

Dear Potential Conference Sponsors and Exhibitors:

The New York State Department of Health invites you to participate in the **2012 Statewide Viral Hepatitis Conference**.

March 20, 2012

**The Graduate Center
City University of New York
365 Fifth Avenue
(At 34th Street)
New York, NY 10016**

The 2012 Statewide Viral Hepatitis Conference attracts clinicians, nurses and other health care and supportive service providers, people living with HBV, HCV, HIV and AIDS, and representatives of state and local governments. This event is your company's/organization's opportunity to network with individuals who are interested in your ideas, services, educational materials, products, equipment, and supplies that contribute to stemming the viral hepatitis epidemic as well as improving the quality of life for persons affected by chronic HBV and HCV.

At **The Graduate Center**, we offer exhibitor space in the **Concourse Lobby** to serve your needs and to allow you to showcase your company or organization. Sponsorship levels and exhibitor fees are listed on the enclosed application. The sponsorship/exhibitor fee includes conference registrations for a limited number of persons who would be responsible for staffing the exhibit. **A sponsorship/exhibitor fact sheet and application are enclosed.**

The 2012 Statewide Viral Hepatitis Conference is sponsored by the New York State Department of Health, Health Research Inc., New York City Department of Health and Mental Hygiene and New York/New Jersey AIDS Education and Training Center.

If you are interested in sponsoring or exhibiting at this year's conference, please complete the enclosed application and submit it by **February 15, 2012**. Payment is due by **March 1, 2012**. Exhibitor space will be reserved on a first come first serve basis. Please reserve your space early. If you have any questions, please contact me at 518-486-6806 or mat03@health.state.ny.us.

Sincerely,

Megan Tesoriero
Exhibitor Coordinator

**NEW YORK STATE DEPARTMENT OF HEALTH
2012 STATEWIDE VIRAL HEPATITIS CONFERENCE**

March 20, 2012

**The Graduate Center, City University of New York
365 Fifth Avenue (at 34th Street), New York, NY 10016**

SPONSORSHIP AND EXHIBITOR APPLICATION

Please complete the application for the **2012 Statewide Viral Hepatitis Conference** and **FAX to 518-474-2749 by February 1, 2012. Payment is due by February 15, 2012.** Please do **not** send your payment until a member of the conference committee notifies you. Please type or print the information below. **Any questions on this application should be directed to Lorie McHale at 518-486-6806 or via email Imm14@health.state.ny.us.**

COMPANY INFORMATION

Name of Company/Organization: _____

Name of Contact Person: _____ **Title:** _____

Address: _____

City/State/Zip Code: _____

Telephone: _____ **Fax:** _____

E-Mail Address: _____

Names, email, and phone numbers of representative(s) attending the conference*:

1)

Name	Email	Phone #
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2)

Name	Email	Phone #
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3)

Name	Email	Phone #
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4)

Name	Email	Phone #
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5)

Name	Email	Phone #
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***NOTE: Number of registrations is dependent on level of sponsorship – See Page 2.**

**NEW YORK STATE DEPARTMENT OF HEALTH
2012 STATEWIDE VIRAL HEPATITIS CONFERENCE**

LEVEL OF SUPPORT (PLEASE CHECK APPROPRIATE BOX)

<input checked="" type="checkbox"/>	Support Levels	Exhibitor Space	Registrations*	Recognition	EXTRA
	Level 1: \$10,000	Included	Up to 5 Included	Company name on printed materials	Lunch Sponsor
	Level 2: \$5,000	Included	Up to 4 Included	Company name on printed materials	Break Sponsor
	Level 3: \$2,500	Included	Up to 3 Included	Company name on printed materials	
	Level 4: EXHIBITOR ONLY (FOR- PROFIT) \$1,500	Included	Up to 2 included		
	Level 5: EXHIBITOR ONLY (NOT- FOR-PROFIT) \$300	Included	Up to 2 included		

EXHIBITOR SPACE ASSIGNMENT INFORMATION

Products, services, or information to be exhibited:

IMPORTANT – Please indicate your response to the following:

As of the date of this application, are there any matters pending before the NYS Department of Health (DOH), such as requests for funding, contract bids or awards, applications for licensure or regulatory approval, or any other matter, on which you are awaiting approval, a decision or other action by DOH?

