

# neo

The Conference for Neonatology

February 10-14, 2010



## Pocket Guide: Agenda & Exhibit Information



  
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## Welcome to NEO 2010

Dear Colleagues,

Welcome to *NEO - The Conference for Neonatology 2010*. *NEO* began four years ago as an evolution of the former *Management of the Tiny Baby Conference*. It is now one of the major annual meetings in newborn medicine. This year's meeting looks like one of the best to date, with a wide range of themes that will touch upon many of the most critical and controversial issues affecting the practice of neonatology in the rapidly changing environment of health care.



As many of you are already aware, beginning in 2010, the *Maintenance of Certification Program* of the *American Board of Pediatrics* will be in four parts, with Part Four being devoted to the demonstration of meaningful participation in quality improvement. So that conference participants can better appreciate the methodology of CQI, Wednesday, February 10th, will be devoted to a full day Pre-Conference Session on this timely issue. Led by Dan Ellsbury, MD, and Robert Ursprung, MD, two national leaders in neonatal CQI, this pre-conference session is ideally suited to preparing the clinician for understanding and developing sound quality improvement initiatives in the NICU. Dr. Dan Ellsbury and I are also currently editing the June issue of *Clinics in Perinatology*, which will be devoted to CQI in neonatal medicine.

The main conference starts on Thursday, February 11th, 2010, and runs through Sunday, February 14th. Major themes of the meeting include:

- Early Decisions in NICU Management
- Medicolegal Aspects of Neonatal Medicine
- Nagging Issues in the NICU - The Things That Drive You Crazy
- Newer Technologies and Therapies
- Controversial Therapies in Neonatal Care
- Ethical Aspects of Newborn Medicine

Each of these sessions has many of the foremost experts in the country addressing the topics for which they have become renowned.

One of the other unique features of the *NEO Conference* is our annual "Legends of Neonatology" Gala Awards Ceremony. Beginning with the first *NEO Conference* in 2007, we have made an effort to acknowledge and show our appreciation to some of the most legendary figures in the history of neonatology. This year's honorees will be George Gregory, MD, who performed much of the pioneering work in neonatal lung diseases, but who is most highly regarded for his development of continuous positive airway pressure (CPAP); and John A. Clements, MD, one of the true pioneers of lung physiology and metabolism and the discoverer of surfactant.

## Welcome to NEO 2010

Their contributions dramatically changed the care of the neonate and are the reasons why Respiratory Distress Syndrome, once virtually synonymous with death, now has a survival rate that exceeds 90% in virtually all NICUs. We will review the history leading up to the contributions of these “Legends” and show how their work has become the core upon which much of modern newborn medicine is founded. This night is always a special event and a highlight of the meeting that attendees should not miss!

This year’s event at the spectacular new Bonnet Creek Resort in Orlando will be one of the leading educational programs of the year in neonatology. We are glad you could join us, and promise you an experience that you will not forget.

*See you at the sessions!*

Alan R. Spitzer, MD  
*Senior Vice President and Director*  
*The Center for Research, Education and Quality*  
Pediatrix Medical Group  
1301 Concord Terrace  
Sunrise, FL 33323  
*(For the NEO Planning Committee)*

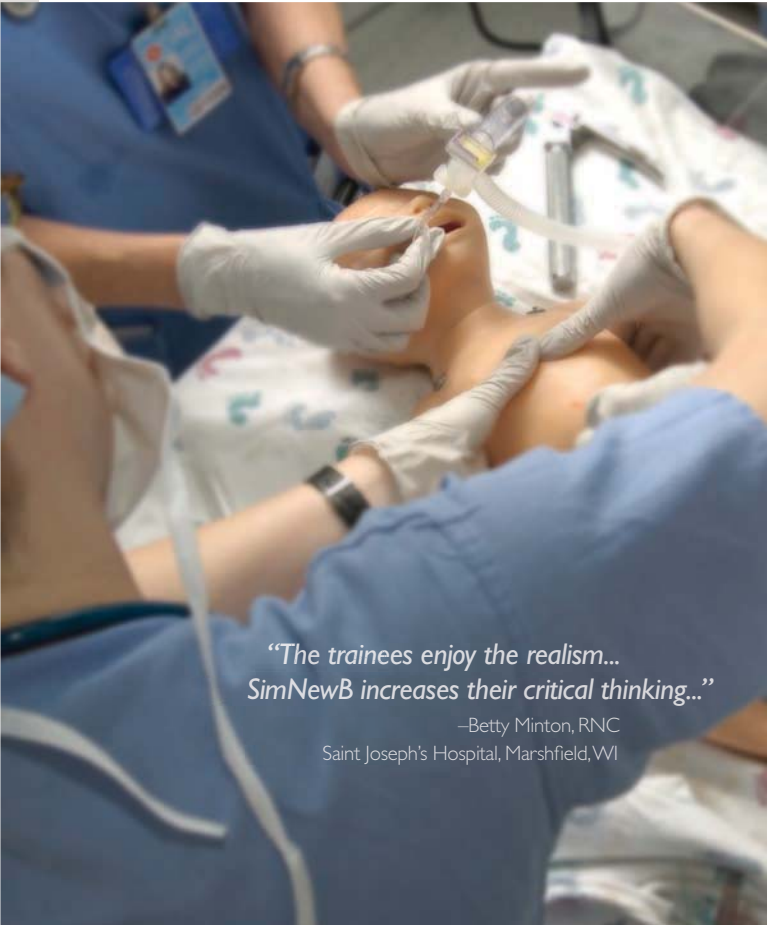
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★ = Raffle Prizes.

