No special educational preparation is required for this CME activity.

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Attendees should, at the completion of this course, be able to:

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RADIATION ONCOLOGY PROGRAM

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TARGET AUDIENCE
This symposium is structured as a practical teaching course for radiation oncologists in academic and community practice.

EDUCATIONAL OBJECTIVES
Attendees should, at the completion of this course, be able to:

• Understand the role of radiation therapy in the treatment of breast cancer.
• Understand the role of radiation therapy for breast cancer.
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DISCLAIMER: The FRS & FRBMA and Educational Symposia (ESI) as planners and presenters of this meeting, and Professional Travel as the official travel agency for this meeting, claim no liability for the acts or omissions of any suppliers or the safety of any attendees while in transit to, from, or during this event or any optional activities. The total amount of liability, if any, for the FRS & FRBMA and Educational Symposia is limited to a refund of the registration fee, and Professional Travel’s responsibility is limited to that of an agent.

SPECIAL NOTE FOR THE DISABLED: The FRS & FRBMA and Educational Symposia wish to ensure that no individual with a disability is excluded, denied services, segregated or otherwise treated differently from other individuals because of the absence of auxiliary aids and services. If you need any auxiliary aids or services identified in the Americans with Disabilities Act, please contact our office at (813) 806-1070.

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FRS 2016 - 2017 PROGRAM PLANNING COMMITTEE

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University of South Florida
Program Director
Interventional Radiology
University of South Florida
Co-Medical Director
Cardiovascular Center
Tampa General Hospital
Tampa, FL

Faculty & topics subject to change.
THURSDAY, JULY 20, 2017
5:00 – 7:00 PM FRBMA Board Meeting
FRIDAY, JULY 21, 2017
7:30 AM – 12:30 PM Golf Tournament at The Ritz Carlton Members Golf Club
12:00 – 6:00 Registration
12:30 – 1:30 FRS Program & Education Committee Meeting
2:00 – 6:00 FRS Board Meeting

FRBMA Session (FRS members welcome)
1:00 – 2:00 Walmart Health and Implications for Imaging
C. Matthew Hawkins, M.D.
2:00 – 3:00 The Future of Health Care and How to Survive It
Ron Howrigen, President, Fulcrum Strategies
3:00 – 3:15 Break
3:15 – 4:15 Social Media for Health Care Leaders
C. Matthew Hawkins, M.D.
4:15 – 5:00 Roundtable Discussions
Al Falco, M.B.A, FRBMA, Moderator
J. A. Younger, MHA, FRBMA, FACHE, Moderator
5:00 End of FRBMA Session
6:30 – 8:30 Wine and Cheese Reception in Exhibit Hall

SATURDAY, JULY 22, 2017
7:00 – 8:00 AM Registration and Breakfast in Exhibit Hall
Diagnostic Radiology General Session: FRS/FRBMA
8:00 – 8:15 FRS and FRBMA Presidential Address ● B. Nicholas Hatton, M.D.
Jeff A. Younger, MHA, FACHE, FRBMA
8:15 – 8:30 Legislative Update
Alison Dudley
8:30 – 9:00 ACR Update
James A. Brink, M.D., FACR
9:00 – 9:45 The Steven G. Miles Keynote
Socioeconomic Address: The Ins and Outs of the Merit-Based Incentive Payment System
Gregory N. Nicola, M.D., FACR
9:45 – 10:30 Break in Exhibit Hall

SATURDAY, JULY 22, 2017 (Continued)

Management - SAM SESSION* 10:30 – 11:15 Risk Management in Radiology: It's All About Better Communication
Richard Duszak, M.D., FACR, FRBMA
11:15 – 12:00 PM Burnout in Radiology—Realities, Myths and Strategies for Sustainable Radiology in the 21st Century
Frank Lexa, M.D., MBA, FACR
12:00 – 1:00 PM Lunch with Exhibitors

