17th Annual Emergency Medicine Symposium
– A Practical Update

Friday, December 6, 2019
7:15 A.M. – 5:10 P.M.

Conference Location
Four Seasons Hotel
300 So. Doheny Drive
Los Angeles, CA 90048

Cedars-Sinai Medical Center Faculty

Course Directors:
Joel M. Geiderman, MD
Co-Chairman
Professor of Emergency Medicine
Department of Emergency Medicine

Sam S. Torbati, MD
Co-Chairman
Associate Professor of Emergency Medicine
Department of Emergency Medicine

Scott A. Braunstein, MD
Clinical Instructor of Emergency Medicine
Department of Emergency Medicine

James S. Fishkin, MD
Clinical Instructor of Emergency Medicine
Department of Emergency Medicine

Barbara Stokes, CME Program Specialist
Cedars-Sinai Medical Center — 700 No. San Vicente Blvd., G550, West Hollywood, CA 90069
T: 310. 423. 2935  F: 310. 423. 0309  E: Barbara.stokes@cshs.org
Dear Prospective Exhibitor:

This letter is an invitation to participate as an Exhibitor at the continuing medical education symposium entitled, **17th Annual Emergency Medicine Symposium – A Practical Update**, being held on Friday, December 6, 2019 at the Four Seasons Los Angeles, 300 South Doheny Drive.

The 17th Annual Emergency Medicine Symposium: A Practical Update is a cutting-edge course that will provide participants with the latest clinical information to support the delivery of fast and accurate diagnoses and treatment decisions. Expert faculty will share their broad knowledge and clinical expertise, energy and commitment to emergency medicine. This one-day symposium will cover current and emerging trends in the emergency department (ED) and will include content on modern resuscitation techniques and management of febrile neonates and trends in the pediatric care literature. The symposium will feature a mechanical CPR live demonstration and will explore the top 5 apps and technology you may find essential for working your next shift.

To participate as an Exhibitor at this symposium, we require register and complete the Exhibit registration information, payment, and adhere to compliance of the ACCME Standards for Commercial Support. Each exhibitor will receive a table and two chairs, and acknowledgment at the conference and in the course syllabus.

Should you decide to participate at this important educational activity, please log on to [https://cedars.cloud-cme.com/emergencymedicineCME](https://cedars.cloud-cme.com/emergencymedicineCME) Click on - login and registration category – Exhibitor and complete the information requested.

Our non-profit tax I.D. number is: 95-1644600. A copy of our W9 is provided for your records. Should you have any question or require additional information, please do not hesitate to contact me.

Best regards,

Best regards,

Barbara Stokes, CME Program Specialist Cedars-Sinai
Phone: (310) 423-2935
Educational Strategy

This CME activity has been developed based on the following educational approach:

- Connect lectures, case discussions and Q&A sessions to create ongoing engagement with the audience and reinforce key learning and clinical competency
- Offer an educational platform that will be perceived as credible, useful, and innovative by integrating peer-to-peer interactions that are consistent with the day-to-day activities and culture of medical professionals
- Generate dedicated learners and encourage them to share their experiences with their peers and expert faculty

Learning Objectives

Course Objectives:

- Discuss the best clinical practices and guidelines for diagnosis and management of patients presenting with concussion
- Evaluate current trends in pediatric care based on recent literature and explore the latest research in blood markers for febrile neonates
- Consider the latest updated information on the use of Ketamine for sedation, agitation and pain control and intranasal home use for depression
- Determine if the top 5 apps and technology will be useful to you in the ED
- Discuss potential adverse events associated with quinolone usage and alternative solutions for managing infection
- Interact with expert faculty and discuss practical strategies to help you streamline operations and positively impact department efficiency and the patient experience

Accreditation Information

**Accreditation Statement:**
Cedars-Sinai Medical Center is accredited by the Accreditation Council for Continuing Medical Education to provide continuing medical education for physicians.

**Credit Designation:**
Cedars-Sinai Medical Center designates this live activity for a maximum of 7.5 AMA PRA Category 1 Credit(s)™. Physicians should claim only the credit commensurate with the extent of their participation in the activity.

**Nurses:**
The California State Board of Registered Nursing accepts courses approved by the ACCME for Category 1 credit as meeting the continuing education requirements for license renewal.
Exhibitor Information at a Glance

This agreement confirms the participation of ____________________________ as an Exhibitor at the 17th Annual Emergency Medicine conference scheduled for December 6, 2019, 7:15 a.m. - 5:00 p.m. at the Four Seasons Hotel, Los Angeles, CA. Display setup time is 6:45 a.m. on the morning of Dec. 6, 2019.

