



Schedule of Events

Friday, April 16

2 - 4 pm
SVMIC Seminar

4:30 - 5:30 pm
Committee Meetings

6 - 7 pm
AFMC Welcome Reception

7 pm
President's Inaugural Gala

Saturday, April 17

8 - 9:30 am
Board of Trustees Meeting

10 - Noon
House of Delegates

Noon - 1:30 pm
Awards Luncheon

Hotel Room Block

Embassy Suites Northwest Arkansas
3303 Pinnacle Hills Parkway
Rogers, AR 72758
479.254.8400
\$119 per night



Mention the Arkansas Medical Society to receive discounted rate. Room block ends April 1, 2010.

Register Today!

AMS members are invited to attend the 134th AMS Annual Session in Rogers, Arkansas at the John Q. Hammons Convention Center. Attendees will discuss many issues including the looming crisis in Medicaid funding, national health care reform and other hot topics. Members and their families can also enjoy various recreational activities in the scenic Ozark Mountains area.

Passing the Gavel



Dr. William W. Galloway, of Russellville, will be installed as the 2010-2011 president of the Society during the President's Inaugural Gala on Friday night. Following the inauguration, attendees will enjoy an evening of dinner and entertainment by impersonator Patsy Gilbert. She is

spectacular in her presentation of political luminary **Governor Sarah Palin**. Like the celebrated vice-presidential candidate, both were pageant queens and athletic team captains. They are both runners and have gun-totin' First-Dude types who love to hunt and fish. While Palin relished being a Hockey Mom, Gilbert loved her real-life role as Soccer Mom. Even more remarkably, like Sarah, Patsy and her husband were blessed with a loving Down's Syndrome child.



House of Delegates & Awards Luncheon

The AMS House of Delegates will meet to discuss the Society's business and elect officers, board of trustees members and delegates/alternate delegates to the American Medical Association. Following the House of Delegates, the Asklepiion Award and the Shuffield Award will be presented at the Awards Luncheon.

The Asklepiion Award is presented to an AMS member physician who promotes the art and science of medicine and the betterment of public health; embodies the values of the medical profession through leadership, service, excellence, integrity and ethical behavior; and enriches patients, colleagues and the community through dedicated medical practice.

The Shuffield Award is the highest honor in the medical community for a non-physician. It recognizes an Arkansan who has done outstanding community work in the health care field. The recognition should be for community work outside the nominee's regular employment. The person cannot be a physician or member of a physician's immediate family. The Shuffield Award is named in memory of Doctors Joe and Elvin Shuffield, a father and son physician team from Little Rock, who devoted their lives to improving the quality of health care in this state.



134th Annual Session

Sponsors

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AMS Benefits, Inc.

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Bronze Sponsors
American Physicians Insurance Company
MAG Mutual Insurance Company

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Awards Luncheon Co-Sponsor
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Rogers Area Attractions & Activities

Northwest Arkansas has majestic bluffs, shimmering lakes and rolling hills that provide the perfect backdrop for outdoor activities, including fishing, floating, hiking, biking, boating, camping and golfing. Rogers has also become a regionally-recognized shopping destination. History buffs can appreciate two Civil War sites and museums in the area.

Area Points of Interest:

Arkansas Air Museum - The museum is located in Fayetteville and displays aircraft ranging from World War I biplanes to modern jet fighters, many in flying condition. The all-wood 1940s hangar housing the collection is listed on the Arkansas Registry of Historic Places.

Compton Gardens - Dr. Compton was a noted physician, writer, photographer, founder of the Ozark Society and savior of the Buffalo River. His Bentonville home and the treasured grounds are now available to the public. Compton Gardens showcases 6.5 acres of native woodland plants, walking trails and prairie.

Hobbs State Park - The state park, Arkansas' largest in land area, covers 12,055 acres along the southern shores of 28,370-acre **Beaver Lake** and is 10 miles east of Rogers. The park has water features and a variety of trails.

