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INTERACTIVE CE WEBCAST: Register online today at www.neuroscienceCME.com/CM435

Improving the Care of People with Mental Illness in Rural Areas

Webcast with Live Q&A Segment

www.neuroscienceCME.com/CM435

Or listen by phone at 800.895.1713

Premiering Friday, February 5, 2010, from 12:00 p.m.–1:00 p.m. ET

Co-sponsored by CME Outfitters, LLC, and Howard University College of Medicine, Office of Continuing Medical Education



FACULTY INFORMATION

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MODERATOR

Grayson S. Norquist, MD, MSPH

Professor and Chairman

Department of Psychiatry and Human Behavior University of Mississippi Medical Center

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CREDIT INFORMATION

CME Credit (Physicians): Howard University College of Medicine is accredited by the Accreditation Council for Continuing Medical Education to provide continuing medical education for physicians.

Howard University College of Medicine, Office of Continuing Medical Education, designates this educational activity for a maximum of one (1) *AMA PRA Category 1 Credit™*. Physicians should only claim credit commensurate with the extent of their participation in the activity.

Note to Physician Assistants: AAPA accepts Category 1 credit from AOACME, Prescribed credit from AAFP, and AMA Category 1 Credit for the PRA from organizations accredited by ACCME.

CNE Credit (Nurses): This activity has been submitted to the New York State Nurses Association for approval to award contact hours. The New York State Nurses Association is accredited as an approver of continuing nursing education by the American Nurses Credentialing Center's Commission on Accreditation.

It has been assigned code 6WASUP-PRV-0682. 1.0 contact hours will be awarded upon successful completion.

Note to Nurse Practitioners: The content of this CNE activity pertains to Pharmacology.

CEP Credit (Psychologists): CME Outfitters is approved by the American Psychological Association to sponsor continuing education for psychologists. CME Outfitters maintains responsibility for this program and its content. (1.0 CE credits)

NASW Credit (Social Workers): This program was approved by the National Association of Social Workers (provider #88640772) for 1 continuing education contact hour.

CCMC Credit (Certified Case Managers): This program has been approved for 1 hour by the Commission for Case Manager Certification (CCMC).

CPE Credit (Pharmacists): CME Outfitters, LLC, is accredited by the Accreditation Council for Pharmacy Education as a provider of continuing pharmacy education. 1.0 contact hours (0.1 CEUs)

Universal Activity Number: 376-999-10-001-L01-P (live presentation) 376-999-10-001-H01-P (recorded programs)

Activity Type: knowledge-based

Post-tests, credit request forms, and activity evaluations can be completed online at www.neuroscienceCME.com (click on the Testing/Certification link under the Activities tab—requires free account activation), and participants can print their certificate or statement of credit immediately (70% pass rate required). This website supports all browsers except Internet Explorer for Mac. For complete technical requirements and privacy policy, visit www.neurosciencecme.com/technical.asp. CE credit expires on February 5, 2011.



Premiere webcast offers a LIVE Q&A segment and qualifies for live CE credit.

Submit your questions directly to the faculty via phone or web.

Questions? Call CME Outfitters at **877.CME.PROS**.

This activity offers CE credit for:

- Physicians (CME)
- Nurses (CNE) – Pending
- Psychologists (CEP)
- Social Workers (NASW)
- Case Managers (CCMC)
- Pharmacists (CPE)

All other clinicians will either receive a CME Attendance Certificate or may choose any of the types of CE credit being offered.

STATEMENT OF NEED

According to the U.S. Census Bureau, more than 60 million people live in rural areas¹ and it has been well documented that these Americans face specific challenges to accessing, utilizing, and paying for quality healthcare. Despite 20% of Americans living in rural areas, only 10% of the nation's physicians practice in rural areas,¹ with access to and availability of mental health specialists, such as psychiatrists, psychologists, psychiatric nurses, and social workers significantly lacking.¹ Integrating mental and medical health in these rural areas has been a focus of many states to provide access and health education to providers and patients. It is critical that best practices implemented throughout the nation are shared among clinicians so that all providers can collaborate and improve their knowledge and performance, gain insights to the latest evidence, and provide optimal care services to patients and their families. Evolving technology has provided new opportunities to provide access to services and address barriers presented to patients and physicians practicing in remote rural communities. As technology improves, costs decrease and access increases—these forces help to create opportunities for increased collaborative care management. This neuroscienceCME Webcast will present key insights to better integrate primary care and mental health services, and address the unique challenges and performance gaps identified in rural populations.

¹ "National Healthcare Disparities Report," US Dept of Health and Human Services, December 2003, Republication Copy.

ACTIVITY GOAL

To address barriers to care faced by rural populations and to provide awareness to practicing clinicians of opportunities for collaboration and improvement of access and patient outcomes, which are fostered by emerging technology.

LEARNING OBJECTIVES

At the end of this CE activity, participants should be able to:

- Recognize specific challenges and barriers in treating mental illness in rural and underserved populations.
- Identify opportunities for collaboration among healthcare providers to improve access to mental health services.
- Integrate technology into mental health diagnosis and management strategies to improve access and patient outcomes.

TARGET AUDIENCE

Psychiatrists, primary care physicians, and other interested physicians; physician assistants; nurse practitioners; nurses; psychologists; social workers; certified case managers; pharmacists; and other healthcare professionals interested in the improvement of healthcare for rural populations.

FINANCIAL SUPPORT

This activity is supported by an educational grant from Lilly USA, LLC. For further information concerning Lilly grant funding visit, www.lillygrantoffice.com.

FAX completed form to **240.243.1033**

YES! Register me for this evidence-based neuroscienceCME Webcast activity on February 5, 2010.

I will participate online. I will participate by phone.

YES! Register me for the online archive. (Participation details will be sent to you via email.)

Site Name: _____ # Participants: _____

Individual Name: _____ Degree: _____

Address: _____

City/State/ZIP: _____

Practice Setting: Community Mental Health State Mental Health Primary Care Private Practice Other _____ Phone: _____

Fax: _____ Email (required): _____