YES_____ NO_____

<i>If YES, please explain. (If you need more space use the back)</i>
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Authorized Signature Title Date

**NEW YORK STATE DEPARTMENT OF HEALTH
2012 STATEWIDE VIRAL HEPATITIS CONFERENCE**

March 20, 2012

**The Graduate Center, City University of New York
365 Fifth Avenue (at 34th Street) New York, New York 10016-4309**

EXHIBITOR FACT SHEET

WHY EXHIBIT

The NYS Department of Health 2012 Statewide Viral Hepatitis Conference will attract clinical and service providers from across the state. This event is your company's/organization's opportunity to network with individuals who are interested in your ideas, services, materials, products, equipment, and supplies that contribute to reducing the viral hepatitis epidemic as well as improving the quality of life for persons affected by Hepatitis B and C.

WHAT YOU GET

Each exhibitor booth includes a 5-foot table with skirt and top or a drape, and two chairs.

LOCATION

The NYS Department of Health 2012 Statewide Viral Hepatitis Conference will be held at The Graduate Center, CUNY, 365 Fifth Avenue (at 34th Street), New York City. Conveniently located in midtown Manhattan, the Graduate Center is close to hotels and restaurants, and public transportation, including bus lines, subway, and taxis.

All Exhibitors will be located in the Concourse Lobby of the Graduate Center of CUNY.

ACCOMODATIONS

The Affinia Manhattan Hotel, located at 371 Seventh Avenue (between 30th Street and 31st Street) New York, has set aside guest rooms at \$204 per night, plus tax. Please call the hotel directly at 1-866-233-4642 to make a reservation. To receive the special room rate, mention the "**Hepatitis Conference**" to reservation staff. The Affinia Manhattan Hotel will release unreserved guest rooms on February 20, 2012 to the public.

EXHIBITOR HOURS

Tuesday, March 20, 2012 from 8:00 am - 4:00 pm

PAYMENT INFORMATION

Sponsor and exhibitor fees may be paid by check or credit card. **ALL CHECKS MUST BE MADE PAYABLE TO: HEALTH RESEARCH INC.** Credit card payments can be made by calling 518-486-6806. **Payments must be mailed to: Lorie McHale, New York State Department of Health, Empire State Plaza, Corning Tower- 429, Albany, New York 12237. Payments must be received by March 1, 2012.**

SET UP

Tuesday, March 20, 2012 Exhibitor space will be available for set up beginning at 7:30 am.

NEW YORK STATE DEPARTMENT OF HEALTH 2012 STATEWIDE VIRAL HEPATITIS CONFERENCE

BREAKDOWN

Tuesday, March 20, 2012 – All materials must be removed from the exhibit area following the conference. Any materials remaining will be discarded.

SECURITY

Each exhibitor will be responsible for their company's/ organization's materials and products at the conference.

SHIPMENT OF MATERIALS

Materials can be shipped to The Graduate Center, to arrive no earlier than Monday, March 19, 2012.

Kamela Finkley-Smith
The Graduate Center
The City University of New York
365 Fifth Avenue
New York, New York 10016-4309

All boxes must be clearly labeled as follows:

**New York State Department of Health
Hepatitis C Conference
March 20, 2012
Name of your company/organization/contact information
Attention: Kamela Finkley-Smith**

HOW TO GET THERE

For directions to The Graduate Center, go to:
http://www.gc.cuny.edu/about_gc/directions.htm

Located on Fifth Avenue between 34th and 35th Streets, the building is two blocks east of Penn Station, one block east of Herald Square, and two blocks west of the 33rd Street and Park Avenue station. The closest subway station, located at 34th Street and Avenue of the Americas, is served by the B, D, F, N, R, and Q trains.