Museum of Native American Artifacts - The museum invites you to "Walk Through America's Past," where the actual artifacts will give you a glimpse into what life was like for America's first inhabitants.

Sam Walton's Original Store - Walton's, located in Bentonville, hosts the Wal-Mart visitor's center and takes people on a trip to the past. It also recalls the present and looks to the future of this retail giant.

SVMIC's 2010 General Risk Management Program for Physicians

John Q. Hammons Convention Center | Rogers, Arkansas | Friday, April 16, 2010 | 2 - 4 p.m.

"Managing Difficult Patients"

Physicians are often at wits ends dealing with a variety of difficult patient behaviors ranging from: 1) insisting on obtaining an unwarranted prescription, 2) showing dissatisfaction with care, 3) having unrealistic expectations for care, 4) visiting regularly, but ignoring medical advice, 5) persistently complaining despite exhaustive efforts to help, 6) insisting on unnecessary tests and 7) being verbally abusive and disrespectful.

Medical education rarely prepares physicians for these day-to-day frustrations which can lead to exhaustion, frustration, burn out and medical errors. This year's seminar will empower physicians to recognize the early signs of difficult encounters and will teach optimal management approaches. In addition, physicians will be given the tools to understand why one type of patient has the ability to get under their skin more than another. Armed with this understanding, physicians will find it much easier to deal with their 'least favorite patient.'

Objectives - Upon completion of this two-hour seminar, physicians will be able to:

1. Recognize the four classic presentations of "difficult patients" and common reactions to them.
2. Understand how difficult patients place physicians at risk.
3. Identify physician personal strengths and vulnerabilities in dealing with difficult patients.
4. Summarize optimal management approaches for various types of difficult patients.

CME Credit - The University of Tennessee College of Medicine designates this medical education activity for a maximum of 2.0 AMA PRA Category 1 Credit(s).™ Physicians should claim credit commensurate with the extent of their participation in the activity. (Approval pending)

SVMIC Registration Fee

\$50 for Physicians | \$25 for Non-Physicians

Registration must be made through SVMIC
www.SVMIC.com | 800-342-2239

"20-MINUTE RULE"

Please be advised: The Risk Management Committee has determined that policyholders attending an SVMIC seminar for credit must participate in the entire program to fully benefit from the program and qualify for a 10 percent premium discount. We will count in attendance only those participants who are signed in within the first 20 minutes of the seminar. Late arrivals will no longer be considered present for satisfaction of the 10 percent premium credit or CME credit.



Meeting Registration Form

134th Annual Session | April 16-17, 2010 | Rogers, Arkansas
John Q. Hammons Convention Center | Embassy Suites Northwest Arkansas

Member Name: _____

Spouse or Guest Name (If attending any AMS event): _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____ Email: _____

Individual Tickets:

President's Inaugural Gala	\$59 Per Person	\$ _____
Awards Luncheon	\$29 Per Person	\$ _____

Combo Ticket:

President's Inaugural Gala/Awards Luncheon	\$79 Per Person	\$ _____
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Total Registration Enclosed \$ _____

I will attend the House of Delegates Meeting only: **No Charge**

Payment Method:

___ Check made payable to AMS ___ VISA ___ MasterCard

Cardholders Name: _____

Cardholders Billing Address (if different from above): _____

Credit Card Number: _____

Expiration Date: _____ 3 digit Security Code (on back of card): _____

Cardholder's Signature: _____

Registrations made by credit card may be faxed to 501-224-6489. If you have any questions, please call 501-224-8967 or 1-800-542-1058. **Refunds** - Refunds requested prior to April 9, 2010, will be at the full amount. Refunds requested after that date will be charged a \$25 processing fee. All refunds will be mailed after the convention.

Special Assistance Available: If you are a person with a disability or have special dietary needs, please let the Society office know in advance so that we can arrange to make your attendance as convenient and comfortable as possible.

Arkansas Medical Society