Strategies to Survive in Uncertain Times
1:00 – 1:15 Is Big Better?
Steven G. Mile, M.D., FACR
1:15 – 1:30 How to Make Your Group Indispensable
Ricardo C. Cury, M.D., FSCCT
1:30 – 1:45 Income Diversification Opportunities for Radiology Practices
Bruce R. Zwiebel, M.D., FACR
1:45 – 2:30 Income Diversification Within Radiology Practice—Strategic Approaches in an Era of Fiscal Constraints
Frank Lexa, M.D., MBA, FACR
2:30 – 2:45 Panel Discussion
Moderators:
Philip S. Cook, M.D., FACR, FSIR
Rajendra P. Kedar, M.D., FACR
Panel:
Ricardo C. Cury, M.D., FSCCT
Frank Lexa, M.D., MBA, FACR
Steven G. Mile, M.D., FACR
Bruce R. Zwiebel, M.D., FACR
2:45 – 3:00 Break
3:00 – 3:45 Evidence Based Advocacy: Radiology's New Translational Research Imperative
Richard Duszak, M.D., FACR, FRBMA
3:45 – 4:30 Alternative Payment Models: Current and Future Opportunities for Radiologists
Gregory N. Nicola, M.D., FACR
End of Session
5:30 – 7:15 Gold Medal Reception and Cocktail Party

SUNDAY, JULY 23, 2017
7:30 – 8:00 AM Foundation Board Meeting
7:30 – 8:30 Legacy Breakfast
8:00 – 8:45 Charles D. Williams, M.D., FACR Legacy Lecture: The Epistemology of Oncology
Timothy R. Williams, M.D., FACR
8:45 – 9:00 Question and Answer Session
9:00 – 9:15 AM Break
9:15 – 10:00 Radiology Associates of Florida Clinical Keynote Lecture:
Insiders Look Into Hospital Administration: 5 Efficient Ways to Pack Your Bags
Jane A. Davila, M.D.
10:00 – 10:15 Question and Answer Session
10:15 – 10:30 Resident Poster Symposium Awards ●
10:30 End of Program
10:30 – 10:45 FRS Business Meeting ●

* This SAM session will be submitted for approval and is subject to change.
● Session not accredited for AMA PRA Category 1 Credit(s)™
Faculty & topics subject to change.

Acknowledgements

FRS & FRBMA gratefully acknowledges support from the following organizations in 2016 and looks forward to their support again for the 2017 annual meeting.

Thank You!
Advocate Radiology Billing
Alpha II, LLC
APS Medical Billing
Bayer Healthcare
BlueWare, Inc.
Boehringer-Ingelheim Pharmaceuticals
Data Media Associates, Inc.
Digital Radiology
Ellis, Gerd & Bodden, P.A.
Florida PIP Law Firm, P.A.
Florida Radiology
Business Management Association
Fujifilm Medical Systems, USA
Healthpac Computer Systems, Inc.
Hologic
Infinx, Inc.
### Saturday, July 22, 2017

#### Registration and Breakfast in Exhibit Hall

**Diagnostic Radiology General Session: FRS/FRBMA**

- **8:00 – 8:15:** FRS and FRBMA Presidential Address<br>  B. Nicholas Hatton, M.D., Jeff A. Younger, MHA, FACHE, FRBMA
- **8:15 – 8:30:** Legislative Update<br>  Alison Dudley
- **8:30 – 9:00:** ACR Update<br>  James A. Brink, M.D., FACR
- **9:00 – 9:45:** The Steven G. Miles Keynote Socioeconomic Address: The Ins and Outs of the Merit-Based Incentive Payment System<br>  Gregory N. Nicola, M.D., FACR
- **9:45 – 10:30:** Break in Exhibit Hall
- **10:30 – 11:00:** Patient Reported Distress in Radiation Oncology<br>  Byron May, M.D.
- **11:00 – 11:30:** The Role of Radiation Therapy in the Management of Diffuse Large B Cell Lymphoma<br>  Bradford S. Hopp, M.D., MPH
- **11:30 – 12:00 PM:** Brain Tumors<br>  Beatriz E. Amendola, M.D., FACR, FASTRO, FACRO
- **12:00 – 1:00:** Lunch with Exhibitors
  - **1:00 – 1:30:** IORT: Rationale and Results<br>  Jonathan Ashman, M.D., Ph.D.
  - **1:30 – 2:00:** Current Controversies in Breast Cancer Radiotherapy<br>  Julie Bradley, M.D.
  - **2:00 – 2:30:** Lung Cancer Update<br>  Steven E. Schild, M.D.
  - **2:30 – 3:00:** Chordoma and Chondrosarcoma of the Base of Skull and Spine<br>  Michael Rutenberg, M.D., Ph.D.
  - **3:00 – 3:15:** Question and Answer Session Faculty
- **3:15 – 4:30:** Break in Exhibit Hall
  - **3:30 – 4:00:** Job Markets and How to Choose a Practice<br>  Moderator: Kurt Scherer, M.D.
  - **3:45 – 4:30:** Evidence Based Advocacy: Radiology’s New Translational Research Imperative<br>  Richard Duszak, M.D., FACR, FRBMA
- **4:30 – 5:30:** Resident Research Presentation Session