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## NEO 2010 Planning Committee

### Educational Steering Committee

- **Alan R. Spitzer, MD** NEO Committee Chair, Senior Vice President and Director, The Center for Research, Education and Quality, Pediatrix Medical Group, Sunrise, FL
- **David Auerbach, MD** Medical Director, NICU and Newborn Services, Winnie Palmer Hospital for Women and Babies, Orlando, FL
- **David Burchfield, MD** Professor & Chief of Neonatology, The University of Florida, Gainesville, FL
- **Reese Clark, MD** Director of Research, The Center for Research, Education and Quality, Pediatrix Medical Group, Sunrise, FL
- **Willa Drummond, MD** Professor, Division of Neonatology, Health Science Center, The University of Florida, Gainesville, FL
- **Melanie Pepper, MS, NNP-BC** Nursing Professional Development Educator, The Center for Research, Education and Quality, Pediatrix Medical Group, Sunrise, FL
- **Jose Perez, MD** NICU and Newborn Services, Winnie Palmer Hospital for Women and Babies, Orlando, FL

### Accreditation

- **Hilja Dodd** CME Program Manager, The Center for Research, Education and Quality, Pediatrix Medical Group, Sunrise, FL

### Operations Management

- **Simon Frisch, MBA** Director, Business Development and Operations, The Center for Research, Education and Quality, Pediatrix Medical Group, Sunrise, FL
- **Janet Samuel Thompson** Program Coordinator, The Center for Research, Education and Quality, Pediatrix Medical Group, Sunrise, FL
- **Sally Blashfield** Office Manager, Neonatology Division Winnie Palmer Hospital for Women & Babies, Orlando, FL

## NEO 2010 Conference Faculty

- **Steven Abman, MD**
- **Judy Aschner, MD**
- **Keith Barrington, MD**
- **Brian Carter, MD**
- **Jonathan Davis, MD**
- **Steven M. Donn, MD, FAAP**
- **Dan Ellsbury, MD**
- **Adre duPlessis, MD**
- **Jonathan Fanaroff, MD, JD, FAAP**
- **C. Morrison Farish, MD, FAAP**
- **Elena Gates, MD**
- **Frank Greer, MD**
- **Hallam Hurt, MD**
- **Martin Keszler, MD**
- **John Lantos, MD**
- **John Lorenz, MD**
- **Richard Martin, MD**
- **Mark Mercurio, MD**
- **Helen Mintz-Hittner, MD**
- **Jeffrey Perlman, MD, FAAP**
- **Alan R. Spitzer, MD**
- **Robert Ursprung, MD, MMSc**
- **Christina Valentine, MD, FAAP**
- **Jon Watchko, MD**
- **Kristi Watterberg, MD**
- **Robert White, MD, FAAP**

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## Wednesday Agenda

### Are You Prepared?

*Beginning in 2010, Part Four of the Maintenance of Certification Program of the American Board of Pediatrics will require meaningful participation in quality improvement. We designed this pre-conference to help you.*

### Pre-Conference CQI Day (Optional - Separate Registration Required)

**7:00 am-7:30 pm - Registration**

**7:00-7:45 am - Continental Breakfast and CQI Exhibits**

**7:45-8:30 am - The Case for Quality Improvement - Dan Ellsbury**

**8:30-9:30 am - CQI Workshop I: Getting Started\* +**

- Creating a CQI Team
- Selecting a Project
- Realistic Goal Setting

**9:30-10:00 am - Break and Visit CQI Exhibits**

**10:00 am-12:00 pm - CQI Workshop II: Measurement & Analysis\* +**

- Developing Outcome, Process and Balancing Measures
- Using CQI Databases
- Using Run Charts and Statistical Process Control Charts

**12:00-1:00 pm - Lunch and Visit CQI Exhibits**

**1:00-3:00 pm - CQI Workshop III: Change\* +**

- Change Concepts
- Designing Change Packages
- PDSA Cycles: Testing Changes

**3:00-3:30 pm - Break and Visit Exhibits**

**3:30-5:30 pm - CQI Workshop IV: CQI Projects\* +**

- Improving Nutrition
- Decreasing Central Line-Associated Infections
- Improving NICU Medication Use
- Decreasing Ventilator Use and Improving Nasal CPAP Use
- Avoiding Delivery Room Hypothermia

**5:30-6:30 pm - CQI Reception for Pre-Conference Attendees**

**\* Presented by the Pediatrix CQI Medical Team: Dan Ellsbury; Robert Ursprung; and Alan Spitzer**

**+ CQI Workshops moderated by Dan Ellsbury and Robert Ursprung**

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## Thursday Morning Agenda

### Early Decisions in NICU Management

**7:00 am-7:00 pm - Registration**

**7:00-8:00 am - Continental Breakfast and Visit Exhibits**

**7:00 am-10:00 pm - Cyber Café (Sponsored by Somanetics)**

**8:00-8:15 am - Welcome and Announcements**

**8:15-9:00 am - Delivery Room Management: Getting It Right From the Start! - Judy Aschner**

**9:00-9:45 am - Management of Fluid Administration in the First Days of Life - Jack Lorenz**

**9:45-10:15 am - Break and Visit Exhibits**

**10:15-11:00 am - Mechanical Ventilation: Old School vs. New School Approaches - What's Best? - Martin Keszler**

**11:00-11:45 am - Management of Babies with Gestational Substance Exposure: First Steps in a Long Journey - Hallam Hurt, MD**

