

THE SANTA CLARA COUNTY MEDICAL ASSOCIATION  
PRESENTS

THE THIRD ANNUAL SOUTH BAY  
CONFERENCE ON  
PHYSICIANS' WELL-BEING

**Saturday, September 29, 2007**

**Time: 8:00 AM - 4:30 PM**  
**(No Fee to Attend)**

**Location: Camino Medical Group**  
**701 E. El Camino Real**  
**Mountain View**

**Speakers:**

**Peter S. Moskowitz, M.D.**  
**Norman T. Reynolds, M.D.**  
**Barry M. Rosen, M.D.**

**See other side for program agenda  
and registration form to fax back**

**Co-Sponsored By:**

California Society of Addiction Medicine  
Camino Medical Group  
El Camino Hospital

**Endorsed By:**

California Medical Association

**CONTINUING MEDICAL EDUCATION**

El Camino Hospital is accredited by the Institute for Medical Quality/California Medical Association (IMQ/CMA) to provide continuing medical education for physicians. El Camino Hospital takes responsibility for the content, quality and scientific integrity of this CME activity.

El Camino Hospital designates this educational activity for a maximum of 8 *AMA PRA Category 1 Credit(s)*<sup>TM</sup>. Physicians should only claim credit commensurate with the extent of their participation in the activity.



**WHO  
SHOULD  
ATTEND?**

Hospitals/Medical Groups are encouraged to send teams. There is no limit to the number who can attend from one organization. These are recommended:

- Chief of Staff
- Chief Elect
- Administration
- IPA Board Members
- Physicians' Well-Being Committee
- Members of Governing Board
- Nursing Supervisors
- Other Interested Parties

**ALSO  
RECOMMENDED**

California Society of Addiction Medicine (CSAM) presents a conference on Friday, September 28, 2007 on "Conducting & Reporting Substance Abuse Evaluations of Licensed Professionals." See additional flyer for details.

# COURSE PRESENTATIONS & FACULTY

## “Living Well is the Best Revenge: Career and Life Planning for the Busy Physician”

**Peter S. Moskowitz, M.D., Executive Director**

**Center for Professional & Personal Renewal**

Learning Objectives:

1. Review the factors affecting physician life and career satisfaction and how to sustain a good life.
2. Discuss the six critical steps to achieve work-life balance.
3. Recognize the cyclic nature of medical careers and how to manage this cyclic change to your advantage.
4. Learn values-based time and money management to promote healthy living.
5. Design and leave the workshop with a personalized career and life plan for your next life chapter.

Dr. Peter Moskowitz is a nationally-recognized authority on physician careers and wellness, author, speaker, and workshop facilitator. He is the founder and executive director of the Center for Professional & Personal Renewal in Palo Alto, providing life and career coaching to health care professionals nationwide since 1998. He is also clinical professor of radiology at Stanford University School of Medicine. Dr. Moskowitz is the co-author of the successful book, “Medical Practice Divorce,” a primer on medical practice transitions, published by the American Medical Association Press. He was certified in professional and organizational coaching by the Hudson Institute of Santa Barbara. His workshops are known for their practical solutions, offering physicians tools to manage career and life change. Benefit from his 10 years of experience coaching several thousand physicians in individual and group settings.

## “Has Medicine Lost Its Soul?”

**Norman T. Reynolds, M.D.**

**Distinguished Life Fellow of the American Psychiatric Association**

How does medical education and training shape character and lifestyle? Does it contribute to health or impairment? Is the practice of medicine impairing? What can physicians do to regain their souls in highly demanding environments?

Dr. Reynolds is recognized as a national expert in developing standards for conducting fitness-for-duty evaluations of impaired physicians. He is a graduate of Stanford University Medical School’s psychiatry residency training program. His experiences include national and international positions with the National Institute of Mental Health, the World Health Organization, and the United Nations. In California, he served as chair of the Diversion Evaluation Committee with the Medical Board. He developed CSAM’s Best Practices Workshop series on physician impairment. Learn from his personal career and professional experiences.

## “Overview of Physician Well-Being and Diversion”

**Barry M. Rosen, M.D.**

**Chair, SCCMA and El Camino Hospital Well-Being Committees**

**Medical Director and CEO, Sequoia Alcohol and Drug Recovery Center**

Learning Objectives:

1. Understand issues related to physician wellness, diversion, and substance abuse in the medical community.
2. Understand the characteristics of substance misuse, substance abuse, and substance dependence and how to screen.
3. Become familiar with treatment approaches to substance abuse.
4. Use interviewing techniques to assess a colleague’s perception of their problem, stage their readiness to change, and develop a plan.
5. Use discussion skills which will minimize patient defensiveness and promote awareness of their substance abuse problem and acceptance of treatment.

**FAX**  
**Reservation**

**Deadline: Sept. 13, 2007**

For Information

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Name & Degree (print): \_\_\_\_\_

Organization/Hospital: \_\_\_\_\_

Title: \_\_\_\_\_

Address: \_\_\_\_\_

City/Zip: \_\_\_\_\_

Phone Number/Fax Number: \_\_\_\_\_

Email Address: \_\_\_\_\_

**(NO FEE TO ATTEND)**

**FAX RESERVATION TO PAM JENSEN, SCCMA AT 408/289-1064**

**DEADLINE: SEPTEMBER 13, 2007**