All companies permitted by Cedars-Sinai Office of CME to complement the conference must strictly adhere to the following guidelines regarding their participation as an exhibitor:

- When commercial exhibits are part of the program, arrangements for these shall not influence planning or interfere with the presentation of CME activities;
- Exhibit placement shall not be a condition of support for a CME activity;
- No commercial promotional materials shall be displayed or distributed in the same room immediately before, during, or immediately after an educational activity certified for credit; and,
- Representatives of commercial supporters may attend an educational activity, but may not engage in sales activities while in the room where the activity takes place, and are strictly prohibited from the sale of and/or discussion of products while attending the educational activity.
- In accordance with OPEN PAYMENTS (Physician Payments Sunshine Act), if exhibitors plan to provide anything of value to physicians, it is the responsibility of your organization to maintain your own record of who accepted these items.

In accordance with ACCME guidelines and CSMC policies, all exhibits will be located in the pre-function area outside the educational area. A table top with chairs will be provided.

**EXHIBIT FEE: $1,900.00**

Registration Process
Exhibitors - for registering with our on-line process, you will need to initiate an account. Please follow the steps below

**How to get started...**

Access the CME Portal:

- Go directly to the CME Portal at cedars.cloud-cme.com
- Create an account:

Click on - cedars.cloud-cme.com/emergencymedicineCME
Exhibitor Information at a Glance

Conference Location
Four Seasons Hotel, Los Angeles
300 South Doheny Drive
Los Angeles, CA 90048
(310) 273-2222

Conference & Exhibit Hours
Please refer to the program agenda provided on page 5 for exact times for registration times and meal breaks.

Symposium attendees will be encouraged to visit exhibitors during breakfast, lunch, and all break times. Exhibitors are welcome to audit the program at their discretion.

Exhibitor Registration
Questions regarding the status of your exhibitor status should be addressed to Barbara Stokes in the CME Office.

Accommodations
Four Seasons Hotel Los Angeles
300 South Doheny Drive
Los Angeles, CA 90048
310-273-2222

To reserve your room, be sure to mention Cedars-Sinai when making your reservations, hotel may offer special rates for Cedars-Sinai visitors. All reservations must be guaranteed with a major credit card.

Shipment of Exhibit Materials
If you wish to ship materials to the Sofitel Hotel, each item must be properly packed and marked with the following:
Attn: Wina Surki – Catering Director
Event Name: Cedars-Sinai Emergency Medicine Symposium

Hotel Name and Address:
Four Seasons Los Angeles
300 South Doheny Drive
Los Angeles, CA 90048

Materials may be shipped for arrival two days in advance of the conference, and the Sofitel Hotel will store the materials in a secure location pending your arrival. The Hotel will not assume any liability for loss or damage to such items.

Booth Furnishings & Set-Up
Exhibitors will be provided with a table and chairs. Please note that draping/table coverings are your responsibility and will not be provided. A tent card with your company name will be on each table.

If you plan to have exhibit materials shipped back, bring pre-paid return address shipping labels with you! Materials left after 5:00 pm will be discarded.
<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
<th>Speaker(s)</th>
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<tbody>
<tr>
<td>7:15 A.M.</td>
<td>Registration and Continental Breakfast</td>
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<tr>
<td>8:00</td>
<td>Introduction and Overview</td>
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<tr>
<td>8:10</td>
<td>E-CPR: The evolution of modern resuscitation</td>
<td>Sam Torbati, MD</td>
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<td>8:40</td>
<td>Ketamine to the rescue: New indication for Emergency Department use</td>
<td>Scott Braunstein, MD</td>
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<td>9:10</td>
<td>Concussion: Diagnosis, management and guidelines</td>
<td>James Fishkin, MD</td>
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<td>9:40</td>
<td>Demystifying healthcare charges and costs</td>
<td>Anand Gopalsami, MD, MBA</td>
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<td>10:10</td>
<td>Break / Exhibits</td>
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<tr>
<td>10:30</td>
<td>Practicing emergency medicine in the #METOO era</td>
<td>Joel Geiderman, MD and Panel</td>
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<tr>
<td>11:10</td>
<td>Febrile neonate: Does procalcitonin and other blood markers help risk stratify?</td>
<td>Steven Rudd, MD</td>
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<td>11:40</td>
<td>Quinolones: What are the risks? What are the alternatives</td>
<td>Michelle Ischayek, MD</td>
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<td>12:10 P.M.</td>
<td>Lunch</td>
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<td>1:10</td>
<td>Current trends in pediatric emergency medicine care based on recent literature</td>
<td>Jordan Justice, MD</td>
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<td>1:40</td>
<td>Top 5 apps and technology that you can use on shift</td>
<td>Michael Yashar, MD</td>
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<td>2:10</td>
<td>Ischemic heart disease in women</td>
<td>C. Noel Barirey-Merz, MD</td>
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<tr>
<td>3:00</td>
<td>Break / Exhibits</td>
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<tr>
<td>3:20</td>
<td>Mechanical CPR with live demonstration</td>
<td>Aamar Shah, MD</td>
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<td>3:50</td>
<td>Recognizing microaggressions and the messages they send</td>
<td>Paula Whiteman, MD</td>
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<td>4:20</td>
<td>Questions and answers/Closing remarks</td>
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<td>5:00 P.M.</td>
<td>Adjourn</td>
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# Cedars-Sinai Medical Center Faculty