**11:45 am-12:30 pm - Bilirubin Management in the Early Neonatal Period: An Update with Clarifications - Jon Watchko**

**12:30-12:45 pm - Panel Q&A**

**12:45-2:00 pm - Lunch and Visit Exhibits**

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# Thursday Afternoon Agenda

## Seminars in Neonatology

### Legal Aspects of Neonatal Medicine

**2:00-2:45 pm - I've Been Sued!** - *Jonathan Fanaroff*

**2:45-3:30 pm - Medical Record Documentation: You Are What You Write** - *Steven M. Donn*

**3:30-4:00 pm - Break and Visit Exhibits**

**4:00-4:45 pm - Corporate Compliance: Do I Really Have to Know This?** - *C. Morrison Farish*

**4:45-5:30 pm - Medical Liability, Risk Management, and Quality of Care: Do They Relate?** - *Steven M. Donn*

**5:30-7:00 pm - Welcome Reception and Exhibits Open**

### Thursday Welcome Reception ★

Join attendees of both **NEO** and **Specialty Review in Neonatology / Perinatology 2.0** as we network, socialize and interact.

Thursday - 5:30-7:00 pm in the Exhibit Hall.

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## Friday Morning Agenda

### Nagging Issues in the NICU - The Things That Drive You Crazy

**6:30 am-5:00 pm - Registration**

**6:30-8:00 am - Continental Breakfast and Visit Exhibits**

**6:30 am-10:00 pm - Cyber Café** (Sponsored by Somanetics)

**8:15-9:00 am - The Mechanics and Methods of Milk Delivery to the Pre-Term Infant: What Works?** - Christina Valentine

**9:00-9:45 am - The Chronically-Ventilated Patient** - Jonathan Davis

**9:45-10:15 am - Break and Visit Exhibits** (Brought to you by Mead Johnson)

**10:15-11:00 am - Apnea of Prematurity** - Richard Martin

**11:00-11:45 am - The Infant With Osteopenia** - Frank Greer

**11:45 am-12:30 pm - New Thoughts About ROP** - Helen Mintz-Hittner

**12:30-12:45 pm - Panel Q&A**

**12:45-2:00 pm - Lunch and Visit Exhibits** (Brought to you by MedImmune Advocacy - Find out more about Preemie Health Networks on the state and national level) ★

## Friday Afternoon Agenda

### Seminars in Neonatology

#### Newer Technologies and Therapies in the NICU

**2:00-2:45 pm - Near Infrared Spectroscopy in the NICU** - Adre duPlessis

**2:45-3:30 pm - The Promise of Genomics, Proteomics and Metabolomics** - Alan R. Spitzer

**3:30-4:15 pm - Amplified, Integrated EEG (aEEG) in the NICU** - Robert White

**4:15-5:00 pm - Free Time and Visit Exhibits** ★

**7:00-10:30 pm - “Legends of Neonatology Gala and Award Ceremony”** - Honorees: Drs. John A. Clements and George Gregory

**Don't Miss the Legends Gala!**

Please check with the Welcome Desk for any last minute changes.



### Legends of Neonatology Gala Award Ceremony



This year, Drs. John A. Clements and George Gregory will be inducted to the *Neonatology Hall of Fame* at the Gala Award Dinner at 7:00 pm on Friday, February 12th.

Dr. John A. Clements is the recipient of the 2008 *Pollin Prize* in recognition of his seminal contributions to our understanding of how lungs hold air, and to the development of a life saving treatment for Respiratory Distress Syndrome (RDS) in infants. Once this country's largest contributor to infant mortality, neonatal RDS now causes very few deaths.

Dr. Clements is the Emeritus Julius H. Comroe, Jr., Professor of Pulmonary Biology, Emeritus Professor of Pediatrics, and retired member of the Graduate Program in Biophysics at the University of California San Francisco (UCSF).



Dr. George Gregory is a pediatric anesthesiologist and an international expert in the care of newborns before and after surgery. He has made numerous contributions to neonatology, including the introduction of continuous positive airway pressure (CPAP) to treat Respiratory Distress Syndrome. His current research includes innovative strategies to evaluate and treat hypoxic-ischemic encephalopathy. He is a professor of anesthesiology at the University of California, San Francisco, and a member of the Cardiovascular Research Institute.

Dr. Gregory earned his medical degree at UCSF and is board certified in anesthesiology.

The Neonatology Hall of Fame was started in 2007. The past honorees include:

- Virginia Apgar (deceased)
- Mary Ellen Avery
- Robert Bartlett
- Maria Delivoria-Papadopoulos
- Avroy Fanaroff
- Marshall Klaus
- Jerold Lucey
- William Norwood
- Lucille Ann Papile
- Mildred Stahlman



**NEO registrants receive a FREE Legends of Neonatology Gala ticket as part of their registration fee. Additional tickets can be purchased for \$80 at the Welcome Desk.**

*Help us control costs. If you do not plan on attending, but received a ticket, please return it to the Welcome Desk.*

