



Press Release

7272 Wisconsin Avenue
Bethesda, Maryland 20814
301-664-8875

CONTACT: Shana Martin
ASHP Advantage
PHONE: 850-279-3138/E-MAIL: smartin@ashpadvantage.com
WEB: www.ashpadvantage.com

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FOR IMMEDIATE RELEASE:

ASHP Advantage Launches Extended Learning Opportunities to Build on Midyear Symposia

BETHESDA, MD, February 3, 2011 - Six educational symposia conducted by ASHP Advantage at the 2010 ASHP Midyear Clinical Meeting were planned with extended learning opportunities in mind to help participants learn more about the topic and to hear practical tips for implementing what they learned. All activities featured a live, interactive symposium at the ASHP Midyear Clinical Meeting, and several activities were broadcast with live streaming video and remote polling capabilities for those who were unable to attend the meeting.

Reinforcement of learning is the key element in making meaningful practice change. Over the next four months, participants will receive email announcements with links to access the offerings designed to reinforce the primary points from the live symposium and encourage incorporating information learned into daily practice. Planned with the busy practitioner in mind, the follow-up learning opportunities will include a variety of live and on-demand formats:

- e-Newsletters featuring updates on emerging information and practice pearls.
- “Ask the Expert” CE webinars during which the faculty will delve into questions raised by participants at the Midyear symposium (starting in February 2011).
- Informational audio interviews with the faculty highlighting relevant issues that go beyond the focus of their presentations (available now through the ASHP Advantage podcast subscription service at www.ashpadvantage.com and linked directly to each activity website).

The follow-up learning opportunities are part of the following educational initiatives:

- Clinical Considerations of Risk Evaluation and Mitigation Strategies in Health Care Systems: Design, Implementation, and Management (www.ashpadvantage.com/REMS)
- Optimizing Oral Antiplatelet Therapy in Acute Coronary Syndrome (www.ashpadvantage.com/optimize)
- Atrial Fibrillation: Focus on Stroke Prevention www.ashpadvantage.com/preventstroke



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In addition, all three topics in the *CE in the Mornings* series will have similar follow-up activities (www.ashpadvantage.com/cemornings):

- Current Controversies in the Management of Dyslipidemia: Separating Fact from Fiction
- Examining the Evidence in the Management of Invasive Fungal Infections: Case Study Approach
- Practical Strategies for Glycemic Control in Type 2 Diabetes: Exploring Benefits versus Risks

While the follow-up learning opportunities were designed for participants in the live activities held during the 2010 Midyear, other interested individuals can participate and sign up to receive email updates by visiting the respective websites. Plus, those who missed the live presentations can view them as on-demand CE activities available in February and March 2011. ASHP membership is not required. These and other free web-based activities can be accessed through the ASHP Advantage website at <http://www.ashpadvantage.com/CE/FindCE.aspx>.

These activities have been planned and coordinated by ASHP Advantage and supported by educational grants from Astellas Pharma Global Development, Inc., AstraZeneca, Boehringer Ingelheim Pharmaceuticals, Inc., and Merck and by an educational donation provided by Amgen.

About ASHP Advantage

Launched in 1995, ASHP Advantage specializes in developing customized educational activities to address identified educational gaps. As a division of ASHP, ASHP Advantage staff members stay apprised of key issues and trends shaping pharmacy practice and health care today. With access to the vast resources of ASHP and its membership, ASHP Advantage designs quality programs and projects for health care professionals. For more information about the services of ASHP Advantage, visit www.ashpadvantage.com.

About ASHP

For more than 60 years, ASHP has helped pharmacists who practice in hospitals and health systems improve medication use and enhance patient safety. The Society's 35,000 members include pharmacists and pharmacy technicians who practice in inpatient, outpatient, home-care, and long-term-care settings, as well as pharmacy students. For more information about the wide array of ASHP activities and the many ways in which pharmacists help people make the best use of medicines, visit ASHP's Web site, www.ashp.org, or its consumer Web site, www.SafeMedication.com.

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