



Online Enduring: Data from 6/24/2021-06/24/2022

**Breathing Science is Life**.

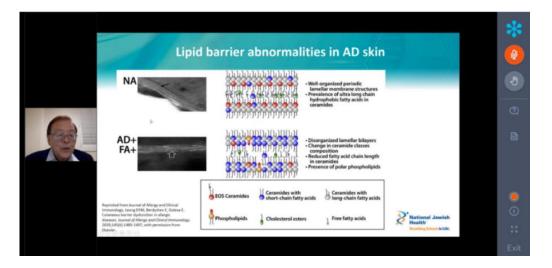
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#### **Executive Summary**

Final Outcomes Summary – Live Broadcasts and Online Enduring



#### **Program Overview**

This program consisted of (2) live webinars on the FreeCME platform and one chapterized online enduring activity on the Medscape platform. The program featured 2D and 3D animations; lectures from expert faculty in pediatric and adult allergy and dermatology; and a roundtable discussion on multidisciplinary approaches and perspectives in managing moderate-to-severe atopic dermatitis.

Live Webinar (1): May 20, 2021 Live Webinar (2): May 27, 2021

#### **Learning Objectives**

- Evaluate current and emerging treatment options for patients with moderateto-severe AD.
- Incorporate appropriate considerations, including comorbidities and safety profiles, into treatment selection of moderate-to-severe AD.
- Develop multi-disciplinary strategies to select optimal treatment and improve continuity of care for patients with AD.

#### **Target Audience & Accreditation**

Dermatologists and allergists, along with physician assistants and nurse practitioners who are involved in the care and treatment of patients with moderate-to-severe atopic dermatitis.

National Jewish Health designates the live and online enduring activities for a maximum of 1.0 AMA PRA Category 1 Credit™.

Online Enduring Program: June 24, 2021-June 24, 2022

https://www.medscape.org/viewarticle/953482

#### Faculty Presenters

Final Outcomes Summary – Live Broadcasts and Online Enduring





Donald Y M Leung, MD, PhD
(Program Chair)
Edelstein Chair of Pediatric
Allergy-Immunology
Professor
Head, Division of Pediatric
Allergy and Immunology
Department of Pediatrics
National Jewish Health
Denver, CO



Kanao Otsu, MD, MPH
Assistant Professor
Division of Allergy and
Clinical Immunology
Department of Medicine
National Jewish Health
Denver, CO



Cory A. Dunnick, MD
Professor
Director, Clinical Trials
Department of Dermatology
University of Colorado
Aurora, CO



Elizabeth Swanson, MD

Board Certified

Dermatologist

Board Certified Pediatric

Dermatologist

Ada West Dermatology

St. Luke's Children's Hospital

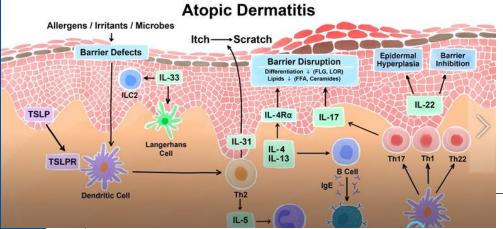
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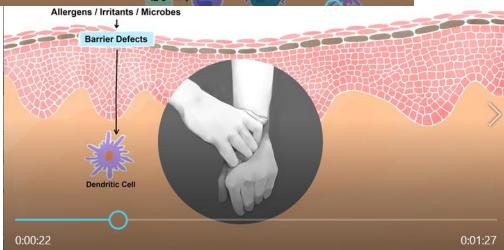
#### Program Features

National Jewish Health®

Final Outcomes Summary – Live Broadcasts and Online Enduring

#### Whiteboard Animations





#### Multidisciplinary Roundtable Discussion



# Audience Generation: freeCME and Medscape Marketing Final Outcomes Summary – Live Broadcasts and Online Enduring



**Personalized targeting tools** across numerous tactics reach HCPs by leveraging demographic data (such as location, profession, specialty) and behavioral data (such as learner participation history, areas of interest).

Personalized emails and e-newsletters





Social media ads and posts



FreeCME

Fig. 19 And 19 Sharpe ● May 19 at 310 PM - ●
Sign up for a free live webhiar about new and emerging therapies for Moderate to Severe Atopic Dermatitis. Provided by National review health, this engaging activity will be led by allergy and dematidogy experts. Choose from two different dates, Trussday, May 20th at 720PM ED 10 Thursday, May 27th at 720PM ED 10. Register at https://www.ineccme.com/\_/110-e-mallidisciplinary\_\_ for a maximum of 1.0 AMA PRA Calegory 1 Credit(s)\*.



Personalized + Customized Intelligent Marketing



Medscape Smart Targeting Predictive engagement
techniques targeted by
demographics, geolocation
and behaviors



**Banner placement** 





Search engine optimization

#### Audience Generation: NJH Marketing

Final Outcomes Summary – Live Broadcasts and Online Enduring

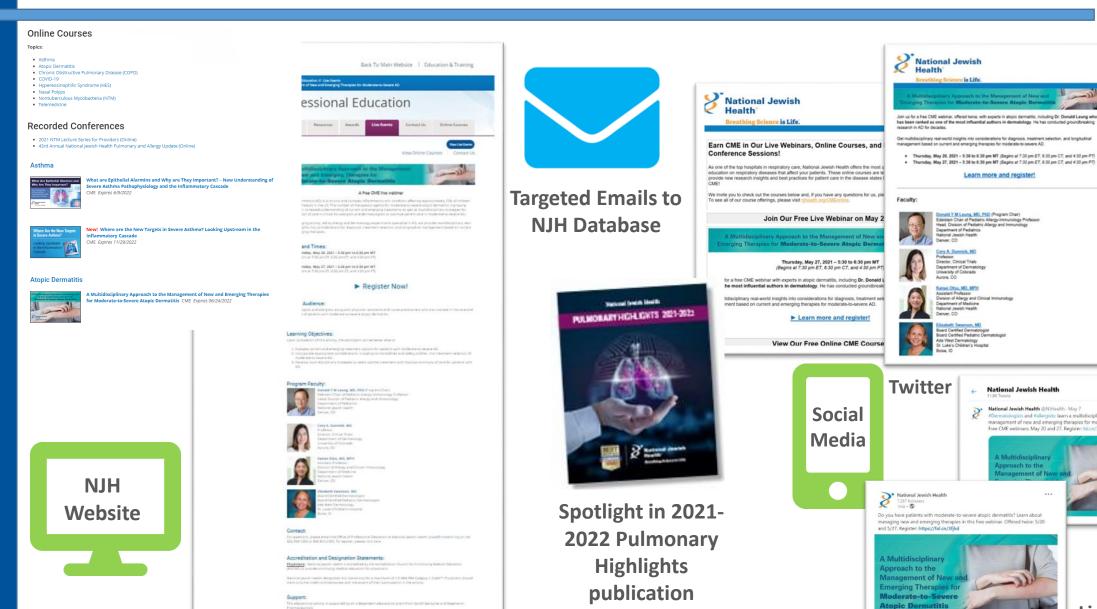


National Jewish Health National Jewish Health @NJHealth - May 7

Approach to the

Dermatologists and #allergists: learn a multidisciplinary approach to the management of new and emerging therapies for moderate-to-severe #AD. Free CME webinars: May 20 and 27. Register: fal.cn/3feKF