## Saturday Agenda

### Controversial Therapies in Neonatal Care

**6:30-8:00 am - Continental Breakfast and Visit Exhibits**

**6:30-10:00 pm - Cyber Café** (Sponsored by Somanetics)

**8:00-8:15 am - Welcome and Announcements**

**8:15-9:00 am - High Frequency Ventilation** - *Martin Keszler*

**9:00-9:45 am - Blood Pressure Management in the NICU** - *Keith Barrington*

**9:45-10:15 am - Break and Visit Exhibits**

**10:15-11:00 am - Nitric Oxide Therapy in the Premature Infant** - *Steven Abman*

**11:00-11:45 am - The Hazards and Benefits of Post-natal Steroids** - *Kristi Watterburg*

**11:45 am-12:30 pm - The Management of Neonatal Seizures** - *Jeffrey Perlman*

**12:30-12:45 pm - Panel Q&A**

**12:45-2:00 pm - Last Call to Visit Exhibits! Grand prize raffle drawings - Don't miss it! Remainder of Afternoon Free** ★

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## Sunday Agenda

### Ethical Aspects of Neonatal Care

**7:00 am-1:00 pm - Registration**

**7:00-8:00 am - Continental Breakfast**

**7:00 am-10:00 pm - Cyber Café** (Sponsored by Somanetics)

**8:00 am-8:15 pm - Welcome & Announcements**

**8:15-9:00 am - The Limits of Viability - What Do the Data Tell Us?** - *John Lantos*

**9:00-9:45 am - Ethical Issues of the Malformed Fetus - An Obstetrical Dilemma** - *Elena Gates*

**9:45-10:00 am - Break**

**10:00-10:45 am - Decision Making and Autonomy in the NICU** - *Mark Mercurio*

**10:45-11:30 am - Surgery for the Near-Futile Patient: How Do You Decide?** - *Brian Carter*

**11:30 am-12:00 noon - General Ethics Questions and Issues, Panel Q&A, and Final Comments**

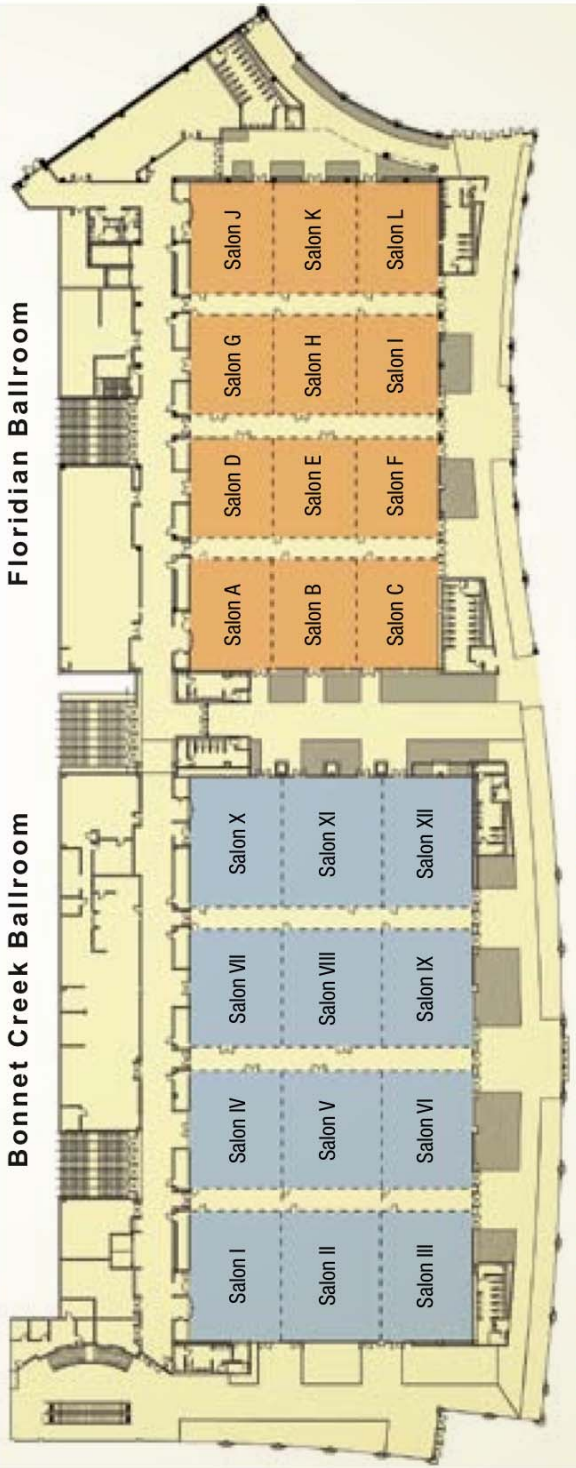
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# Conference Overview