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- **10:30 – 10:35:** Introduction to Resident and Fellow Section<br>  Ashish Sethi, M.D.
- **10:35 – 10:55:** ACR Update for RFS<br>  James A. Brink, M.D., FACR
- **10:55 – 11:35:** Job Markets and How to Choose a Practice<br>  Moderator: Kurt Scherer, M.D.
  - Attending Panel: Krishna Nallamshetty, M.D., David Wymer, M.D., FACR
- **11:35 – 12:00 PM:** Leading Change: The Rookie’s Unfair Advantage<br>  Richard Duszak, M.D., FACR, FRBMA
- **12:00 – 1:00:** Interviewing Secrets of the Wharton School<br>  Frank J. Lexa, M.D., MBA, FACR
- **1:00 – 1:30:** Job Contracts 101<br>  Krishna Nallamshetty, M.D.
- **1:30 – 2:00:** Navigating Debt and Student Loans to Prepare for Future Financial Stability<br>  Ashish Sethi, M.D.
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### Saturday, July 22, 2017 (Continued)

**Diagnosis Radiology General Session: FRS/FRBMA**

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- **4:30 – 5:30:** Resident Research Presentation Session

### Sunday, July 23, 2017

**Legacy Breakfast**

- **8:00 – 8:45:** Charles D. Williams, J.D., FACR
  - Legacy Lecture: The Epistemology of Oncology<br>  Timothy R. Williams, M.D., FACR
- **8:45 – 9:00:** Question and Answer Session
- **9:00 – 9:15:** Break
- **9:15 – 10:00:** Resident Poster Symposium Awards

**Radiology Associates of Florida Clinical Keynote Lecture:**

- **10:00 – 10:15:** Question and Answer Session
- **10:15 – 10:30:** Resident Poster Symposium Awards
- **10:30:** End of Program
About The Resort
Guided by the symphony of the sun, guests of The Ritz-Carlton, Sarasota are entranced by its cadence – the promise of new discoveries every sunrise suggests and the enveloping contentment every sunset imparts. From the Florida resort’s perch in downtown Sarasota, neither discovery nor contentment are far from reach, whether it is the rich, artistic uniqueness that surrounds this Florida Gulf Coast retreat or the sandy, white beaches that indulge the desire to relax.

How To Get There
Fly directly to Sarasota/Bradenton International Airport, located approximately 10 minutes north of the Ritz-Carlton Sarasota. Daily non-stop flights are available.

SPACE IS LIMITED - RESERVE TODAY: Call Ritz-Carlton Sarasota for Reservations at: 888-838-3439 and identify yourself as a registrant of “FRS and FRBMA Annual Meeting” to receive the group discount or make your reservation online at: www.ritzcarlton.com/sarasota and enter GROUP CODE: FRSFRSA.

Group Room Rates Start at ............................................................................................................. $219/nt.

