

# Telemedicine is not the future: It's now

## Asthma and telemedicine in the rural community

Join us for a "telemedicine-style" presentation with Dr. Justin Greiwe and Dr. Jay Portnoy. These nationally recognized speakers will discuss how telemedicine can improve access for both rural pediatric and adult populations. While discussion will be focused on delivering high quality asthma care, telemedicine principles can be applied to other health conditions.

**August 8, 2017** | HSHS Sacred Heart Hospital, 900 W Clairemont Ave., Eau Claire, WI 54701  
5:00 – 6:00 p.m. Registration, dinner and networking | 6:00– 7:30 p.m. Telemedicine program

Register online at: <https://asthmacoalitiontelemedicine.eventbrite.com>

Parking and directions available on the registration website

### Keynote speakers:

**Justin Greiwe**, MD, Bernstein Allergy Group; University of Cincinnati



Dr. Justin Greiwe is a partner at Bernstein Allergy Group and Clinical Assistant Professor of Medicine in the Division of Immunology, Allergy, and Rheumatology at University of Cincinnati. Dr. Greiwe has been utilizing various forms of telehealth to help grow his practice and uses telemedicine to deliver patient care.

**Jay Portnoy**, MD FAAAAI, University of Missouri-Kansas City School of Medicine and Children's Mercy Hospital



Dr. Jay Portnoy is an allergist in the Division of Allergy, Asthma and Immunology and he is the medical director of telemedicine at Children's Mercy Hospitals and Clinics in Kansas City, Missouri; and professor of pediatrics at the University of Missouri-Kansas City School of Medicine.

### Target audience:

Nurse practitioners, nurses, pharmacists, physician assistants, physicians, public health nurses, respiratory therapists, school nurses, other clinical staff and other professionals interested in telemedicine.

### Learning objectives:

1. Discuss how telemedicine can be utilized in your practice.
2. Discuss the difference between poor and high quality telemedicine and how to offer a product that will improve the care you provide to your patients without sacrificing quality.
3. Discuss leading telehealth providers and discuss the advantages/disadvantages of each.

For questions, please contact Sarah VandenHeuvel at [svandenheuvel@chw.org](mailto:svandenheuvel@chw.org) or (414) 337-4570.

**ACCME accreditation statement:** This activity has been planned and implemented in accordance with the accreditation requirements and policies of the Accreditation Council for Continuing Medical Education through the joint providership of the Medical College of Wisconsin and Children's Health Alliance of Wisconsin. The Medical College of Wisconsin is accredited by the ACCME to provide continuing medical education for physicians.

**AMA credit designation statement:** The Medical College of Wisconsin designates this Enduring material for a maximum of 1.25 AMA PRA Category 1 Credits™. Physicians should claim only the credit commensurate with the extent of their participation in the activity.

**Hours of participation for allied health care professionals:** The Medical College of Wisconsin designates this activity for up to 1.25 hours of participation for continuing education for allied health professionals.

**Nursing Contact Hours:** Children's Hospital of Wisconsin is an approved provider of continuing nursing education by the Wisconsin Nurses Association, an accredited approver by the American Nurses Credentialing Center's Commission on Accreditation. Nurses who successfully complete this activity will receive 1.25 nursing contact hours.