**Floridian Ballroom**

**Bonnet Creek Ballroom**

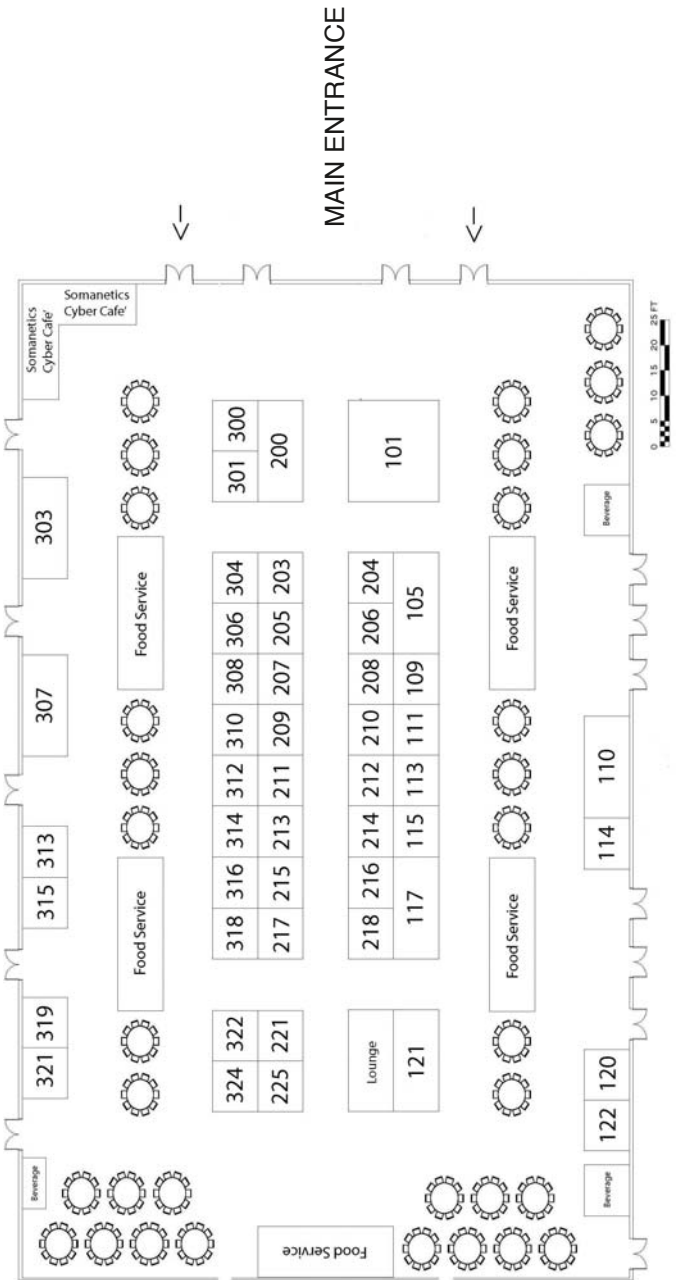
**NEO Classroom**  
Floridian Ballroom - Salons A-F

**NEO / SR2.0 Exhibit Hall**  
Bonnet Creek Ballroom - Salons IV-XII

**CQI Pre-Conference Classroom**  
Wednesday, 2/10; Separate registration required  
Bonnet Creek Ballroom - Salon I

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# Exhibit Floor Plan



Please check with the Welcome Desk for any last minute changes.

## Exhibitor List - Alphabetical Order

- **Abbott Nutrition (Platinum) - 121**
- **Abbott Nutrition Health Institute (Platinum) - 324**
- Ambyr Genetics - 312
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- Atos Medical, Inc. - 109
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- Bio-Med Devices, Inc. - 304
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- Onsite Neonatal Partners Inc. - 321
- ONY Inc. - 212
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- **Somanetics Corporation (Silver) - 303**
- The Johns Hopkins University School of Medicine - 204
- TIVA Healthcare, Inc. - 214
- United States Drug Testing Laboratories - 216
- Utah Medical Products, Inc. - 213

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**Abbott Nutrition Health Institute - Booth #324 (Platinum Sponsor)** - The Abbott Nutrition Health Institute is a global organization whose mission is to promote the power of science-based nutrition through education, advocacy and collaboration, leading to healthier lives worldwide.

**Ambry Genetics - Booth #312** - Ambry Genetics, a worldwide leader in genetic testing focuses on respiratory disease and genetic syndromes. We provide molecular testing with the shortest TAT available for surfactant deficiency due to Surfactant Proteins B and C, and ABCA3 mutations as well as testing for CF, PCD, congenital hypoventilation syndrome and Alpha-1-Antitrypsin. [www.ambrygen.com](http://www.ambrygen.com)

**American Academy of Pediatrics (AAP) - Booth #217** - American Academy of Pediatrics is an organization of 60,000 pediatricians committed to the attainment of optimal physical, mental, and social health and well-being for all infants, children, adolescents, and young adults.

**American Academy of Pediatrics (AAP) Journals - Booth #316** - For the latest and best in Neonatology, *NeoReviews<sup>tm</sup>* is the essential online journal. Stay current with clinical review articles, multimedia diagnostic exercises, case discussions, and earn valuable CME credit. Special Offer: Stop by the AAP Journals booth for \$10 off any new subscription to *NeoReviews<sup>TM</sup>* or *NeoReviewsPlus<sup>TM</sup>*.

**Atos Medical, Inc. - Booth #109** - Exceptional Comfort in Airway Management: Atos Medical offers a full line of latex-free tracheostomy tubes manufactured by Arcadia Medical. The wire-reinforced soft silicone shaft, superior *Perfect Fit Neck Flange<sup>®</sup>* and *Extended Connect<sup>®</sup>* option are ideal for pediatric and neonatal tracheostomy patients.

**Beevers MFG. & Supply, Inc. - Booth #205** - Beevers Manufacturing makes problem-solving products for neonatal and pediatric respiratory therapy. The *Cannulaide<sup>TM</sup>* helps maintain a consistent and non-irritating pressure seal during CPAP therapy. *Sticky Whiskers<sup>TM</sup>* allows a cannula (or OG/NG tube) to be secure yet easily repositioned. *The Tilson Trach Guard<sup>tm</sup>* prevents accidental occlusion of the non-ventilated trach.

**Bio-Med Devices, Inc. - Booth #304** - Bio-Med Devices is a manufacturer of a full line of transport ventilators and air-oxygen blenders. Bio-Med has provided the ventilator of choice for neonatal transport for over 30 years. The newest Crossvent 2i+ ventilator can provide the latest in ventilation technology wherever you need it, and prevent frantic resuscitation treks to the NICU.