## Course Directors:

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## FACULTY

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<tr>
<td>C. Noel Bairey Merz, MD, FACC</td>
<td>Medical Director, The Barbra Streisand Women's Heart Center</td>
<td>Director, Preventive and Rehabilitative Cardiac Center Director, Cedars-Sinai Clinical Scholars Program Director, Linda Joy Pollin Women's Heart Health Program Professor, Medicine Department of Medicine, Division of Cardiology</td>
</tr>
<tr>
<td>Steven M. Rudd, MD</td>
<td>Clinical Instructor</td>
<td>Director, Emergency Department Approved for Pediatrics Department of Emergency Medicine Cedars-Sinai Medical Center</td>
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<tr>
<td>Anshul M. Gandhi, MD</td>
<td>Attending Staff</td>
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DEPARTMENT OF HEALTH AND HUMAN SERVICES: OFFICE OF INSPECTOR GENERAL COMPLIANCE PROGRAM
GUIDANCE FOR PHARMACEUTICAL MANUFACTURERS

To reduce the risks that an educational grant is used improperly to induce or reward product purchases or to market product inappropriately, manufacturers should separate their grant making functions from their sales and marketing functions. Effective separation of these functions will help insure that grant funding is not inappropriately influenced by sales or marketing motivations and that the educational purposes of the grant are legitimate. Manufacturers should establish objective criteria for making grants that do not take into account the volume or value of purchases made by, or anticipated from, the grant recipient and that serve to ensure that the funded activities are bona fide. The manufacturer should have no control over the speaker or content of the educational presentation. Compliance with such procedures should be documented and regularly monitored.

SUMMARY OF CEDARS-SINAI POLICIES RELATING TO EXHIBITING

Arrangements for commercial exhibits or advertisements cannot influence planning or interfere with the presentation, nor can they be a condition of the provision of commercial support for CME/CE activities.

1. Exhibit fees shall be separate and distinct from educational grants and are not considered commercial support. Exhibitors should complete a CSMC Exhibit Agreement if they decide to participate as an exhibitor at a conference.
2. Exhibitors must receive a copy of this document for review prior to their participation at the CME activity.
3. Exhibit fees shall be set by the Course Director(s) for each activity and will be standard for that activity; potential exhibitors shall have equal access to purchasing exhibit space on a first come-first serve basis.
4. 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.
5. Commercial Interest (pharmaceutical or medical device) representatives may attend CME/CE activities at the discretion of CSMC for the direct purpose of the representatives’ own education; however, they may not engage in sales or marketing activities while in the space or place of the educational activity.

FREQUENTLY ASKED QUESTIONS RELATING TO THE STANDARDS FOR COMMERCIAL SUPPORT (SCS) AND THE APPROPRIATE MANAGEMENT OF COMMERCIAL PROMOTION

Q. Is it acceptable to say, “in exchange for $5,000 of commercial support we will acknowledge you at the meeting as a commercial supporter and give you a 6 foot table for exhibiting.”?
A. No. In this scenario the commercial interest gives commercial support and gets promotional and sales opportunities, which means the promotional opportunity is now a condition of the support and Not in Compliance with the Standards. The commercial interest must purchase promotional opportunities with resources (e.g. marketing budget) designated for that purpose. If an agreement for advertising or promotion is struck between the two parties it must be outside the written agreement for commercial support (LOA). The LOA contains the terms and conditions of the support between the provider and commercial supporter.

Q. What exactly constitutes advertising or promotional activities?
A. Promotional activities are limited to the “exhibit hall”, meaning the area designated for representatives of commercial interests (CI) that have paid a fee to display their products and services on table with chairs that we provide either on site or by arrangement with the hotel if the conference is held off-campus. The exhibit area must always be located outside of and separate from the area in which the educational activity is being held. Other promotional activities include advertising pages, posters, or screens in the exhibit hall area and may also include receptions which must be clearly identified to learners as not being part of the educational activity and most importantly, cannot be paid for with commercial support.

Q. Are exhibit opportunities always to be offered to commercial supporters?
A. No. Payment and arrangements for exhibits are separate, business transactions. An exhibit fee is payment for the sale of promotional space and requires completion of a CSMC Exhibit Agreement.

