



American Thyroid Association Spring 2010 Meeting Thyroid Disorders in the Era of Personalized Medicine MAY 13-16, 2010 • HYATT REGENCY MINNEAPOLIS, MINNESOTA

WHAT IS PERSONALIZED MEDICINE?

The premise for **personalized medicine** is that a “one size fits all” kind of medicine does not always work well. Traditionally, medicine tried to group diseases and their treatments into unified categories in order to facilitate rational diagnostic and treatment decisions. However, the same disease in different individuals will progress differently, develop complications differently, and will respond to medications in varying ways. Therefore, there is a need to individualize therapy for patients. While individualization of therapy encompasses many factors, such as environmental exposures, diet, treatment adherence, and patient’s culture and beliefs, personalized medicine specifically focuses on individualizing therapy based on molecular and genomic markers. **Knowledge of the strengths and pitfalls of “personalized medicine” is essential for all practicing physicians.**

WHY ATTEND?

The American Thyroid Association is the leading organization focused on thyroid biology and the prevention and treatment of thyroid disorders through excellence and innovation in research, clinical care, education, and public health. Earn CME credits, hear innovative talks on clinical topics, participate in interactive sessions, and develop professionally with state of the art information and unparalleled collegiality all under one roof.

WHO WILL BE THERE?

The community of endocrinologists, surgeons, scientists, family and internal medicine physicians and health care professionals who wish to broaden and update their knowledge of the thyroid gland and its disorders. Fellows will have a customized educational track to enhance their meeting experience.

WHAT TO EXPECT?

The conducive learning environment and “under one-roof” meeting location allows for great accessibility and networking with leading experts in the field. Program highlights include:

- Keynote lectures by Ross Cagan of Mount Sinai School of Medicine, New York, James Fagin of Memorial Sloan Kettering Cancer Center, New York and Colin Ross of the University of British Columbia, Centre for Molecular Medicine and Therapeutics
- Two thyroid ultrasound workshops –Always popular and sold-out, new for 2010 participate in one of two courses offered for the introductory and advanced ultrasound learner (register early as space is limited in each course)
- Meet the Professor Workshops – top notch lectures by leading colleagues in the field
- ATA Governance Meetings – Committee members have an opportunity for face-to-face discussion and interactions on current committee projects

- ATA Banquet – Enjoy great music, food and the opportunity to meet with old and new friends in a festive setting

WHERE?

Family-friendly and very affordable, travel in and out of Minneapolis, Minnesota with ease and availability with multiple flights from anywhere in the United States or abroad. The Hyatt Regency Hotel is conveniently located in the heart of downtown Minneapolis with great access to local eateries and shops, museums and nearby parks.



“BRING A COLLEAGUE” DISCOUNTS

Due to its success at the 80th Annual Meeting, ATA is offering the “Bring a Colleague” registration discount for the Spring 2010 Meeting. ATA Members can help promote ATA’s educational and professional value to non-member colleagues by taking advantage of this offer. Visit the ATA website for discount details.

HOTEL ACCOMMODATIONS

ATA Room Block Hotel Rate:
\$165 per night exclusive of tax for a single or double occupancy room

ATA Room Block Cut-off Date:
Tuesday, April 27, 2010
Indicate that you are attending the American Thyroid Association meeting to receive the group rate.



Hyatt Regency Hotel • 1300 Nicollet Mall
• Minneapolis, MN 55403
Phone: (612) 370-1234
Fax: (612) 370-1463

REGISTRATION

The ATA meeting is open to all health care professional interested in broadening their knowledge of the thyroid gland and its disorders.

Meeting details and registration available at the ATA website www.thyroid.org.

The ATA invites you to


Join Us!

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Thyroid Disorders in the Era of Personalized Medicine

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CME JOINTLY SPONSORED BY THE
 AMERICAN THYROID ASSOCIATION
 AND THE UNIVERSITY OF COLORADO
 DENVER SCHOOL OF MEDICINE



AMERICAN THYROID ASSOCIATION
 FOUNDED 1923



University of Colorado Denver
 SCHOOL OF MEDICINE
 Advancing Science
 Improving Care.

To register and view the full agenda, visit www.thyroid.org.

MEETING-AT-A-GLANCE

TIME	THURSDAY May 13, 2010	FRIDAY May 14, 2010	SATURDAY May 15, 2010	SUNDAY May 16, 2010
6:45 AM - 8:00 AM	FELLOWS CONFERENCE (7:00 AM-3:30 PM)	WELCOME	EARLY RISER SYMPOSIUM BREAK	SYMPOSIUM (8:00-9:30)
8:00 AM - 8:15 AM				
8:15 AM - 9:15 AM	ADVANCED ULTRASOUND WORKSHOP (9:30 AM-1:30 PM)	PLENARY LECTURE (8:15-9:15)	PLENARY LECTURE (8:15-9:15)	SYMPOSIUM (8:00-9:30)
9:15 AM - 9:45 AM		COFFEE BREAK (9:15-9:45)	COFFEE BREAK (9:15-9:45)	
9:45 AM - 11:15 AM	ATA BOARD MEETING (12:00 NOON-4:30 PM)	SYMPOSIUM (9:45-11:15)	SYMPOSIUM (9:45-11:15)	SYMPOSIUM (9:30-11:00)
11:15 AM - 12:45 PM		SYMPOSIUM (11:15-12:45)	SYMPOSIUM (11:15-12:45)	
12:45 PM - 1:30 PM	INTRODUCTORY ULTRASOUND WORKSHOP (12:45-6:00)	LUNCH BREAK	LUNCH BREAK	QUESTIONS If you have any questions about the meeting, contact the ATA Headquarters Office at: 6066 Leesburg Pike, Suite 550 Falls Church, VA 22041 PHONE: 703-998-8890 FAX: 703-998-8893 E-MAIL: thyroid@thyroid.org WEBSITE: www.thyroid.org
1:30 PM - 2:30 PM		ATA COMMITTEE MEETINGS (12:45-1:30)	MEET THE PROFESSOR WORKSHOPS (3) (1:30-2:30)	
2:30 PM - 4:00 PM	WOMEN IN THYROIDOLOGY MEETING (4:30-6:00)	SYMPOSIUM (2:30-4:00)	SYMPOSIUM (2:30-4:00)	SYMPOSIUM (9:30-11:00)
4:00 PM - 4:30 PM		COFFEE BREAK (4:00-4:30)	COFFEE BREAK (4:00-4:30)	
4:30 PM - 6:00 PM	WELCOME RECEPTION (6:00-7:30)	SYMPOSIUM (4:30-6:00)	PLENARY LECTURE (4:30-5:30)	Program subject to change
6:00 PM - 7:30 PM		ATA BUSINESS MEETING (6:00-7:00)	ATA RECEPTION AND BANQUET (7:30-11:00)	