

# LESS IS MORE

 RUSH UNIVERSITY  
MEDICAL CENTER

*Sponsored for CME credit by Rush University Medical Center,  
Chicago, IL.*

# ISSUES AND ANSWERS IN MILD-TO-MODERATE ULCERATIVE COLITIS: PRACTICAL APPROACHES TO COMMON CLINICAL CHALLENGES

Because of a cumbersome dosing schedule, adherence to traditional oral mesalamine regimens remains a significant clinical challenge in patients with mild-to-moderate ulcerative colitis. Up to 60% of patients are noncompliant with their medication after 6 months of therapy, a fact that is often associated with return of symptoms, decrease in quality of life, loss of potential chemopreventive benefit, and increase in costs of care.

Because lack of adherence is the main limitation of delayed-release and controlled-release mesalamines, novel formulations, such as once or twice-daily sustained-release mesalamine, are expected to improve patient compliance and, in turn, long-term remission rates.

## Issues and Answers in Mild-to-Moderate Ulcerative Colitis: Practical Approaches to Common Clinical Challenges

THURSDAY, DECEMBER 6, 2007  
5:30 – 6:30 pm Registration & Dinner  
6:30 – 7:45 pm Program

Fairmont Turnberry Isle  
Resort & Club  
Garden Ballroom  
19999 West Country Club Drive  
Aventura, Florida 33180  
(305) 932-6200

Because space for this event is strictly limited, advance registration is highly recommended. Please visit [www.ddec-cme.com](http://www.ddec-cme.com) to register on-line or complete the attached registration form and fax to (312) 563-3930.

This program is not affiliated with the CCF National Research and Clinical Conference.

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*A CME symposium sponsored by Rush University Medical Center, Chicago, IL, and supported by an independent educational grant from SHIRE Pharmaceuticals Inc.*

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## LEARNING OBJECTIVES

Upon completion of this educational activity, the participants will be able to:

- Lead a discussion on the effects of traditional mesalamine formulations on treatment outcomes in patients with mild-to-moderate UC
- Present an overview of patient compliance issues with traditional mesalamine formulations and their effect on therapeutic outcomes
- Present an overview on the efficacy and safety of novel mesalamine formulations in the treatment of UC and their effects on compliance with therapeutic regimen.
- Describe the importance of inflammation in the development of colonic dysplasia and colon cancer in UC
- Evaluate the rationale for the chemoprevention, with mesalamine, of colorectal cancer in patients with UC

## FACULTY

### Chair

**Gary R. Lichtenstein, MD, FACP, FACG**  
Professor of Medicine  
Hospital of the University of Pennsylvania  
Philadelphia, PA

### David T. Rubin, MD

Associate Professor of Medicine  
The University of Chicago Medical Center  
Chicago, IL

### Fernando S. Velayos, MD, MPH

Assistant Clinical Professor of Medicine  
UCSF School of Medicine  
San Francisco, CA

### Program Activity Director

### Seymour M. Sabesin, MD, FACP, FACG

Professor of Medicine  
Rush University Medical Center  
Chicago, IL

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## AGENDA

# scientific symposium

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5:30 – 6:30 PM

Program Registration and Dinner

6:30 – 6:35 PM

Welcome and Introductions

*Seymour M. Sabesin, MD*, Program Activity Director

*Gary R. Lichtenstein, MD*, Program Chair

6:35 – 6:55 PM

Why Are Some of My Patients With Ulcerative Colitis Not Responding to Their Mesalamine Therapy?

*David T. Rubin, MD*

• Panel Discussion

6:55 – 7:15 PM

How Do I Maximize the Use of Sustained-Release Mesalamine in My Patients With Ulcerative Colitis?

*Gary R. Lichtenstein, MD*

• Panel Discussion

7:15 – 7:35 PM

Does Mesalamine Really Prevent Colorectal Cancer in My Patients With Ulcerative Colitis?

*Fernando S. Velayos, MD*

• Panel Discussion

7:35 – 7:45 PM

Wrap-up Q&A Session and Panel Discussion

## INTENDED AUDIENCE

Gastroenterologists and GI Fellows in training.

**RUSH DISCLOSURE POLICY AND FDA APPROVED DRUG & DEVICES ASSURANCE STATEMENT:** It is the policy of the Rush University Medical Center Office of Continuing Medical Education to ensure that its CME activities are independent, free of commercial bias and beyond the control of persons or organizations with an economic interest in influencing the content of CME. Everyone who is in a position to control the content of an educational activity must disclose all relevant financial relationships with any commercial interest (including but not limited to pharmaceutical companies, biomedical device manufacturers, or other corporations whose products or services are related to the subject matter of the presentation topic) within the preceding 12 months. If there are relationships that create a conflict of interest, these must be resolved by the CME Course Director in consultation with the Office of Continuing Medical Education prior to the participation of the faculty member in the development or presentation of course content.

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## ACCREDITATION



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Rush University Medical Center designates this educational activity for a maximum of 1.25 *AMA PRA Category 1 Credit(s)*<sup>™</sup>. Physicians should only claim credit commensurate with the extent of their participation in the activity.



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You may also preregister via e-mail at [www.ddec-cme.com](http://www.ddec-cme.com).

Preregistrants will receive confirmation of registration.

Because space for this program is limited, advance registration is highly recommended. Preregistration deadline is Monday, December 3, 2007. All registrations will be confirmed by email and letter to ensure that you will be accommodated. On-site registration will be accepted on a space-available basis.

Should you have questions, please call our toll free hotline at (866) 942-6277.

**Yes!** I will attend the “Issues and Answers in Mild-to-Moderate Ulcerative Colitis: Practical Approaches to Common Clinical Challenges” symposium.

Please print clearly

Name & Degree \_\_\_\_\_

Specialty \_\_\_\_\_

Organization \_\_\_\_\_

Work Phone (       ) \_\_\_\_\_

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registration form



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Practical Approaches to  
Common Clinical Challenges**

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