HOTEL TAX: 12%
ROOM PREFERENCE: King bed/Two queen beds (upon availability)
Smoke Free Property
HOTEL CUT-OFF DATE: June 19, 2017
(group rates 3 days prior/post – space available basis)
RESORT FEE: None

VALET PARKING RATES: $18 overnight or $8 a day
DEPOSIT POLICY: All reservations must be accompanied by a first night room deposit or guaranteed with a major credit card at the time of booking.
CANCELLATION POLICY: All cancellations, arrival and departure date changes must be made 48 hours prior to scheduled arrival date/time to avoid a one night penalty charge in full.

CHECK IN TIME IS: 4:00 PM; Check out time is: 11:00 AM.
HOTEL: 1111 Ritz-Carlton Drive Sarasota, FL 34236 (941) 309-2000
# Meeting and Social/Sporting Events Registration

**Tuition** - Please check the meetings you wish to attend (Attendance will be limited; therefore, early registration is strongly suggested):  
Resort Casual Dress Suggested for Most Functions

<table>
<thead>
<tr>
<th>Tuition includes electronic syllabus or please make a selection:</th>
<th>Both Electronic and Printed syllabus at an extra cost of $25.00</th>
<th>Subtotal $</th>
</tr>
</thead>
<tbody>
<tr>
<td>☐ FRS Please make checks payable to the Florida Radiological Society and mail to: 5620 West Sligh Avenue • Tampa, FL 33634-4490</td>
<td>☐ Both Electronic and Printed syllabus at an extra cost of $25.00</td>
<td>Subtotal $</td>
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## FRS Diagnostic Radiology

<table>
<thead>
<tr>
<th>Member in Good Standing</th>
<th>RLI (Out of State Chapter)</th>
<th>Retired Member / Member in Physics</th>
<th>Resident / Fellow</th>
<th>Non-Member</th>
</tr>
</thead>
<tbody>
<tr>
<td>On/Before July 7</td>
<td>$295</td>
<td>$295</td>
<td>No charge</td>
<td>$500</td>
</tr>
<tr>
<td>After July 7</td>
<td>$325</td>
<td>$325</td>
<td>No charge</td>
<td>$550</td>
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## FRS Diagnostic Radiology and Radiation Oncology

| On/Before July 7       | $295                        | $295                               | No charge        | $500       |
| After July 7           | $325                        | $325                               | No charge        | $550       |

## Radiation Oncology ONLY

| On/Before July 7       | $100                        | $100                               | No charge        | $100       |
| After July 7           | $100                        | $100                               | No charge        | $100       |

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## FRS Diagnostic Radiology and Radiation Oncology

<table>
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<td>$295</td>
<td>$295</td>
<td>No charge</td>
<td>$500</td>
</tr>
<tr>
<td>After July 7</td>
<td>$325</td>
<td>$325</td>
<td>No charge</td>
<td>$550</td>
</tr>
</tbody>
</table>

## Radiation Oncology ONLY

| On/Before July 7       | $100                        | $100                               | No charge        | $100       |
| After July 7           | $100                        | $100                               | No charge        | $100       |

---

## FRS Diagnostic Radiology

| On/Before July 7       | $295                        | $295                               | No charge        | $500       |
| After July 7           | $325                        | $325                               | No charge        | $550       |

## FRS Diagnostic Radiology and Radiation Oncology

| On/Before July 7       | $295                        | $295                               | No charge        | $500       |
| After July 7           | $325                        | $325                               | No charge        | $550       |

## Radiation Oncology ONLY

| On/Before July 7       | $100                        | $100                               | No charge        | $100       |
| After July 7           | $100                        | $100                               | No charge        | $100       |

---

## FRS Diagnostic Radiology and Radiation Oncology

<table>
<thead>
<tr>
<th>Member in Good Standing</th>
<th>RLI (Out of State Chapter)</th>
<th>Retired Member / Member in Physics</th>
<th>Resident / Fellow</th>
<th>Non-Member</th>
</tr>
</thead>
<tbody>
<tr>
<td>On/Before July 7</td>
<td>$295</td>
<td>$295</td>
<td>No charge</td>
<td>$500</td>
</tr>
<tr>
<td>After July 7</td>
<td>$325</td>
<td>$325</td>
<td>No charge</td>
<td>$550</td>
</tr>
</tbody>
</table>