## Exhibitor Profiles

### **bioMerieux, Inc. - Booth #318**

bioMerieux is a world leader for in-vitro diagnostic solutions which determine the source of disease and contamination to improve patient health and ensure consumer safety. Our award-winning diagnostic solutions identify infectious diseases and provide high medical value results for cardiovascular emergencies, early indication of sepsis and guide patient therapy management.

**Bunnell Incorporated - Booth #319** - Bunnell Incorporated is the high-frequency ventilation specialist with more than 20 years of experience. The Life Pulse HFV is a proven therapy that has stood the test of time. Clinicians across the country rely on the Life Pulse to support patients that have failed other ventilator therapies.

**CAS Medical Systems - Booth #206** - CASMED presents the innovative FORE-SIGHT® Absolute Cerebral Oximeter, a non-invasive device that provides immediate, reliable data for assessing a patient's cerebral oxygenation status. FORE-SIGHT™ is the first and only device in its class that provides a non-trend, absolute measure of cerebral tissue oxygen saturation for all patients, regardless of age or weight.

**Clarity Medical Systems - Booth #225** - RetCam 3 delivers the next generation of ophthalmic visualization and photo documentation with new user interface and an ergonomic hand piece. RetCam Shuttle enables imaging with a convenient, mobile system easily maneuvered and transported to hospitals. RetCam Review Software allows remote comparison and analysis of RetCam images from any networked location.

**Cornerstone Therapeutics Inc. - Booth #120** - Cornerstone Therapeutics Inc. is a specialty pharmaceutical company focused on the commercialization of products for respiratory and inflammatory diseases. Cornerstone Therapeutics promotes Curosurf (poractant alfa) Intratracheal Suspension in the U.S. under license from Chiesi Farmaceutici S.p.A. For information please contact Cornerstone Therapeutics customer service at (888) 466-6505 or visit [www.crtx.com](http://www.crtx.com).

**CORPAK MedSystems - Booth #306** - CORPAK MedSystems brings you the CORFLO® Anti-IV Enteral Feeding System and the NAVIGATØR® BioNavigation® System for central venous access! Reduce costs, patient x-rays and time of PICC procedures with the Navigator. The CORFLO® Anti-IV accepts all standard ORAL syringes and will not connect to any standard Luer syringe.

**Covidien - Booth #209** - Covidien is a leading global healthcare products company that creates innovative medical solutions for better patient outcomes and delivers value through clinical leadership and excellence. Covidien manufactures, distributes and services a diverse range of industry-leading product lines in three segments: Medical Devices, Pharmaceuticals and Medical Supplies. Please visit [www.covidien.com](http://www.covidien.com) to learn more about our business.

**Creche Innovations - Booth #301** - Creche Innovations is dedicated to creating solutions for fragile infants and their caregivers. Our mission is to work with parents and caregivers to seek out unmet needs of fragile babies and develop quality products that exceed safety and quality expectations.

**Elsevier - Booth #313** - Elsevier is an international publisher of medical and surgical text books and journals as well as web based information.

## Exhibitor Profiles

**Ikaria - Booth #211** - *INO Therapeutics*<sup>®</sup> is now *Ikaria*<sup>®</sup>. *Ikaria*<sup>®</sup> is a unique, fully integrated biopharmaceutical company that is committed to developing and commercializing proprietary drug and drug-device combination products for the treatment of critically ill hospitalized patients. We are pleased to manufacture and distribute *INOMax*<sup>®</sup> (nitric oxide) for inhalation and to offer information on obtaining fair reimbursement for *INOMax*<sup>®</sup>.

**KCBioMedix, Inc. - Booth #114** - KCBioMedix, Inc., will be demonstrating a new Medical Device---*The NTrainer System*<sup>®</sup>. The System has two (2) Modes of operation for the NICU user. 1. Assessment Mode, which quantitatively assesses and monitors NNS development. 2. Therapy Mode, which entrains the infant to develop NNS. The product is FDA listed, and is a "must-see" for all attendees.



**Laerdal Medical - Booth #200 (Silver Sponsor)** - For more than 50 years, healthcare providers and educators have trusted Laerdal to offer products, services and solutions that help improve patient outcomes. By supporting the advancement of resuscitation science, improving medical education and strengthening the chain of survival in communities worldwide, we help healthcare professionals and lay responders save more lives. (See our ad on page 5)

**Lundbeck Inc. - Booth #208** - Lundbeck Inc. was established in March 2009 following the acquisition of Ovation Pharmaceuticals, Inc. by H. Lundbeck A/S. We are committed to providing innovative therapies that fulfill unmet medical needs of people with severe, and often rare, diseases for which few, if any, effective treatments are available. To learn more, please visit [www.lundbeckinc.com](http://www.lundbeckinc.com).

**MAQUET, Inc. - Booth #210** - MAQUET, Inc. is the U.S. sales and service unit of MAQUET and a subsidiary of the GETINGE Group of companies. MAQUET provides market-leading medical solutions and services for Surgical Workplaces, Critical Care and Cardiovascular environments, offering a product portfolio designed for efficient workflows, safety and the improvement of patient outcomes.



