Make the AAP Your CME Destination in 2005!

The American Academy of Pediatrics is committed to providing you with top-quality continuing medical education, and in 2005, we've got something for everyone! Here's a look at what we have planned for this year:

**SuperCME 2005**
The Pediatric Practice Experience:
- Children • Clinicians • Community
- Orlando, Fla.
- April 13–16, 2005

**Practical Pediatrics CME Courses**
- Whistler, British Columbia, Canada
  - Jan. 13–16, 2005
- Tucson, Ariz.
  - March 10–12, 2005
- PPC Allergy and Asthma Course
  - San Diego, Calif.
  - April 1–3, 2005
- Hilton Head Island, S.C.
  - May 26–28, 2005
- Chicago, Ill.
  - May 27–29, 2005
- Beaver Creek, Colo.
  - Sept. 2–4, 2005
- Monterey, Calif.
  - Sept. 29–Oct. 1, 2005
- Amelia Island, Fla.
  - Nov. 11–13, 2005
- San Antonio, Texas
  - Dec. 16–18, 2005

**PREP® The Course**
- Miami, Fla.
  - March 5–9, 2005
- Portland, Ore.
  - Sept. 10–14, 2005

**2005 AAP National Conference & Exhibition**
- Washington, D.C.
  - Oct. 8–11, 2005

**Get Paid for What You Do: Coding and Management in Pediatric Practice Introductory Workshops:**
- Long Beach, Calif.
  - Jan. 14–15, 2005
- Newark, N.J.
  - Dec. 14–15, 2005
- San Antonio, Texas
  - Dec. 14–15, 2005

**Advanced Workshop:**
- Long Beach, Calif.
  - Jan. 15–16, 2005

**Section/Subspecialty CME Activities**
- 39th Annual Uniformed Services CME Seminar (USPJS)
- San Antonio, Texas
  - March 20–23, 2005

- Workshop on Perinatal Practice Strategies
- Scottsdale, Ariz.
  - April 1–3, 2005

- PREP®ID
  - A Comprehensive Review and Update of Pediatric Infectious Diseases
  - Chicago, Ill.
  - July 19–24, 2005

- Neo PREP®
  - An Intensive Review of Neonatal/Perinatal Pediatrics
  - San Diego, Calif.
  - Sept. 18–24, 2005

- AM-PREP®
  - An Intensive Review of Adolescent Medicine
  - Scottsdale, Ariz.
  - Sept. 21–24, 2005

For comprehensive information, to order a brochure or to register online, visit us on the Web at www.pedialink.org/cmefinder.
The DHA omega-3 that redefined infant formula is now available as a new supplement for pregnant and nursing mothers.

Introducing Expecta™ LIPIL®
A DHA Supplement from Mead Johnson Nutritional containing Martek DHA."

DHA, the omega-3 fatty acid that made infant formula more nutritionally complete, is now available as a new dietary supplement for pregnant and nursing women. DHA is a major structural component of an infant's developing brain and eyes.* It is therefore important that mothers obtain adequate amounts during pregnancy and while breastfeeding. Unfortunately, American women typically consume less than 100 mg/day of DHA, far below an expert panel recommendation of 300 mg/day for pregnant and nursing women.** To help moms bridge the gap and provide recommended levels of DHA to their developing infants, recommend Expecta™ LIPIL® a new product from Mead Johnson. It contains the same DHA found in Enfamil® LIPIL® infant formulas and can be taken with any prenatal supplement.

To learn more about DHA and Expecta™ LIPIL®, call 1-888-4EXPECTA or talk to your Mead Johnson representative.

Martek Biosciences Corporation is the manufacturer of Martek DHA™
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* These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure, or prevent any disease. ** A daily value for dietary DHA has not been established. ©2004 Martek Biosciences Corporation.
The food choices parents make now will impact their children's health in the future.

Pound for pound, babies consume two to four times more fruit and vegetables than adults, and therefore are exposed to a higher proportion of contaminants. A recent study at the University of Washington found that children fed organic foods had 1/6th the level of pesticide by-products versus children who ate conventional foods.

Earth's Best is the only full line of organic baby and toddler foods including infant cereals, juice, teething biscuits, grain and cereal bars, bakery snacks and over 40 varieties of jarred baby foods in unique combinations.

**CHECK OUT THE EARTH'S BEST DIFFERENCE:**
- Organic – grown without pesticides
- Made from only whole grains
- No Genetically Engineered Ingredients
- No added salt, refined sugar or modified food starch
- No artificial flavors, colors or preservatives
- Excellent source of Iron
- Soy Free Cereals


Visit us at www.earthsbest.com
Similac® Advance® can help support immune system and cognitive development like the breastfed infant

- Similac Advance provides a patented blend of special breast milk nutrients called nucleotides, which have been clinically shown to support immune system development like the breastfed infant. Whether this development provides immune protection like breast milk has not been shown.

- Similac Advance is the only formula with DHA and ARA that has peer-reviewed, published clinical studies showing cognitive development like the breastfed infant.

"Based on a clinical study with Similac™ with Iron with added nucleotides. Similac with Iron and Similac Advance have the same composition except for the addition of DHA and ARA.

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Isomil® Advance® relieves common feeding problems in most infants in 3 days

The formula that performs

Clinical evidence supports that switching to Isomil Advance® will provide a substantial reduction in common feeding problems* in most infants in just 3 days.†

*Based on reports from mothers of infants enrolled in a clinical study with Isomil® without DHA and ARA.
†Common feeding problems defined as fussiness, gas, and spit-up. Improvement in perceived formula tolerance can be related to the formula and/or the effect of switching formulas.