1 Source: http://www.oig.hhs.gov/authorities/docs/03/05/0503FcPC09Phar.pdf
2 ACCME http://www.acme.org/di/DOCU/upload/687b67f0e75f473-441-8725-30a150a450c_uploaddocum.pdf; Accreditation Council for Pharmacy Education http://www.acpe-accredit.org/pdf/SCS_Standards%205_February%202009_update.pdf
Request for Taxpayer Identification Number and Certification

Go to www.irs.gov/FormW9 for instructions and the latest information.

Give Form to the requester. Do not send to the IRS.

1. Name (as shown on your income tax return). Name is required on this line; do not leave this line blank.
   Cedars Sinai Medical Center
   Business name/disregarded entity name, if different from above

3. Check appropriate box for federal tax classification of the person whose name is entered on line 1. Check only one of
   the following seven boxes.
   Individual/sole proprietor or single-member LLC
   C Corporation
   S Corporation
   Partnership
   Trust/estate
   Limited liability company. Enter the tax classification (C=S corporation, S=S corporation, P=Partnership)
   Note: Check the appropriate box in the line above for the tax classification of the single-member owner. Do not check
   LLC if the LLC is classified as a single-member LLC that is disregarded from the owner unless the owner of the LLC is
   another LLC that is not disregarded from the owner for U.S. federal tax purposes. Otherwise, a single-member LLC that
   is disregarded from the owner should check the appropriate box for the tax classification of its owner.
   Other (see instructions)

5. Address (number, street, and apt. or suite no.) See instructions.
   8700 Wilshire Blvd., Attn: Finance Department
   6. City, state, and ZIP code
      Los Angeles, CA, 90048
   7. List account number(s) here (optional)

Part I Taxpayer Identification Number (TIN)
Enter your TIN in the appropriate box. The TIN provided must match the name given on line 1 to avoid
backup withholding. For individuals, this is generally your social security number (SSN). However, for a
resident alien, sole proprietor, or disregarded entity, see the instructions for Part I, later. For other
entities, it is your employer identification number (EIN). If you do not have a number, see How to get a
TIN, later.

Note: If the account is in more than one name, see the instructions for line 1. Also see What Name and
Number To Give the Requester for guidelines on whose number to enter.

Part II Certification
Under penalties of perjury, I certify that:
1. The number shown on this form is my correct taxpayer identification number (or I am waiting for a number to be issued to me); and
2. I am not subject to backup withholding because: (a) I am exempt from backup withholding, or (b) I have not been notified by the Internal Revenue
   Service (IRS) that I am subject to backup withholding as a result of a failure to report all interest or dividends, or (c) the IRS has notified me that I am
   no longer subject to backup withholding; and
3. I am a U.S. citizen or other U.S. person (defined below); and
4. The FATCA code(s) entered on this form (if any) indicating that I am exempt from FATCA reporting is correct.

Certification instructions. You must cross out item 2 above if you have been notified by the IRS that you are currently subject to backup withholding because
you have failed to report all interest and dividends on your tax return. For real estate transactions, item 2 does not apply. For mortgage interest paid,
acquisition or abandonment of secured property, cancellation of debt, contributions to an individual retirement arrangement (IRA), and generally, payments
other than interest subject to backup withholding, you are not required to sign the certification, but you must provide your correct TIN. See the instructions for Part II, later.

Sign Here
Signature of U.S. person: Michelle Hamilton-Wissing
Date: 2/19/19

General Instructions
Section references are to the Internal Revenue Code unless otherwise noted.

Future developments. For the latest information about developments related to Form W-9 and its instructions, such as legislation enacted
after they were published, go to www.irs.gov/FormW9.

Purpose of Form
An individual or entity (Form W-9 requester) who is required to file an
information return with the IRS must obtain your correct taxpayer
identification number (TIN) which may be your social security number
(SSN), individual taxpayer identification number (ITIN), adoption
taxpayer identification number (ATIN), or employer identification number
(EIN), to report on an information return the amount paid to you, or other
amount reportable on an information return. Examples of information
returns include, but are not limited to, the following.

- Form 1099-INT (interest earned or paid)
- Form 1099-DIV (dividends, including those from stocks or mutual funds)
- Form 1099-MISC (various types of income, prizes, awards, or gross proceeds)
- Form 1099-B (stock or mutual fund sales and certain other transactions by brokers)
- Form 1099-S (proceeds from real estate transactions)
- Form 1099-K (merchant card and third party network transactions)
- Form 1098 (home mortgage interest), 1098-E (student loan interest), 1098-T (tuition)
- Form 1099-C (canceled debt)
- Form 1099-A (acquisition or abandonment of secured property)

Use Form W-9 only if you are a U.S. person (including a resident alien), to provide your correct TIN.

If you do not return Form W-9 to the requester with a TIN, you might
be subject to backup withholding. See What is backup withholding, later.