

Advancing Senior Health (ASH) Conference: A Unique Interdisciplinary Senior-focused Conference

Consider the headlines just so far this year: *10 Million US Baby Boomers Will Get Alzheimer's Disease! The Institute of Medicine (IOM) Rethinking for an Aging America! Older Americans: Key Indicators of Well-Being 2008!* Between 2005 and 2030, the number of adults ages 65 and older will almost double—from 37 million to more than 70 million—bringing accelerating demands on the US healthcare system. The impact on practitioners and payers will be dramatic as ever-increasing numbers of patients with complex and costly health issues overrun an already fatigued and expensive model of care.

Why ASH, Why Now?

The Advancing Senior Health Conference (ASH), October 1-2, 2008, in Philadelphia, is co-chaired by Mark Beers, MD, and Richard G. Stefanacci, DO, MGH, MBA, AGSF, CMD, and presented in cooperation with the University of the Sciences in Philadelphia (USP). It provides a forum to address these complex issues by providing education in a way that addresses the healthcare professionals and payers who, together, must find a way to optimize and improve health care for this age group. The conference program has been developed to provide information and strategies for improving the accessibility, quality, and cost effectiveness of care for our country's booming senior population. Unique to this conference, however, will be



the ability to network with a diverse group of professional senior stakeholders that encompasses the entire senior health spectrum including payers, practitioners, and regulators. The meeting content will inform all of these important constituencies. Data-rich insights will be presented from just-released research into the needs and implications of caring for a senior population that will double in the next 2 decades. Continuing education credits will be available.

A Need for Topics that Address All Stakeholders

Important and relevant topics that will be presented include keynote addresses by James R. Mault, MD, FACS, Director, New Products and Business Development, Health Solutions Group, Microsoft Corporation, as well as Mark Beers, MD, past editor-in-chief of the Merck Manuals and author of the renowned "Beers List." New research will also be presented on positive criteria for preferred central

nervous system medications in older adults—a much anticipated update of the Beers List. Other topics include Medicare E-prescribing standards, medication use in vulnerable elders, transitions of care, anticholinergic burden, and patterns of drug utilizations among Medicare beneficiaries. For a complete list of topics and accompanying descriptions, as well as registration details, see www.ash-conference.com.

Who Should Attend

Plan on attending if you are a medical professional interested in senior health care and geriatric health, including:

- Health plan/pharmacy benefit senior management including medical, pharmacy, quality, and disease management executives
- Geriatricians
- Senior care pharmacists
- Family physicians
- Internists
- Specialty practitioners
- Nurses / nurse practitioners
- Physician assistants

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