## Radiation Oncology ONLY

| On/Before July 7       | $100                        | $100                               | No charge        | $100       |
| After July 7           | $100                        | $100                               | No charge        | $100       |

---

## FRBMA Educational Session

<table>
<thead>
<tr>
<th>Member in Good Standing</th>
<th>RLI (Out of State Chapter)</th>
<th>Retired Member / Member in Physics</th>
<th>Resident / Fellow</th>
<th>Non-Member</th>
</tr>
</thead>
<tbody>
<tr>
<td>On/Before July 7</td>
<td>$150</td>
<td>$325</td>
<td>No charge</td>
<td>$350</td>
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<tr>
<td>After July 7</td>
<td>$175</td>
<td>$350</td>
<td>No charge</td>
<td>$350</td>
</tr>
</tbody>
</table>

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## Social/ Sporting Events Registration

Please be sure to complete the following. Tuition for each registrant includes all course materials, including an electronic copy of the syllabus, Exhibit Hall, Wine and Cheese Reception, daily continental breakfast, coffee breaks, lunch with exhibitors, Gold Medal Reception, Cocktail Party and Legacy Lecture Breakfast.

**Friday, July 21, 2017**

- **Golf Tournament**
  - ☐ Registrant - $100  
  - ☐ Guest 1 - $100  
  - ☐ Guest 2 - $100  
  - ☐ Guest 3 - $100  

**Subtotal $**

- **Wine and Cheese Reception**
  - ☐ Registrant - No Charge  
  - ☐ Guest 1 - No Charge  
  - ☐ Guest 2 - No Charge  
  - ☐ Guest 3 - No Charge  

**Subtotal $**

**Saturday, July 22, 2017**

- **Lunch with Exhibitors**
  - ☐ Registrant - No Charge  
  - ☐ Guest 1 - $35  
  - ☐ Guest 2 - $35  
  - ☐ Guest 3 - $35  

**Subtotal $**

- **Gold Medal Reception**
  - ☐ Registrant - No Charge  
  - ☐ Guest 1 - $45  
  - ☐ Guest 2 - $45  
  - ☐ Guest 3 - $45  

**Subtotal $**

**Sunday, July 23, 2017**

- **Legacy Lecture Breakfast**
  - ☐ Registrant - No Charge  
  - ☐ Guest 1 - $45  
  - ☐ Guest 2 - $45  
  - ☐ Guest 3 - $45  

**Subtotal $**

Guest Names: Please provide guest names. Name tags are required for entrance to any meeting, social, and/or sporting event.

Guest 1: __________________________________________  
Guest 2: ___________________________________________  
Guest 3: _________________________________________

---

# Meeting Registrant Information

**4 Easy Ways to Register**

**Internet Secure Checkout!**

Register online using your credit card number at:  
[www.flrad.org](http://www.flrad.org)

**Mail**

- FRS 5620 West Sligh Avenue  
  Tampa, Florida  
  33634-4490
- FRBMA c/o L. Nichols  
  1 Key Capri 712 East  
  Treasure Island, Florida  
  33706

**Phone**

- FRS (813) 806-1070  
- FRBMA (727) 367-7511

**Fax**

- (813) 806-1071

**Add:** FRS Educational Foundation Donation  
- ☐ $25  
- ☐ $50  
- ☐ $250  
- ☐ Other  

**Total Amount Enclosed $**

---

**Meeting Registrant Information**

**Name**

- ☐ M.D.  
- ☐ D.O.  
- ☐ Ph.D.  
- ☐ P.A.  
- ☐ Other

**Company**

**Specialty**

**Address**

- City / State / Zip / Country

**Phone**

**Email** (Required for Electronic Syllabus)

**Card Number**  
**Exp. Date**  
**Security Code**

**Billing Address**

- City / State / Zip / Country

**Cardholder Signature**

A $50.00 processing charge will be made on refunds requested in writing prior to July 1, 2017. No refunds will be given on or after July 1, 2017.