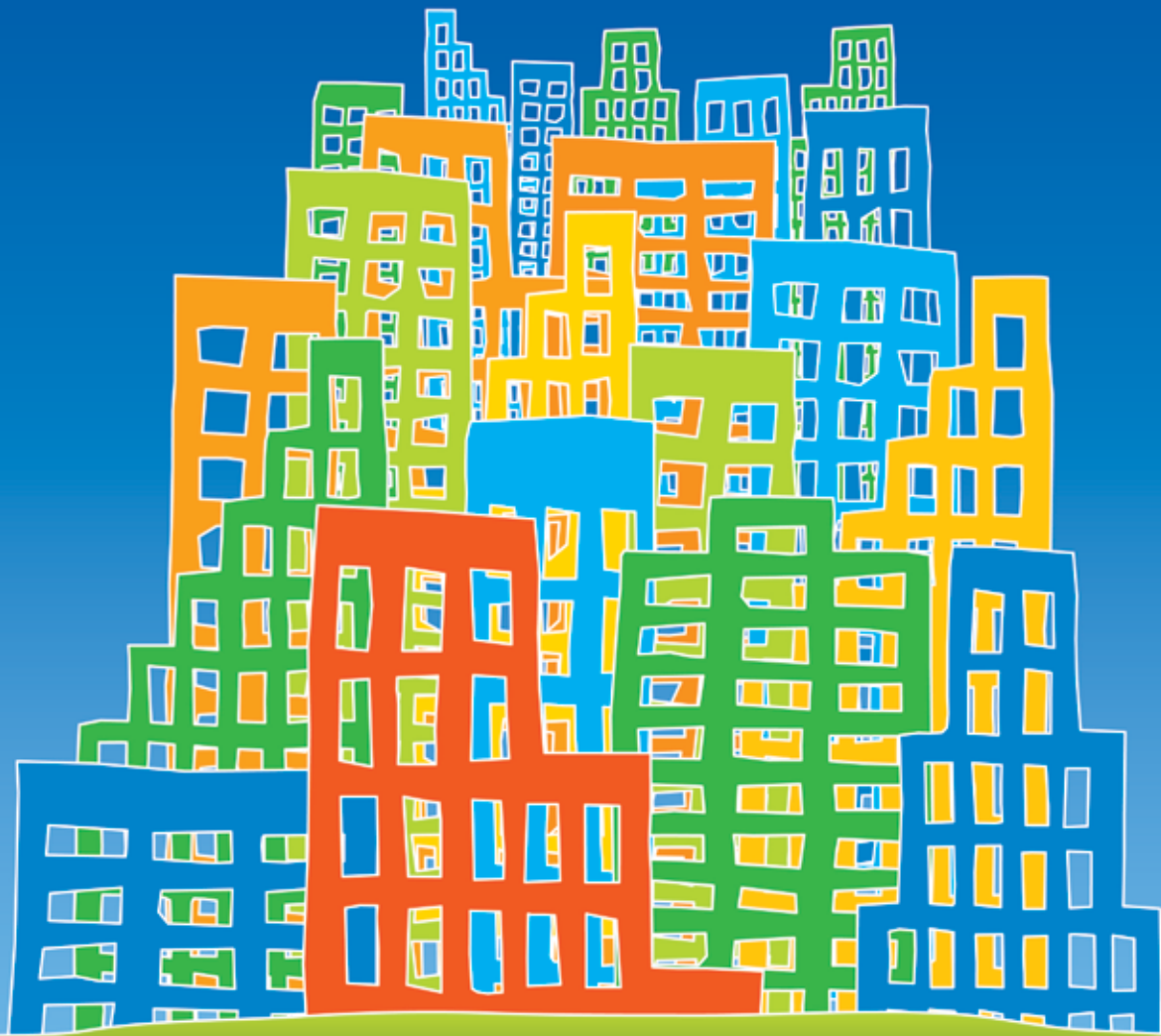


New York State Department of Health

2012 Statewide Viral Hepatitis Conference

City University of New York Graduate Center

March 20, 2012



Supported by Health Research, Inc. and New York/New Jersey AIDS Education and Training Center