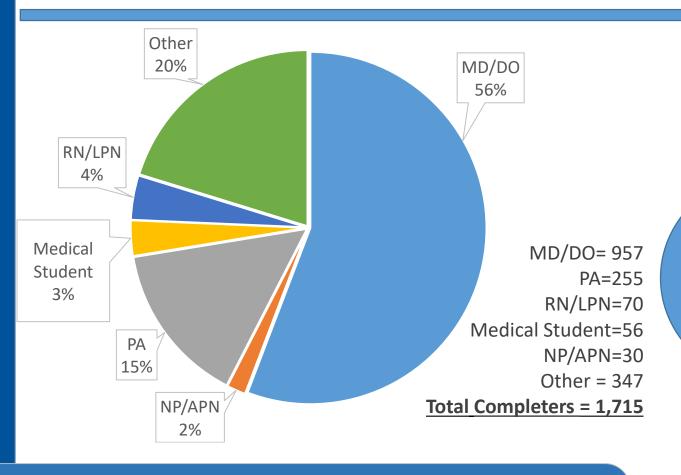
LinkedIn



#### Overall Program Impact

Final Outcomes Summary – Live Broadcasts and Online Enduring





"Very informative and well presented."

- Live broadcast learner

Potential impact to 352,976 patient visits this year

"Thanks for your continued effort for the sake of advancing this field."

- Online enduring learner

#### 4,767 total learners and 1,715 total completers

across entire program:

80 learners/completers in live broadcasts
4,687 learners and 1,635 completers in online enduring

Exceeded total guaranteed learners by

#### Activity Format: Online Enduring

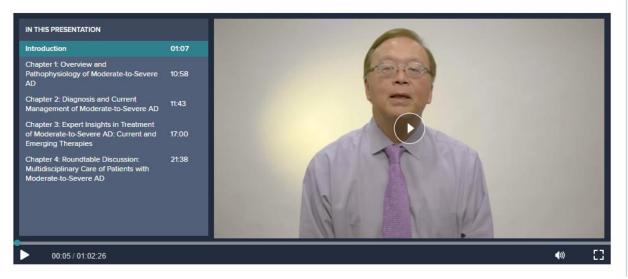
Final Outcomes Summary – Online Enduring



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## A Multidisciplinary Approach to the Management of New and Emerging Therapies for Moderate-to-Severe Atopic Dermatitis

This CME activity was developed to be distributed on Medscape.org. The program is a multimedia, online, enduring chapterized activity featuring video lectures, narrated animations, and roundtable discussion led by dermatology and allergy experts (2 dermatologists and 2 allergists) who specialize in AD.





Online Enduring: June 24, 2021 – June 24, 2022

https://www.medscape.org/viewarticle/953482

## Learner Definitions: Online Enduring Program



Final Outcomes Summary – Online Enduring

Platform	Learner Definition	Learner Guarantees	Learner Actuals	Test-taker Definition	Test-taker Guarantees	Test-taker Actuals	Certificate Earner/ Completer Definition	Certificate Earner/ Completer Actuals
Medscape (data through 06/24/2022)	Progressed past front- matter (unique)	3,000	4,687	Completed post-test	400	1,659	Completed post-test and evaluation and claimed credit on Medscape platform*	1,635
TOTAL		3,000 Learners	4,687 Learners		400 Test-takers	1,659 Test-takers		1,635 Certificates/ Completers

Exceeded test-taker guarantees by 315%

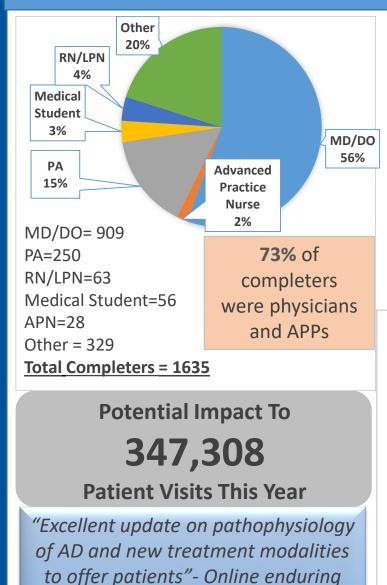
\*Due to a technical issue with the Medscape platform, some completers were able to bypass the evaluation and still claim credit. While the issue was fixed once identified, there is a discrepancy between evaluation respondents (N=996) and completers/certificate earners (1,635) as a result.

#### **Educational Impact Summary**

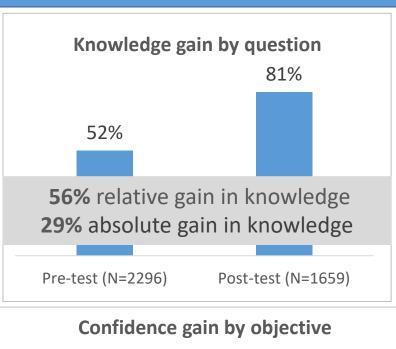
Final Outcomes Summary – Online Enduring

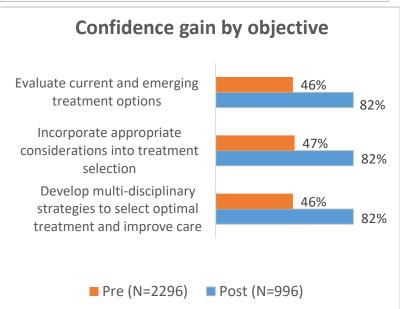


N=996



participant







Improved ability to treat

patients (94%)

**Evaluation** 

skills (94%)

**89%**N=996

Evaluation respondents intend to make changes to practice as a result of the activity