**Mead Johnson Nutrition - Booth #307 (Gold Sponsor)** - Mead Johnson Nutrition's vision is to be the world's premier pediatric nutrition company. Our mission is to create trusted nutritional brands and products that give infants and children the best start in life. We cordially invite you to visit our exhibit booth to meet with our representatives. (See our ad on page 17)

**Medela, Inc. - Booth #110** - Medela is the only manufacturer providing a comprehensive solution of products, services and education helping deliver more human milk while also offering a complete continuum of care. Ask how the Medela Mothers' Milk Support System can help you improve outcomes and patient satisfaction while reducing costs and generating downstream revenue. For more information call 800-435-8316.



**Medical Predictive Science Corporation - Booth #113** - MPSC's commitment is to saving lives and reducing healthcare expenditures by offering effective, clinically relevant diagnostic and assessment tools. The *HeRO™* System identifies abnormalities in neonatal heart rate variability using specific heart rate characteristics. Continuously available and non-invasive, *HeRO™* reports a simple score to aid the practitioner caring for patients.



### MedImmune

**MedImmune - Booth #101 (Gold Sponsor)** - In the world of biologics, MedImmune has established itself as a true visionary, with one of the most robust pipelines in the biopharmaceutical industry. From groundbreaking research and development, to state-of-the-art manufacturing, to product commercialization, every day we're touching lives.

**MedImmune Advocacy - Booth #122 (Gold Sponsor)** - MedImmune's Advocacy is a central resource for national and regional organizations working together to positively impact disease awareness, public policy and access for premature infants. Six regional Advocacy Managers partner to provide a "voice" for one of America's most fragile patient population. Visit MedImmune Advocacy to find out more about the Premie Health Networks on the state and national level.

**Mennen Medical - Booth #215** - *Mennen Medical®* is a leading international corporation operating within the international medical device arena. This group of companies draws its excellence from its vast experience and proven expertise in the developing and marketing of cardiac catheterization, electrophysiology systems, as well as patient monitoring and clinical data information solutions. These systems are easily adaptable to a diverse range of monitoring requirements including Adult, Pediatric, Neonatal and patient transportation.

**National Association of Neonatal Nurses (NANN) - Booth #115** - The National Association of Neonatal Nurses (NANN) was formed in 1984 to address the educational and practice needs within the evolving specialty of neonatal nursing. The organization acts as the voice of the profession and shapes this nursing specialty through excellence in practice, education, research and professional development.

**Natus Medical Incorporated - Booth #314** - Natus Medical Incorporated is a leading provider of healthcare products used for the screening, detection, treatment, monitoring and tracking of common medical ailments such as hearing impairment, neurological dysfunction, epilepsy, sleep disorders, and newborn care. Learn more about Natus products at [www.natus.com](http://www.natus.com).

**NEONATOLOGY TODAY - Booth #207** - *Neonatology Today* is a monthly International newsletter for board certified neonatologists and perinatologists that provides timely news and information to neonatologists and perinatologists regarding the care of newborns, and the diagnosis and treatment of premature and/or sick infants. Print and PDF subscriptions are *free* to qualified medical professionals. For more information, or to read current and back issues in PDF files, visit [www.NeonatologyToday.net](http://www.NeonatologyToday.net). *Neonatology Today* is also the publisher of this Pocket Guide.





Nourishing Babies, Enhancing Lives.

**Nestlé Nutrition - Booth #105 (Gold Sponsor)** - Nestlé, the maker of Gerber GOOD START formulas, GERBER baby foods, and Gerber GRADUATES toddler and preschooler foods, is committed to nourishing a healthier generation. That's why we've developed *Start Healthy, Stay Healthy™* an innovative, science based system that helps health care professionals and parents guide healthy growth and development and establish healthy eating habits for children 0 to 48 months. (See our ad on page 10)

**Nutricia North America - Booth #203** - NUTRICIA North America, International Leader in Clinical Nutrition, invites you to visit our booth to learn more about our products for the nutritional management of short bowel syndrome, malabsorption, cow milk and multiple food protein allergies and GI disorders. Hear about our trusted range of Neocate products including our renovated Neocate Infant DHA and ARA with higher MCT.

**Ohio Medical Corporation - Booth #308** - The new Pediatric and Neonatal *Push-To-Set™* Digital Continuous Vacuum Regulators (PTS-CVR) exceed clinical expectations in medical suction procedures. The patented PTS-CVR enhances patient safety and provides reliable means of setting the correct regulator pressure for suctioning procedures. PTS-CVR's provide regulated, continuous suction for tracheal and pharyngeal airway management and continuous nasogastric drainage.

**Onsite Neonatal Partners, Inc. - Booth #321** - Onsite Neonatal Partners, Voorhees, NJ, [www.onsiteneonatal.com](http://www.onsiteneonatal.com). Onsite Neonatal Partners is a growing multi-regional neonatal practice now expanding to Ohio. We are recruiting motivated full-time and part-time Neonatologists, as well as excellent Director candidates to support our mission of quality care provided through 24/7 in-house coverage by neonatologists. If you want a saner schedule without a beeper, an on-call schedule or interruptions, please contact us. This time, improve the quality of your life!

**ONY Inc. - Booth #212** - *Infasurf®* (calfactant) intratracheal suspension is indicated for both the prevention and treatment of newborn infants at risk for, or with symptoms of RDS. *Infasurf®* is closest to natural surfactant, containing the highest ratio of surfactant protein B, (SP-B) to phospholipids, which makes it highly active and resistant to inhibition.