9:00 am–9:15 am		WELCOME	
9:15 am–10:15 am		Opening Plenary Public health challenges for hepatitis C prevention, treatment and care Gregory Dore, PhD Head, Viral Hepatitis Clinical Research Program The Kirby Institute Australia	
Session A	10:15 am–11:15 am	Track #1	Putting the Direct Acting Antiviral (DAAs) into practice – Case studies Ira Jacobson, MD Medical Director, Center for the Study of Hepatitis C Weill Cornell Medical College
		Track #2	Promoting hepatitis awareness through social media Val Jones, MD CEO, Better Health, LLC.
		Track #3	Hepatitis B virus – From pre-treatment evaluation through treatment Albert D. Min, MD Professor of Clinical Medicine Director of Hepatology, Division of Digestive Diseases Beth Israel Medical Center
11:15 am–11:30 am		BREAK	
Session B	11:30 am–12:30 pm	Track #1	Use of the DAAs in HIV/HCV coinfecting patients – Efficacy and safety Mark Sulkowski, MD Medical Director, Viral Hepatitis Center in the Divisions of Infectious Diseases and Gastroenterology/Hepatology John Hopkins University School of Medicine
		Track #2	Care and treatment of HBV and HCV patients with cirrhosis Guadalupe Garcia-Tsao, MD Chief, Digestive Diseases Section - VA CT Healthcare System Director, Clinical and Translational Core - Yale Liver Center
		Track #3	Replicating ECHO – A model to expand access to primary care treatment of viral hepatitis Sanjeev Arora, MD Professor of Medicine in the Department of Internal Medicine University of New Mexico John D. Scott, M.D., M.Sc. Assistant Professor, Medicine Hepatitis and Liver Clinic Harborview Medical Center
12:30 pm–1:30 pm		LUNCH	
Session C	1:30 pm–2:30 pm	Track #1	Burden of Hepatitis B and C in New York Rachel Hart Malloy, MPH New York State Department of Health AIDS Institute Katherine Bornschlegel, MPH Research Scientist New York City Department of Health and Mental Hygiene
		Track #2	Hepatitis B and C screening strategies Bryce Smith, PhD Centers for Disease Control and Prevention Division of Viral Hepatitis Ponni Perumalswami, MD Assistant Professor of Medicine, Liver Diseases Mount Sinai Medical Center
		Track #3	Hepatitis care and treatment models – Integrating into primary care settings Su Wang, MD Assistant Director of Medical Affairs Charles B Wang Community Health Center Christine Kerr, MD Hudson River Health Center
Session D	3:00 pm–4:00 pm	Track #1	Drug User Health Sharon Stancliff, MD Medical Director, Harm Reduction Coalition
		Track #2	Screening, diagnosis and treatment of hepatocellular carcinoma (HBV and HCV) Hashem B. El-Serag, MD, MPH Chief, Gastroenterology and Hepatology Chief, Clinical Epidemiology and Outcomes Baylor College of Medicine
		Track #3	Hepatitis C virus - A guide to pre-treatment evaluation David Bernstein, MD Chief, Digestive Disease Institute, Division Gastroenterology, Hepatology, and Nutrition North Shore University Hospital/LIJ
4:00 pm		AJOURN	

March 20, 2012 Full Day Conference Agenda

The New York State Department of Health (NYSDOH) is pleased to announce the 2012 Statewide Viral Hepatitis Conference to be held Tuesday, March 20, 2012 in New York City.

The purpose of this conference is to provide the most up-to-date information on hepatitis B and C epidemiology, diagnosis, management, treatment and prevention, which will assist health and human service providers to offer the most effective care to persons infected with HBV and HCV. It is our hope that, by promoting collaborations and the sharing of knowledge, ideas and experience, we can continue to make advances in the prevention and management of HBV and HCV infections.

By the end of the HBV and HCV conference, participants will be able to:

1. Discuss the impact of a national strategy on creating an effective HCV service delivery system.
2. Discuss the appropriate uses of Boceprevir and Telaprevir for HCV genotype 1 infected patients.
3. Describe the benefits of using social media web sites, such as Facebook and Twitter, to promote hepatitis awareness among the general public.
4. Identify the procedures conducted during the pre-treatment evaluation of a patient with chronic HBV.
5. Discuss the efficacy and safety of the Direct Acting Agents in the HIV/HCV coinfecting populations.
6. Identify the early signs of cirrhosis secondary to HBV and HCV.
7. Describe the core elements of the Extension for Community Health Care Outcomes (ECHO) model.
8. State the burden of hepatitis B and hepatitis C disease in New York City and New York State.
9. Describe new screening strategies to identify persons infected with HBV and HCV.
10. Describe the infrastructure necessary to support hepatitis care and treatment in primary care settings.
11. Describe ways to enhance access to health care services for substance users.
12. Describe the process for screening for and diagnosing hepatocellular carcinoma.

Conference Format

The 2012 Statewide Viral Hepatitis Conference takes place on Tuesday, March 20, 2012 beginning at 8 a.m. with registration. The opening plenary will begin at 9:15 a.m. followed by multiple break out sessions. The conference will end at 4 p.m.

Continuing Education Credits

CME: Accreditation Statement

This activity has been planned and implemented in accordance with the Essential Areas and Policies of the Medical Society of the State of New York (MSSNY) through the joint sponsorship of School of Public Health, University at Albany, and NYSDOH CEI (Clinical Education Initiative). The School of Public Health, University at Albany, is accredited by the Medical Society of the State of New York (MSSNY) to provide continuing medical education for physicians.

CME: Credit Designation Statement

School of Public Health, University at Albany, designates this educational activity for a maximum of 5.0 AMA PRA Category 1 Credit(s)™. Physicians should only claim credits commensurate with the extent of their participation in the activity.