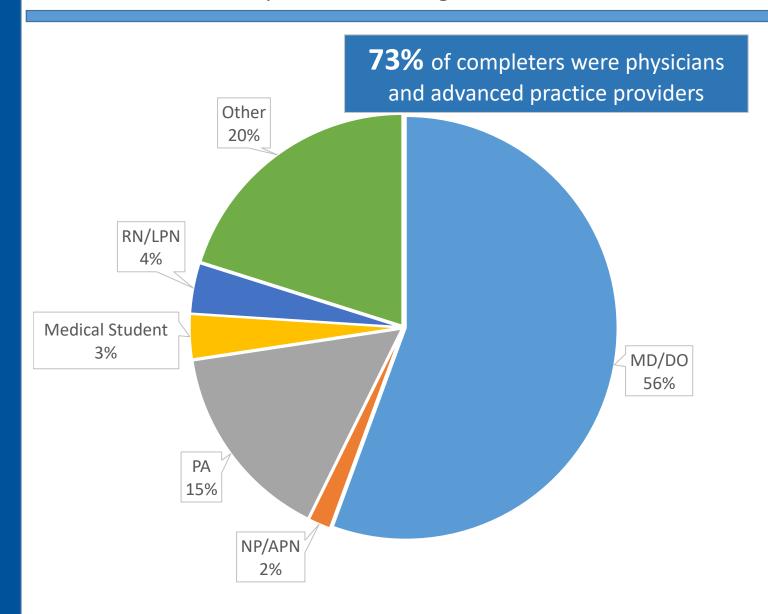
#### **Top 3 Practice Changes:**

- Improve differential diagnosis of atopic dermatitis.
- Assess patients for comorbidities and secondary infections.
- Recommend topical steroids when indicated.

## Level (1) Outcomes: Participation (Degree)



Final Outcomes Summary – Online Enduring

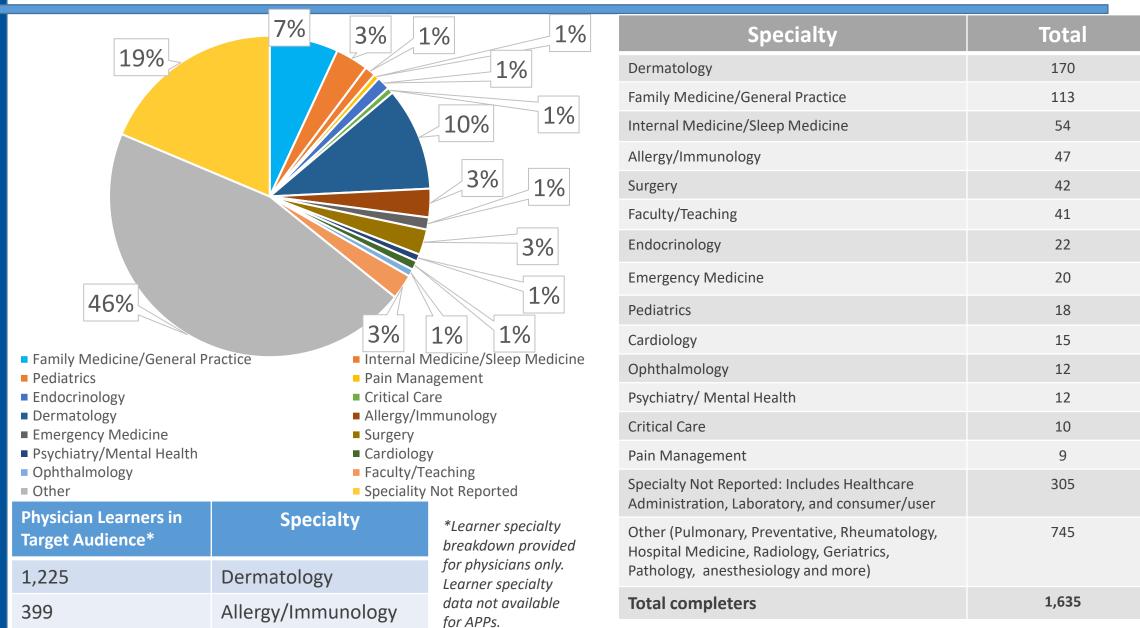


Degree	Total
MD/DO	909
PA	250
RN/LPN	63
Medical Student	56
NP/APN	28
Other (Lab technician; consumer; healthcare; nurse student; admin; paramedic; physical therapist; social worker; podiatrist; dietician; radiology tech; PharmD/BSPharm; chiropractor)	329
Total Completers	1,635

