

ASGE ARIA Program

2018



The American Society for Gastrointestinal Endoscopy (ASGE)

has pioneered an elite, standard-setting industry representative education and training initiative called ASGE Recognized Industry Associate Certificate (ARIA) Program. Launched in 2013, the ARIA program was designed to elevate and enhance the quality of doctor-industry relationships and, ultimately the quality of gastroenterology itself.



Most industry representatives can bring important modern technologies and designs to the attention of the GI community but knowledgeable representatives who truly understand the needs and concerns of the GI community, bring more value and insights. That is the very purpose of ARIA, to educate and train industry representatives to be valuable assets to the gastroenterology team, optimizing patient care.

Today, the ARIA program is designed with flexibility, meeting the unique needs of industry. There are four opportunities to participate in the ASGE ARIA program based upon the type of training and supplemental education that address your unique requirements:

1 ARIA Open Program

Blended training and recognition program for Pharmaceutical and Medical Device representatives
Focus on providing a 1-day fundamental overview of Gastroenterology

2 ARIA Advanced Program

Focused on individuals who have worked in GI, seeking professional development on up-to-date information and trends
Topics focus on areas affecting GI clinical practice and how the business of GI is adapting/ changing based upon changes to healthcare delivery systems
New course launched in November 2017

3 ARIA Modified Program

Uses ~80% of content from the ARIA Open program but adds a lecture or skills training station to modify the curriculum to address specific areas that is more targeted to a single company's product or service

4 ARIA Customized Program

Program is designed, implemented and evaluated based upon identified training needs specified by a company
Usually addresses more complex concepts and clinical areas of GI practices that correlate to their product or service

In the near future, ASGE will provide an additional option of participating in an ARIA On-line program.

The ARIA program is key to helping ASGE fulfill its commitment to advancing patient care and digestive health, and its program participants are proof of the program's effectiveness. Those who elect to use the ASGE ARIA "Seal" are able to:

- Use the successful completion of the ARIA Open Program seal logo on business cards and other materials
- Use templated press releases and letter to publicize your team's ARIA and continuing professional development in the GI field.

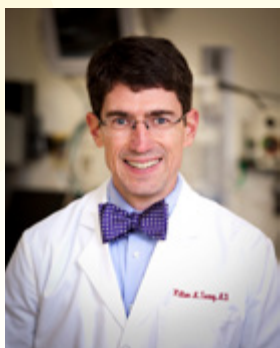
For additional details or questions, feel free to contact Linda or Ed at ASGE:

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2018 ASGE ARIA Coming Events

ASGE “Spring” ARIA Open Program April 9, 2018



William Tierney, MD, MPH, FASGE

ARIA Program Chair
Oklahoma University Medical Center
Oklahoma City, Oklahoma

Dr. William Tierney, MD, is a Gastroenterology specialist in Oklahoma City, Oklahoma with over 27 years of experience. He attended and graduated from Yale University School of Medicine in 1990 after completing his residency at the University of Pennsylvania. University Medical Center. He specializes in pancreatic cancer, esophageal cancer, colorectal cancer screening and pancreatic cysts.

ASGE “Fall” ARIA Open Program November 5, 2018



Chandrashekhar “Bob” Thukral, MD

ARIA Program Chair
Rockford Gastroenterology Associates
Rockford, Illinois

Dr. Chandrashekhar “Bob” Thukral, MD, is a Gastroenterology specialist in Rockford, Illinois. He attended and graduated from University of Illinois at Chicago Health Science Center in 2001, having over 16 years of diverse experience. He is affiliated with many hospitals including Katherine Shaw Bethea Hospital, Rockford Memorial Hospital, Saint Anthony Medical Center and Swedish American Hospital.

Overview:

The ARIA Open Program is organized and conducted with an integrated medical school curriculum approach. The coursework is both high tech and high touch, with heads-in and hands-on instruction from leading GI Physicians. Didactic instruction and practical experience in an actual GI training bioskills lab that provides a full spectrum covering GI anatomy, physiology, procedural acumen, patient care, technical expertise and equipment operation with the latest endoscopic tools and techniques is provided.