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Alimentum® Advance® provides fast colic symptom* relief

- In just 24 hours, Alimentum Advance starts reducing colic symptoms* in most infants.1

*Colic symptoms due to protein sensitivity.
†Based on a clinical study with Alimentum® Ready To Feed without DHA and ARA.

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XOPENEX® 1.25 mg Concentrate!

- Premeasured 1.25-mg dose in each single small-volume (0.5 mL) vial
- Sterile and preservative free
- Reduced risk of dosing error and contamination
- Individually foil-wrapped for ease-of-use
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“New XOPENEX 1.25 mg Concentrate is a convenient and important dosing option versus multidose bottles.”
— Patrick J. Dunne, MEd, RRT, FAARC, and former president of the American Association for Respiratory Care

* Dilute with sterile normal saline before administration.
Important Safety Information

Xopenex is contraindicated in patients with a history of hypersensitivity to levalbuterol HCl or racemic albuterol.

Patients receiving the highest dose of Xopenex Inhalation Solution should be monitored closely for adverse effects, and the risk of such effects should be balanced against the potential for improved efficacy.

Xopenex and other β-agonists can cause paradoxical bronchospasm, which may be life threatening; see the accompanying prescribing information regarding potential drug interaction with β-blockers, diuretics, digoxin, or MAOI and tricyclic antidepressants. Due to the cardiovascular side effects associated with β-agonists, caution is generally recommended for patients with cardiovascular disorders (e.g., arrhythmias, hypertension, coronary insufficiency), diabetes, hyperthyroidism, or convulsive disorders.

In patients aged 12 years and older, the most common adverse events (occurring in ≥3% of patients and more frequently than patients receiving placebo) were (1.25 mg Xopenex and placebo, respectively): flu syndrome (1.4%; 0%), increased cough (4.1%; 2.7%), nervousness (9.6%; 0%), rhinitis (2.7%; 2.7%), sinusitis (1.4%; 2.7%), tachycardia (2.7%; 0%), tremor (6.8%; 0%), and viral infection (12.3%; 9.3%).

Patients 12 years of age and older with more severe asthma or patients who do not respond adequately to a dose of 0.63 mg of Xopenex Inhalation Solution may benefit from a dosage of 1.25 mg three times a day.

Please see complete Xopenex prescribing information.
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VANICREAM Skin Care Cream
Specially formulated to avoid common chemical irritants found in ordinary moisturizers. No dyes, perfume, fragrance or masking fragrance, parabens, lanolin, or formaldehyde.

Vanicream Skin Care Cream...
- soothes red, irritated, cracking or itchy skin
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Effective in the treatment of atopic dermatitis, eczema, psoriasis, and ichthyosis which may be aggravated by lack of moisture.

Skin care products you can recommend with confidence.

Ideal for even the most sensitive, delicate skin.

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When you see a condition that moves as quickly as bacterial conjunctivitis, you need to tackle it fast. New data show that moxifloxacin (VIGAMOX™) eradicates *Staphylococcus aureus* 20X faster and *Staphylococcus epidermidis* 16X faster than ciprofloxacin (CILOXAN®). And VIGAMOX™ solution covers important pink-eye-causing bacteria that CILOXAN® solution doesn’t, with conjunctival concentrations 2X higher.² ³ ⁴

That’s treatment at the speed of VIGAMOX™—*hook, line, and sinker.*

VIGAMOX™ solution is indicated for the treatment of bacterial conjunctivitis. VIGAMOX™ solution is contraindicated in patients with a history of hypersensitivity to moxifloxacin, to other fluoroquinolones, or to any of the components in this medication. *In vitro* data are not always indicative of clinical success or microbiological eradication in a clinical setting. The dosing of VIGAMOX™ solution is one drop in the affected eye(s) 3 times daily for 7 days.

Please see brief summary of prescribing information on adjacent page.

References
2. VIGAMOX™ solution prescribing information.
3. CILOXAN® solution prescribing information.
Until she can influence her own health, who will?

This November, 25 percent of the U.S. population will not have the opportunity to vote to help themselves. America’s 73 million kids under the age of 18 don’t have a voice in their future...their health and well-being. That’s why Nemours has partnered with Health Affairs to publish the first thematic issue devoted to children’s health and health care. We invite you to use this landmark issue to help create awareness, spark discussion, and catalyze change. To learn more, visit www.Nemours.org or www.HealthAffairs.org.
Get your office running at the speed of information.

Today Aetna is using information to make things faster and easier, from the moment a patient enters your office to the time the visit is paid for. With Aetna's electronic practice tools for health care professionals, you can quickly verify current patient eligibility,* submit and verify referrals and pre-certifications, file claims, check claim status, and receive payment—all electronically.

To find out how we put information to work to make your work easier, visit us today at aetna.com.
Up to 4 years of data show that Protopic is safe and effective for long-term intermittent treatment of moderate to severe eczema.1,2

Here’s something to ponder: Clinical trials show that Protopic treatment results in rapid clearing within 1 week, continuing improvement over time without loss of efficacy, and no systemic immunosuppression.1-7 Plus, Protopic is steroid free.

Don’t your patients want a safe and effective treatment?

Skin infections should be cleared prior to application, and there may be an increased risk of certain skin infections. Patients should minimize or avoid natural or artificial sunlight exposure.

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