Nursing: Continuing Education Units

This program has been submitted for continuing education hours to the School of Public Health, University at Albany, an approved provider of continuing nursing education by the New York State Nurses Association, an accredited approver by the American Nurses Credentialing Center's Commission on Accreditation.

Substance Abuse Counselor: Continuing Education Units

This conference has been approved by the NYS Office of Alcoholism and Substance Abuse Services (OASAS) and satisfies the requirements for CASAC, CPP and/or CPS initial credentialing and/or renewal clock hours

Policy on Faculty & Sponsor Disclosure

It is the policy of MSSNY and the New York State Nurses Association that the faculty and sponsor disclose real or apparent conflict of interest relating to the topics of this educational activity, and also disclose discussions of unlabeled/unapproved uses of drugs or devices during their presentation(s). Detailed disclosure will be made in the course handout materials.

Registration

The conference is open to anyone who is interested. Early registration is recommended. The conference fee is \$100 and includes the cost of tuition and materials, a non-refundable registration fee of \$35, and meals (i.e., continental breakfast, refreshment break and lunch). Should you cancel your registration up to 72 hours prior to the conference, you will be refunded the entire conference fee with the exception of the \$35 non-refundable registration fee. No refunds will be made after that time.

Payment at the door is \$125 and the student fee is \$75. College ID must be presented at registration on the day of the conference to be eligible for the student fee.

Registration Deadline

March 6, 2012

Scholarships

Limited scholarships are available for persons living with hepatitis B and C who require assistance with attending the 2012 Statewide Viral Hepatitis Conference. It is recommended that persons requiring assistance explore other institutions before requesting scholarship funding. Conference scholarships will pay for the full-day conference registration fee of \$100.

Contact

Applications may be obtained by contacting Daniel Tietz at the NYSDOH at (518) 486-7302.

Application Deadline for Scholarships

February 3, 2012

Conference Location & Hotel Reservations

Conference Location

The conference will be held at the City University of New York (CUNY) Graduate Center, 365 Fifth Avenue, New York, NY. For more information, please visit their web site at: www.gc.cuny.edu

Hotel Information

A block of rooms have been reserved at the Affinia Manhattan, 371 Seventh Avenue, New York, NY. The room rate is \$204 per night, plus tax. The hotel will release the block of rooms to the general public on February 20, 2012. Please call the hotel directly at (866) 233-4642 to make reservations. To receive the special room rate, please mention the "Hepatitis Conference" to the reservation staff.

Additional Information

Attendance Confirmations

Each conference registrant will receive an e-mail confirmation. If you do not have e-mail, please call (518) 486-6806. Please do not make any travel arrangements until confirmation has been received.

Parking and Driving Directions

Parking and driving directions to the conference location are available at www.gc.cuny.edu

Further Information

Additional conference information may be found by contacting Colleen Flanigan at (518) 486-6806 or by email at hcvconf@health.state.ny.us or by accessing the NYSDOH web site at www.nyhealth.gov

Exhibitors

If you are interested in being an exhibitor at the conference, please contact Megan Tesoriero at 518-486-6806 or mat03@health.state.ny.us

Registration Form (Please Print)

First Name	Last Name	Degree(s)
Title		
Organization		
Address		
City	State	Zip Code
Telephone	Fax	Email Address*

*Note: An email address is required for confirmation.

Please check the appropriate boxes in each section below.

Registration Fees

- Early Registration: \$100 (with registration form received on or before March 6, 2012)
- Late Registration: \$125 (for registration forms received after March 6, 2012)
- Student Registration: \$75 (with college ID presented at registration on the day of the conference)

Payment Information

- Check # _____. Check is to be made payable to **Health Research, Inc.**
- Check will be mailed prior to the conference (post-mark date by: March 6, 2012)
- Purchase Order
- Money Order
- I am a commercial supporter or exhibitor
- I am applying for a scholarship (scholarship application must be included with this form).
- Credit Card: _____ VISA _____ Master Card

Name on Card

Card Number Expiration Date Card Verification Number (3 digit number on back of card)

Conference Track Information

Indicate the track number of each session you plan to attend. The session and track numbers are list on the conference agenda.

Session A: _____ Session B: _____ Session C: _____ Session D: _____

You May Register By Mail, Fax or Phone

Mail: Viral Hepatitis Conference Registration, NYSDOH, Corning Tower, Room 429, Albany, NY 12237

Fax: (518) 474-2749 (only for payment by credit card or payment at door)

Phone: (518) 486-6806 (only for credit card payments).

Please call Colleen Flanigan at (518) 486-6806 or email hcvconf@health.state.ny.us with any questions.