## Level (1) Outcomes: Participation (Specialty)



Final Outcomes Summary – Online Enduring



#### Level (2) Outcomes: Satisfaction

Final Outcomes Summary – Online Enduring





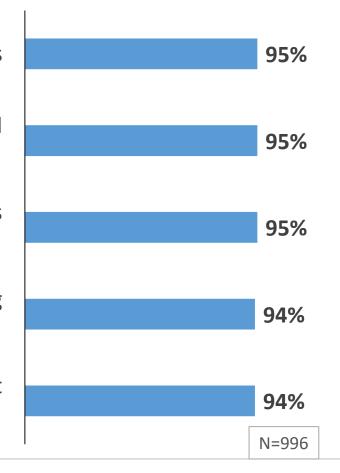
Meeting the learning objectives

Meeting your educational needs

Providing tools and strategies you can apply to practice

Reinforcing and/or improving your current skills

Improving your ability to treat or manage your patients



96%
Reported the material was free of commercial bias

96%
Reported the content was evidence-based and clinically relevant

# "Great presentation and material." - Online enduring participant

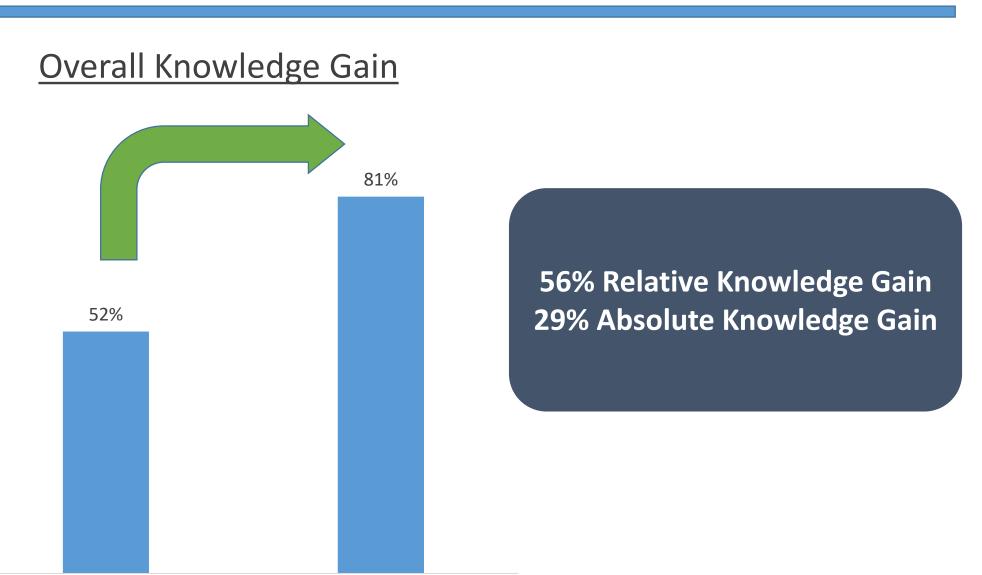
91%
Agreed faculty demonstrated expertise in moderate-to-severe AD

## Level (3 & 4) Outcomes: Overall Knowledge



Final Outcomes Summary – Online Enduring

Pre-Test N=2296



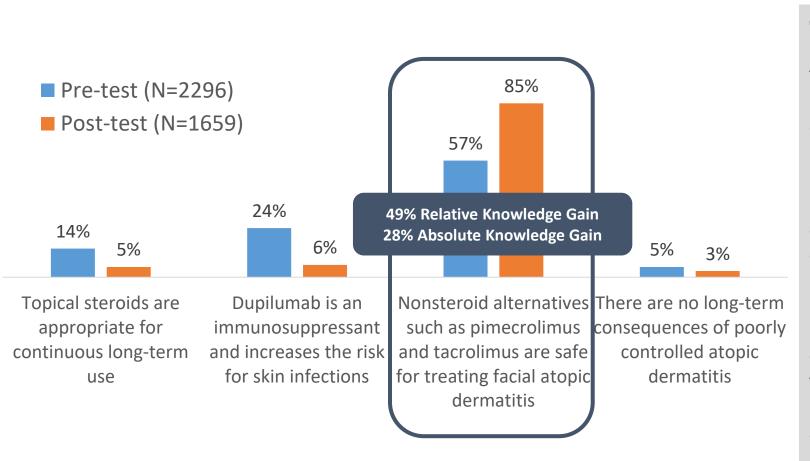
Post-Test N= 1659



Final Outcomes Summary - Online Enduring

Learning Objective: Evaluate current and emerging treatment options for patients with moderate-to-severe AD.

Question 1: Which of the following statements regarding treatment of atopic dermatitis is correct?



**Clinical Rationale:** Topical steroids are not appropriate for continuous longterm use. Dupilumab is not an immunosuppressant and patients actually have a lower risk of skin infections on the medication. Nonsteroidal alternatives such as pimecrolimus and tacrolimus are safe and ideal choices for treating facial atopic dermatitis. There are numerous long-term consequences of poorly controlled atopic dermatitis: increased risk of ADHD, anxiety, depression, cardiovascular disease, various types of skin infection (bacterial, fungal and viral), and there are also numerous consequences of long term corticosteroids used to treat atopic dermatitis.



Final Outcomes Summary - Online Enduring

dermatitis

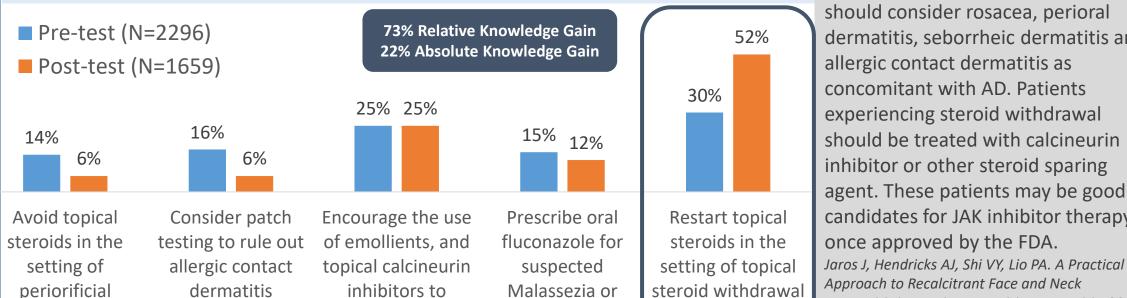
Learning Objective: Incorporate appropriate considerations, including co-morbidities and safety profiles, into treatment selection of moderate-to-severe AD.

Question 2: A 22-year-old college student started treatment with dupilumab 8 months ago for moderate-to-severe atopic dermatitis. He has been using triamcinolone cream to the face twice daily but was recently advised to discontinue steroid use on the face due to concern for steroid atrophy. He continues to have breakthrough eczema

seborrheic

dermatitis

on the face and neck which is affecting his quality of life. Which of the following would be an **incorrect** next step in the management of this patient?



affected skin

Clinical Rationale: In patients with persistent facial dermatitis, clinicians should consider rosacea, perioral dermatitis, seborrheic dermatitis and allergic contact dermatitis as concomitant with AD. Patients experiencing steroid withdrawal should be treated with calcineurin inhibitor or other steroid sparing agent. These patients may be good candidates for JAK inhibitor therapy once approved by the FDA.

Approach to Recalcitrant Face and Neck

10.1097/DER.0000000000000590. PMID:

May/Jun;31(3):169-177. doi:

32355092.

Dermatitis in Atopic Dermatitis. Dermatitis. 2020

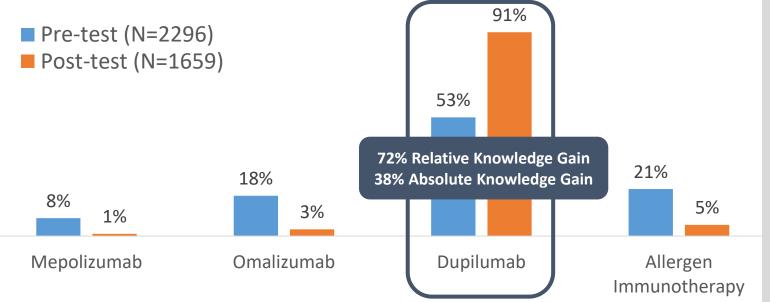


Final Outcomes Summary – Online Enduring

Learning Objective: Incorporate appropriate considerations, including co-morbidities and safety profiles, into treatment selection of moderate-to-severe AD.