Educational Outline

April 9, 2018 or November 5, 2018

7:00 – 7:30 AM	Registration & Continental Breakfast
7:30 – 7:40 AM	Welcome and Course Overview
7:40 – 8:00 AM	Esophagus and Stomach
8:00 – 8:20 AM	Small and Large Intestine
8:20 – 8:40 AM	Liver, Gallbladder and Pancreas
8:40 – 9:00 AM	Tools of the Gastroenterologist: Introduction to GI Endoscopy
9:00 – 9:20 AM	Refreshment Break
9:20 – 9:40 AM	Day in the Life of a Gastroenterologist: An Interactive Discussion with the Faculty (part I of II)
9:40 – 10:10 AM	Esophagus and Stomach
10:10 – 10:40 AM	Small Intestine
10:40 – 11:10 AM	Liver, Gallbladder and Pancreas
11:10 – 11:40 AM	Large Intestine: IBD and IBS
11:40 – 12:00 PM	Large Intestine: Lower GI Bleeding, Colorectal Cancer and Diverticulosis
12:00 – 12:40 PM	Lunch
12:50 – 2:30 PM	ASGE Bio-skills Simulation Lab for Hands-on Session. Each Station will cover: Basic Scope Handling, Foreign Body Removal, Injections/Clips, Bicap/ Thermal Therapies, Bands/Polyps and Argon Plasma Coagulations (APC)
2:30 – 2:45 PM	Refreshment Break
2:45 – 3:15 PM	Case-based discussions
3:15 – 3:45 PM	Day in the Life of a Gastroenterologist: An Interactive Discussion with the Faculty (part II of II)
3:45 – 3:55 PM	Questions, Comments and Discussion
4:00 PM	Adjourn



ASGE Advanced ARIA Program

November 13-14, 2018



Jennifer Jorgensen, MD

Chair
Confluence Health
Wenatchee, Washington

Dr. Jennifer Jorgensen is a gastroenterologist in Wenatchee, Washington where she serves as the director of endoscopy at Central Washington Hospital. She received her medical degree from University of Michigan Medical School then served in the Army as an internist for 9 years. She then returned to the University of Michigan for her gastroenterology and therapeutic endoscopy fellowships. She has a focus in medical education; during fellowship she completed the GME Scholars program and served as the Medicine Director of Simulation and the Program Director for the Transitional Internship during her time in the military. In her free time she enjoys running, skiing, hiking and spending time with her husband and three boys.

Overview:

The Advanced ARIA Program is an educational program providing participants an opportunity to hear from leaders in the field of gastroenterology about how changes in healthcare policy and insurance reform will affect patients, practitioners and industry partners, while highlighting our significant accomplishments and looking ahead to identify strategies to help improve patient care and job satisfaction in the future. The course offers a variety of talks, panel discussions, small group sessions and one-on-one time with our nationally recognized faculty.

We intend for participants to engage with faculty with the following objectives and agenda framework:

1. Identify key changes in healthcare policy and health insurance reform and how these changes will affect patient care, physician practice, and the role of industry.
2. Understand the important role industry has played in the past decade to improve patient care while containing costs.
3. Describe some of the daily challenges gastroenterologists experience as they try to take care of patients and how this may affect relationships with industry.
4. List some of the unexpected challenges gastroenterologists face, how they problem solve and what industry can do to help.

Registration:

Industry representatives interested in attending may register online at **www.asge.org/ARIA**, or by calling ASGE Customer Care toll-free at **1-866-353-2743 (U.S. only)** or **630-573-0600**.

Educational Outline

November 13, 2018

4:30 – 5:30 PM	Registration and Reception with faculty
5:30 – 6:30 PM	Dinner
6:30 – 7:30 PM	Keynote Address
7:30 - 8:30 PM	Moderated Panel Discussion with faculty
8:30 PM	Adjourn for evening and reflect

Educational Outline

November 14, 2018

7:30 – 8:15 AM	Breakfast and Informal Discussions With Keynote and Faculty
8:15 – 8:30 AM	Welcome, Goals and Introductions
8:30 – 10:30 AM	That Was Then. This Is Now. What's Next?
10:30 – 11:00 AM	Refreshment Break
11:00 – 12:00 AM	Live Endoscopy Case
12:00 – 12:45 PM	Lunch
12:45 – 2:15 PM	Why is This Job So Darn Hard at Times? This series of small group discussions will focus on some of the external factors that may add time and stress to our day to help our industry partners better understand the complexities of our GI practices.
2:15 – 2:45 PM	Refreshment Break
2:45 – 3:30 PM	Hmmm. What Would MacGyver Do?
3:30 – 4:00PM	A Day in the Life of a Gastroenterologist: an Interactive Panel Discussion with the Faculty
4:00 – 4:15 PM	What Will You Do Starting Tomorrow?
4:15 – 4:30 PM	Final Questions, Comments and Discussions



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