

# Pre-Conference Workshops



Thursday, October 27, 2011

## PC1 - 8:30 AM to 12:00 PM

### Social Media 101: A Primer for Healthcare Professionals

*Benjamin Miller, PsyD, Assistant Professor, University of Colorado Department of Family Medicine; Fran Melmed, Owner, Context Communication Consulting, LLC*

Social media tools have become nearly ubiquitous in today's ever-busy, always-connected world. The choice of what social networks to be involved in and what groups to join can be an inherently stressful process. Never before have we been so connected with so much information at the tip of our fingers. Yet these tools offer amazing new opportunities to connect health care professionals with patients and one another and to help them collaborate. This workshop introduces participants to some of the more popular and effective social media tools and gives them hands-on support to get started. In this half-day workshop, the presenters—both high utilizers of social media for their professional work—will walk attendees through the stages of sign-up, first use and strategies for continued use.

In this half day workshop, the presenters, both high utilizers of social media for their professional work will walk step by step with attendees through the stages of sign up, first use and strategies for continued use.

Please note you will need to come with a laptop (or electronic device that can connect to the internet); a willingness to be overwhelmed with new technologies; an openness to new technologies; and an email address that is accessible during workshop.

## PC2 - 8:30 AM to 12:00 PM

### Applying Evidence-Based Care for Health Behaviors in Primary Care Settings

*Jeffrey L. Goodie, PhD, ABPP, Assistant Professor, Uniformed Services University; Christopher L. Hunter, PhD, ABPP, DoD Program Manager for Behavioral Health in Primary Care, TRICARE Management Activity*

The primary care behavioral health (PCBH) model, which embeds behavioral health providers into primary care, is one method of integrating behavioral health care into primary care settings. However, this form of integrated-collaborative care requires behavioral health clinicians to adapt empirically-supported assessments and interventions for effective delivery in fast-paced primary care clinics. The purpose of this workshop is to provide attendees with an overview of the evidence-based methods for assessing and targeting eating behaviors and chronic pain conditions using a PCBH model of service delivery. Eating behaviors can affect the development and maintenance of multiple chronic diseases including cardiovascular disease, diabetes, and obesity and, as in eating disorders, eating behaviors may be the primary target of care. Chronic pain conditions can require long-term management that is commonly provided in primary care and optimal management often involves biopsychosocial assessment and intervention. The presenters will describe how to adapt assessments and interventions for eating behaviors and chronic pain to primary care using the 5As (i.e., Assess, Advise, Agree, Assist, and Arrange) as an operational heuristic, for assessment and intervention. A combination of didactic instruction, discussion, handouts, observation of a video, and role play activities will be used to accomplish the workshop learning objectives. This workshop is suited for all levels, from beginner to advanced to experienced collaborators.

## PC3 - 1:30 to 5:00 PM

### Creating, Improving, and Sustaining an Integrated Primary Care Practice

*Neil Korsen, MD, MSc, Medical Director, MaineHealth Mental Health Integration Program; Mary Jean Mork, LCSW, Program Manager, MaineHealth; Cynthia Cartwright, MT RN MSED, Program Manager, MaineHealth; Cindy Boyack, MD, Medical Director - Outpatient Psychiatry, Maine Medical Center*

Are you new to integration or have you been at it for awhile and find yourself challenged by processes that need improvement? Are you frustrated by the present reimbursement system and how to sustain the integrated practice? If so, this pre-conference workshop is for you!

This workshop will include whole-group and breakout components, which will allow you to share information across levels and receive information targeted at your individual developmental learning needs. You will leave with practical tools and ideas to help you implement integration in a sustainable way.

#### Registration for Pre-Conference Workshops is optional and separate fees apply.

Advance registration required.

#### Half-Day—Morning or Afternoon Workshop

- Pre-Conference Workshop Only: \$140
- Discounted fee if added to Conference registration: \$115

#### Full-Day—Morning & Afternoon Workshops

(lunch not included)

- Pre-Conference Workshops (Thursday) Only: \$195
- Discounted fee if added to Conference registration: \$175