Question 3: A 45-year-old male with childhood history of atopic dermatitis and exercise-induced asthma who presents for a 3-month history of worsening eczema flares and wheezing. He has restarted topical steroids. 4 months ago, his family adopted a cat that is allowed in his bedroom. He has nocturnal awakenings with wheezing, chest tightness 3 nights a week and daytime cough. He uses his albuterol about 4 times a week. His EV1/FVC 64 and significant bronchodilator response.

His ENO is 87, absolute peripheral eosinophil count is 300 and total IgE is 4500. In addition to continuing his skin care regimen and topical corticosteroids and starting him on a controller ICS/LABA for his asthma, which systemic therapy is appropriate to achieve control of his medical issues?



Clinical Rationale: The patient has severe AD and atopic comorbidities of poorly controlled moderate persistent asthma and likely cat allergies. Likely the exposure to the cat has worsened his asthma and AD. Although mepolizumab may be appropriate for treatment of eosinophilic asthma, his AEC is only mildly elevated and will not importantly address his moderateto-severe AD. This is the case with omalizumab as well. Furthermore, his IgE level is too high for omalizumab approval. Allergen immunotherapy will not help with asthma nor AD in this scenario. Dupilumab is the biologic to improve control of both his AD and asthma.

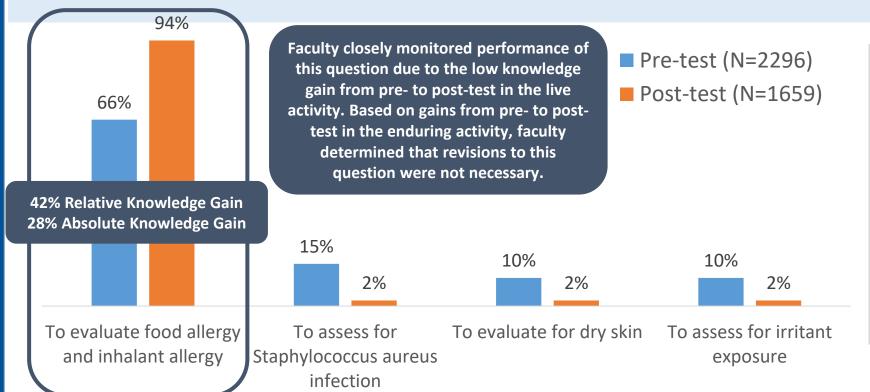
## Level (3 & 4) Outcomes: Knowledge & Competence Phalips



Final Outcomes Summary - Online Enduring

Learning Objective: Develop multi-disciplinary strategies to select optimal treatment and improve continuity of care for patients with AD.

Question 4: A dermatologist has been seeing a 6-year-old male patient with moderate to severe atopic dermatitis associated with food allergy and asthma, whose symptoms are difficult to control. The patient develops hives whenever he eats peanuts and comes in contact with a household dog. Before starting dupilumab, why might the dermatologist wish to consult with an allergist?



**Clinical Rationale:** Both the dermatologist and allergist can evaluate the patient for skin infection, dry skin and irritant exposure, but the role of food and inhalant allergy, particularly asthma, may be studied in more detail. by the allergist.

## Level (4) Outcomes: Competence

Final Outcomes Summary – Online Enduring

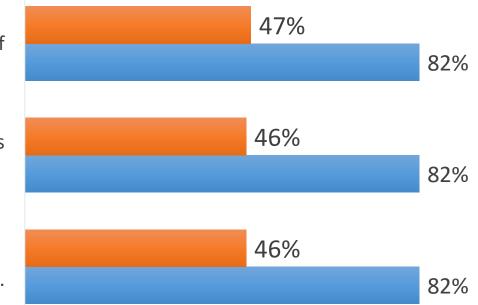


# Evaluation respondents reported their confidence as it relates to the learning objectives before and after the activity (Very confident – Somewhat confident)

Incorporate appropriate considerations, including comorbidities and safety profiles, into treatment selection of moderate-to-severe AD.

Evaluate current and emerging treatment options for patients with moderate-to-severe AD.

Develop multi-disciplinary strategies to select optimal treatment and improve continuity of care for patients with AD.



Pre N= 2296

Post N= 996

## Level (4) Outcomes: Competence

Final Outcomes Summary – Online Enduring



Recommend topical steroids when indicated (192 responses) Improve differential diagnosis of atopic dermatitis (414 responses)

What change

will you

incorporate in

your practice?

Assess patients for comorbidities and secondary infections (235 responses)

89%

N=996

Evaluation
respondents
intend to make
changes in
practice as a result
of the activity

Utilize emerging treatments when available (41 responses)

Recommend topical calcineurin inhibitors and other non-steroid alternatives when indicated

(51 responses)

Consider JAK inhibitors when indicated

management (68 responses)

approach to

Consider biologic agents when indicated (91 responses)

N=1,331\*

\*Note: evaluation respondents were able to report multiple intended practice changes.

Improve treatment selection and monitoring (156 responses)

#### **Evaluation Survey Results**

Final Outcomes Summary – Online Enduring



Learning about JAK inhibitors and biologics (7 responses)

Importance of a Multidisciplinary Approach (22 responses)

Most important take-away

Pathophysiology of AD (23 responses)

Awareness of potential differential diagnoses (16 responses)

Overall increase in understanding the use of biologics in the treatment of AD (23 responses)

"It was very helpful
to see the
differential
diagnoses with
pictures and
discussion."
- Online enduring
participant

N=91

#### **Evaluation Survey Results**

Final Outcomes Summary – Online Enduring



	1.1		
What topics related to AD would	voli like more intori	mation about in ti	ITURE EQUICATIONAL ACTIVITIES?
What topics related to AD Would	you like illore illion	mation about mile	itale educational activities.

Any new over-the-counter products that can help treat AD

Steroid regimens and weaning for patients with AD

AD in diverse populations and how they manifest or respond to treatment (African American, Asian, etc.)

Treatment of AD in pediatric patients

Biologic therapies

Severe atopic dermatitis with combined asthma and/or allergic rhinitis

As newer agents (i.e. JAK inhibitors) become available, to discuss their place in the variety of agents we have available

More information about JAK inhibitors and their side effects

The role allergies have in relation to AD

How to decrease eosinophil count in atopic dermatitis

#### Activity Format: Live Broadcasts

Final Outcomes Summary – Live Broadcasts





Date Range: All Next 7 Days Next Month Next 3 Months Next 6 Months Archives

A Multidisciplinary Approach to the Management of New and Emerging Therap Moderate-to-Severe Atopic Dermatitis

Email / Print

A Multidisciplinary Approach to the Management of New and Emerging Therapies for Moderate-to-Severe Atopic Dermatitis

THURSDAY MAY 20, 2021 MAY 27, 2021

This event is provided by National Jewish Health.