**Pediatrix Medical Group, Inc. - Booth #117 (Platinum Sponsor)** - Pediatrix Medical Group is the nation's leading provider of neonatal, maternal-fetal and pediatric physician subspecialty services, as well as the nation's largest provider of newborn hearing screens. Our clinicians are reshaping the delivery of care within these specialties using evidence-based tools, quality improvement initiatives and clinical research to enhance patient outcomes. Combined, our affiliated professional corporations employ over 1,200 physicians in 33 states and Puerto Rico. In addition, we plan and designate for credit many conferences and offer accredited continuing medical and nursing education online at [www.pediatrixu.com](http://www.pediatrixu.com). (See our ads on pages 11 and 13)

## Exhibitor Profiles

**Pikeville Medical Center - Booth #310** - Pikeville Medical Center is a 261-bed medical center that has grown with the needs of the area during its 85-year history. For those looking to practice in a progressive, rapidly expanding environment that demands and breeds quality and excellence, Pikeville Medical Center is the place for you!

**Procter & Gamble - Booth #300** - P&G provides decades of baby care research with their trusted products (i.e. Pampers Swaddlers® and Pampers Sensitive Wipes®) and educational programs (Pampers Parenting Network® and [www.Pampers.com](http://www.Pampers.com)). For more information, please call the Pampers Professional Answer Line at 1-800-543-3331.

**Prolacta Bioscience - Booth #221** - Prolacta Bioscience creates specialty formulations made from human milk for the nutritional needs of premature and critically ill infants in the Neonatal Intensive Care Unit (NICU). We make a meaningful difference in the lives of thousands of the most vulnerable infants through world-class research and innovative products. (See our ad on page 16)



**Somanetics Corporation - Booth #303 (Silver Sponsor)** - The INVOS Cerebral/Somatic Oximeter provides continuous non-invasive measurement of cerebral and/or somatic regional oxygenation saturation (rSO<sub>2</sub>). Vital Sync is a bedside computer system designed to consolidate an array of patient data collected from multiple sources and display in a meaningful user-defined display. All data is downloadable for documentation or research purposes. (See our ad on page 28, Back Cover)

**The Johns Hopkins University School of Medicine - Booth #204** - *eNeonatal Review*<sup>™</sup> is a monthly CME/CE-certified, email-delivered literature review newsletter and podcast case study program targeted to neonatologists, neonatal nurse practitioners, neonatal nurses, respiratory therapists, and other members of the NICU team. *eNeonatal Review*<sup>™</sup> is a highly successful program in the Johns Hopkins University School of Medicine *eLiterature Review*<sup>™</sup> series, and has just begun its 7th year with more than 11,500 subscribers.

**TIVA Healthcare, Inc. - Booth #214** - TIVA HealthCare, Inc. is dedicated to helping hospitals, universities, and private practice groups find the right Neonatologists for their facility. We specialize in recruiting for both full-time and locum tenens positions nationwide. Please contact Mike Hathaway at 800-506-8482 or email [mhathaway@tivahealthcare.com](mailto:mhathaway@tivahealthcare.com).

**United States Drug Testing Laboratories - Booth #216** - United States Drug Testing Laboratories (USDTL) is a drug testing company founded on the principles of providing unique services and unparalleled research. Our newborn tests range from meconium testing to our groundbreaking umbilical cord test. USDTL provides services for a variety of customers, including hospitals, child welfare departments, and court systems.

**Utah Medical Products, Inc. - Booth #213** - Utah Medical Products, Inc. manufactures specialized neonatal devices that support developmental care and meet the unique needs of the NICU and PICU. This line includes the Gesco family of products, as well as complete enteral-only feeding system, disposable oxygen hoods, and closed blood sampling / blood pressure monitoring kits.

## Please Visit the Exhibit Hall

We believe that interaction with exhibiting companies enhances the learning opportunities at our conference, and we strongly encourage you to visit each exhibitor and take the time to learn about how they are working to help you take even better care of patients.

*Our Sponsors and Exhibitors have helped make this conference possible!*

As an added benefit, don't miss out on your opportunity to win outstanding raffle prizes.

*The more you visit the Exhibit Hall, the better your chance to win.*

### ★ Raffle Prizes Include:

- > \$1500 in Elsevier gift certificates - get the books you need.
- Complimentary registrations to *NEO 2011*, or discounts toward *2011 Specialty Review in Neonatology / Perinatology 2.0*.
- Weekend stays at Hilton hotels and resorts.
- And more!

## NEO / SR2.0 Main Exhibit Hours

Day	Hours
Thursday	7:00-8:00 am 9:45-10:15 am 12:45-2:00 pm 3:30-4:00 pm 5:30-7:00 pm ★
Friday	6:30-8:00 am 9:45-10:30 am 12:30-2:00 pm ★★ 4:00-5:00 pm ★★
Saturday	6:30-8:00 am 9:30-10:15 am 12:45-2:00 pm (Last chance!) ★

## Special Events

Day	Hours
Thursday	5:30-7:00 pm - NEO / SR2.0 Welcome Reception in Exhibit Hall
Friday	12:30-1:30 pm - Lunch in Exhibit Hall (Brought to you by MedImmune Advocacy) 7:00-10:30 pm - "Legends of Neonatology Gala"
Saturday	5:00-6:30 pm - Dinner - Industry Sponsored Symposium: "Reviewing Recent Developments in Human Milk Fortification" (Brought to you by Abbott Nutrition)

### Save The Dates for 2011!

#### NEO

February 24-27, 2011

and

#### Specialty Review in Neonatology / Perinatology 2.0

February 25-March 1, 2011

Walt Disney World Swan & Dolphin Resorts, Orlando, FL

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**OXIMETER**  
REFLECTING THE COLOR OF LIFE®



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