#### **Live Webinar Dates**

Thursday – May 20, 2021 (7:30 pm EDT)

Thursday – May 27, 2021 (7:30 pm EDT)









#### Chapter 4

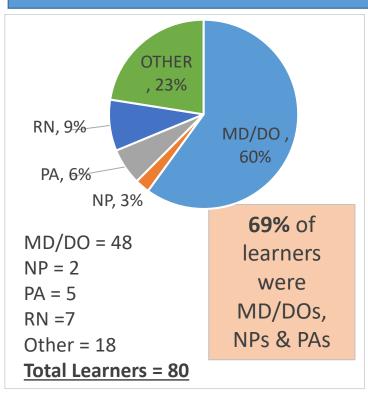
Roundtable Discussion: Multidisciplinary Care of Patients with Moderate-to-Severe AD

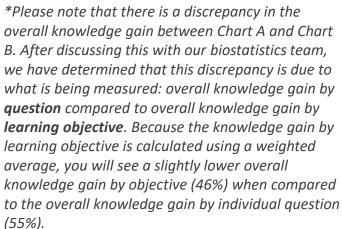


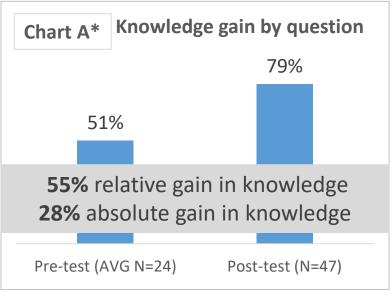
#### **Educational Impact Summary**

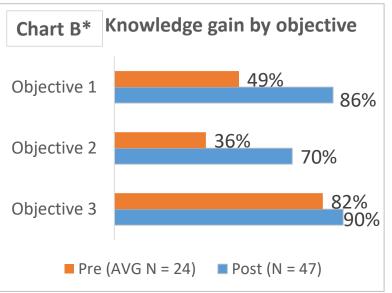
Final Outcomes Summary – Live Broadcasts

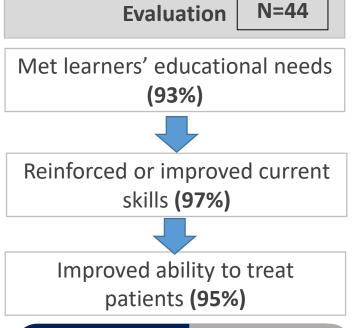














Potential Impact To

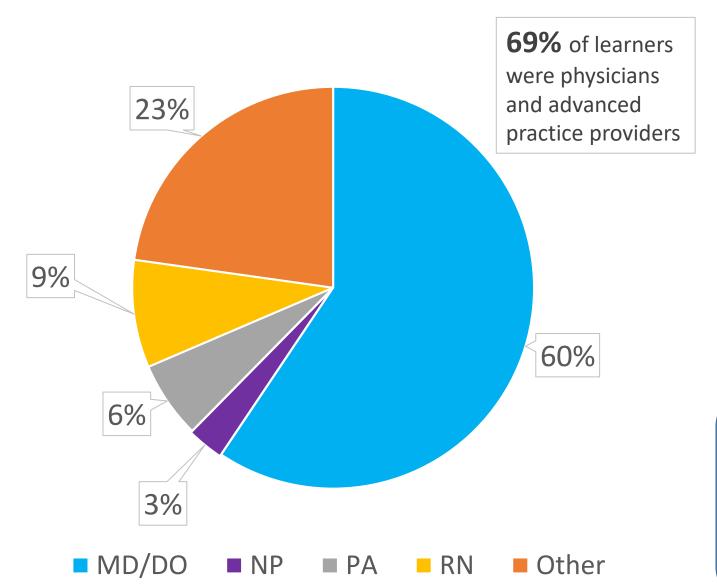
5,668

Patient Visits This Year

## Level (1) Outcomes: Participation (Degree)



Final Outcomes Summary – Live Broadcasts



Degree	Total
MD/DO	48
NP	2
PA	5
RN	7
Other	18
TOTAL	80

Achieved proposed numbers:

35-50 learners per activity or 70 – 100 total learners for the live webinars

## Level (1) Outcomes: Participation (Specialty)

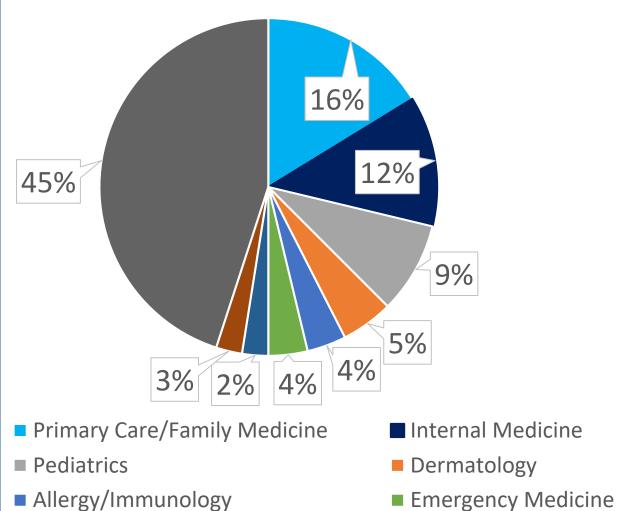
Critical Care



Final Outcomes Summary – Live Broadcasts

Surgery

■ Other

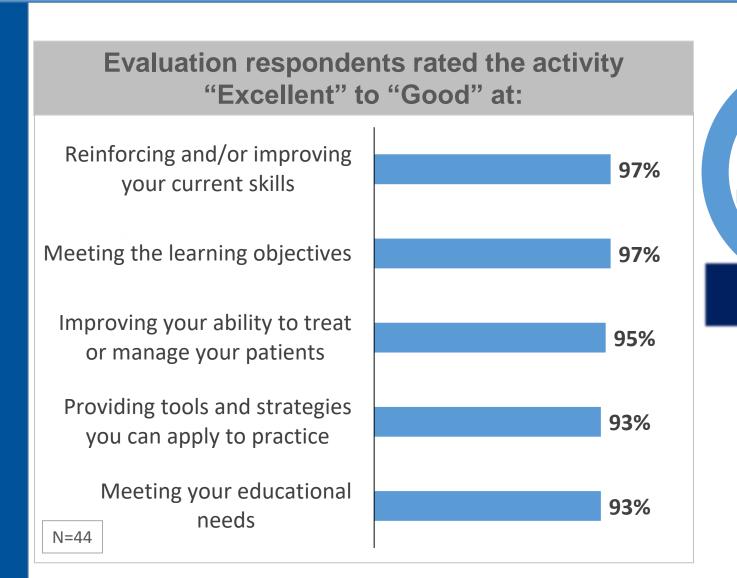


Degree	Total
Primary Care/Family Medicine	13
Internal Medicine	10
Pediatrics	7
Dermatology	4
Allergy/Immunology	3
Emergency Medicine	3
Surgery	2
Critical Care	2
Other	36
Total	80

#### Level (2) Outcomes: Satisfaction

Final Outcomes Summary – Live Broadcasts





100%

Reported the material was presented without commercial bias

100%
Reported the content was evidence-based and clinically relevant

"Excellent OverviewLive broadcast attendee

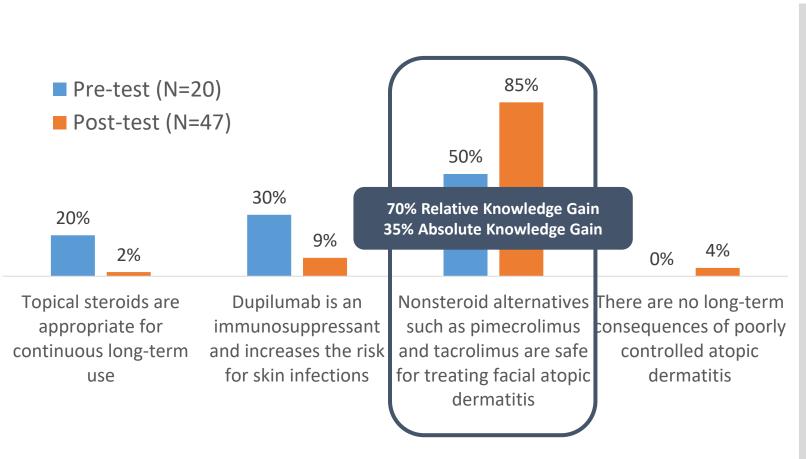
91%
Agreed faculty demonstrated expertise in moderate-to-severe AD



Final Outcomes Summary – Live Broadcasts

Learning Objective: Evaluate current and emerging treatment options for patients with moderate-to-severe AD.

**Question 1:** Which of the following statements regarding treatment of atopic dermatitis is correct?



**Clinical Rationale:** Topical steroids are not appropriate for continuous longterm use. Dupilumab is not an immunosuppressant and patients actually have a lower risk of skin infections on the medication. Nonsteroidal alternatives such as pimecrolimus and tacrolimus are safe and ideal choices for treating facial atopic dermatitis. There are numerous long-term consequences of poorly controlled atopic dermatitis: increased risk of ADHD, anxiety, depression, cardiovascular disease, various types of skin infection (bacterial, fungal and viral), and there are also numerous consequences of long term corticosteroids used to treat atopic dermatitis.



Final Outcomes Summary – Live Broadcasts

dermatitis

periorificial

dermatitis

Learning Objective: Incorporate appropriate considerations, including co-morbidities and safety profiles, into treatment selection of moderate-to-severe AD.

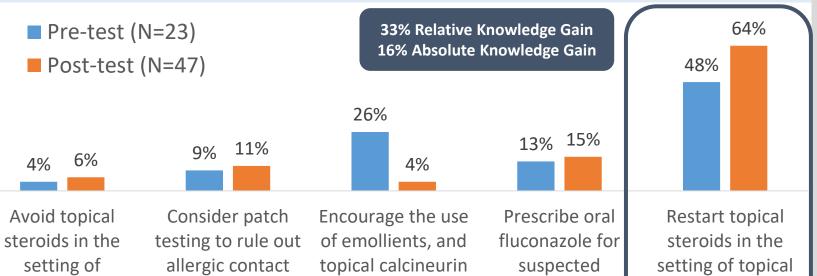
Question 2: A 22-year-old college student started treatment with dupilumab 8 months ago for moderate to severe atopic dermatitis. He has been using triamcinolone cream to the face twice daily but was recently advised to discontinue steroid use on the face due to concern for steroid atrophy. He continues to have breakthrough eczema

Malassezia or

seborrheic

dermatitis

on the face and neck which is affecting his quality of life. Which of the following would be an **incorrect** next step in the management of this patient?



inhibitors to

affected skin

steroid withdrawal

Clinical Rationale: In patients with persistent facial dermatitis, clinicians should consider rosacea, perioral dermatitis, seborrheic dermatitis and allergic contact dermatitis as concomitant with AD. Patients experiencing steroid withdrawal should be treated with calcineurin inhibitor or other steroid sparing agent. These patients may be good candidates for JAK inhibitor therapy once approved by the FDA.

Jaros J, Hendricks AJ, Shi VY, Lio PA. A Practical Approach to Recalcitrant Face and Neck Dermatitis in Atopic Dermatitis. Dermatitis. 2020 May/Jun;31(3):169-177. doi: 10.1097/DER.0000000000000590. PMID: 32355092.

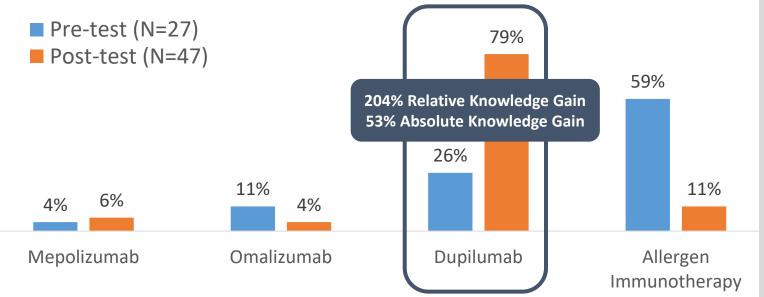


Final Outcomes Summary – Live Broadcasts

Learning Objective: Incorporate appropriate considerations, including co-morbidities and safety profiles, into treatment selection of moderate-to-severe AD.

Question 3: A 45-year-old male with childhood history of atopic dermatitis and exercise-induced asthma who presents for a 3-month history of worsening eczema flares and wheezing. He has restarted topical steroids. 4 months ago, his family adopted a cat that is allowed in his bedroom. He has nocturnal awakenings with wheezing, chest tightness 3 nights a week and daytime cough. He uses his albuterol about 4 times a week. His EV1/FVC 64 and significant bronchodilator response.

His ENO is 87, absolute peripheral eosinophil count is 300 and total IgE is 4500. In addition to continuing his skin care regimen and topical corticosteroids and starting him on a controller ICS/LABA for his asthma, which systemic therapy is appropriate to achieve control of his medical issues?



Clinical Rationale: The patient has severe AD and atopic comorbidities of poorly controlled moderate persistent asthma and likely cat allergies. Likely the exposure to the cat has worsened his asthma and AD. Although mepolizumab may be appropriate for treatment of eosinophilic asthma, his AEC is only mildly elevated and will not importantly address his moderateto-severe AD. This is the case with omalizumab as well. Furthermore, his IgE level is too high for omalizumab approval. Allergen immunotherapy will not help with asthma nor AD in this scenario. Dupilumab is the biologic to improve control of both his AD and asthma.

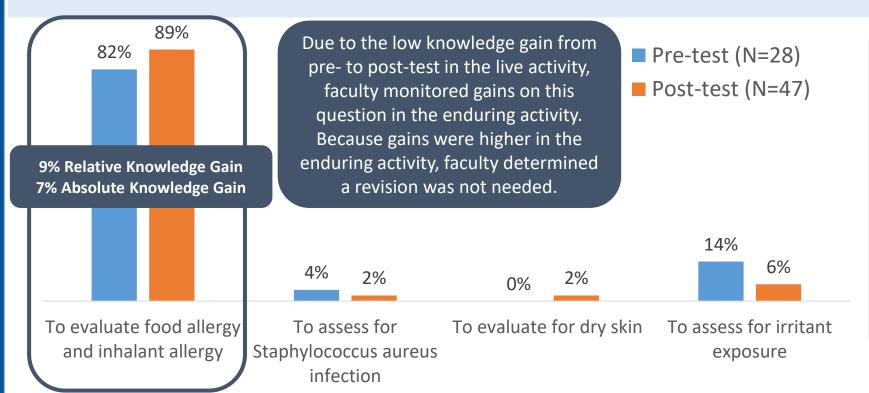
## Level (3 & 4) Outcomes: Knowledge & Competence Phalips



Final Outcomes Summary – Live Broadcasts

Learning Objective: Develop multi-disciplinary strategies to select optimal treatment and improve continuity of care for patients with AD.

Question 4: A dermatologist has been seeing a 6-year-old male patient with moderate to severe atopic dermatitis associated with food allergy and asthma, whose symptoms are difficult to control. The patient develops hives whenever he eats peanuts and comes in contact with a household dog. Before starting dupilumab, why might the dermatologist wish to consult with an allergist?



**Clinical Rationale:** Both the dermatologist and allergist can evaluate the patient for skin infection, dry skin and irritant exposure, but the role of food and inhalant allergy, particularly asthma, may be studied in more detail. by the allergist.

#### Level (4) Outcomes: Competence

Final Outcomes Summary – Live Broadcasts

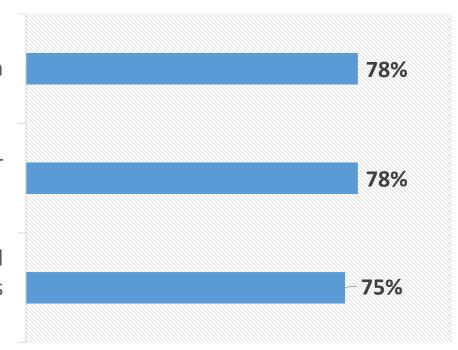


# Evaluation respondents reported their confidence as it relates to the learning objectives after the activity (Very confident – Somewhat confident)

Incorporate appropriate considerations, including comorbidities and safety profiles, into treatment selection of moderate-to-severe AD.

Evaluate current and emerging treatment options for patients with moderate-to-severe AD.

Develop multi-disciplinary strategies to select optimal treatment and improve continuity of care for patients with AD.



N = 44

#### Level (4) Outcomes: Competence

Final Outcomes Summary – Live Broadcasts



differential diagnosis of atopic dermatitis (24 responses)

**Improve** 

for comorbidities and secondary infections (21 responses)

Assess patients

(16 responses)

Recommend

topical steroids

when indicated

What change will you incorporate in your practice?

Improve treatment selection and monitoring

(20 responses)

Implement a multidisciplinary approach to disease management (16 responses)

Consider biologic agents when indicated

91%

N=44

Evaluation respondents intend to make changes in practice as a result of the activity

N=116\*

\*Note: Evaluation respondents were able to report multiple intended practice changes

#### **Evaluation Survey Results**

Final Outcomes Summary – Live Broadcasts



Appropriate
treatment
regimens and use
of current and
emerging
therapies
(10 responses)

Knowledge of emerging therapies

(8 responses)

Most important take-away

Awareness of potential differential diagnoses (4 responses)

in understanding of atopic dermatitis

(3 responses)

"Thank you for a wonderful presentation. It was great to see photos of the various skin presentations. Very helpful."

- Live broadcast

attendee

#### **Evaluation Survey Results**

Final Outcomes Summary – Live Broadcasts



	1.1		
What topics related to AD would	Vali lika mara ini	tormation about in	tuture educational activities?
vviiat topics related to AD would	you like illole ill	ivi illativii abvut ill	iutuie euucationai activities:
•	•		

Best sequence of treatment for AD

Explanation of the different inflammatory pathways involved

Rationale of newer specific biologics

Perioral manifestation of diagnosis and treatment

Effective treatment strategies for patients to implement at home

Diagnosis and treatment of secondary skin infections

**Psoriasis** 

Eosinophil dermatitis

Presentation and treatment of steroid withdrawal

Review of biologic medications as more choices proliferate

Asthma and AD

Role of stress and how that can be addressed in clinic visits

#### Accreditation Details



Final Outcomes Summary – Live Broadcasts and Online Enduring

National Jewish Health is accredited with Commendation by the Accreditation Council for Continuing Medical Education (ACCME) to provide continuing medical education for physicians. The NJH Office of Professional Education produced and accredited this program and adhered to the updated ACCME guidelines.

NJH designates each live activity for a maximum of 1.0 AMA PRA Category 1 Credit<sup>TM</sup>.

NJH designates the enduring material for a maximum of 1.0 AMA PRA Category 1 Credit $^{TM}$ .

