



FUNCTIONAL MEDICINE SEMINAR FOR PHARMACISTS AND PRACTITIONERS

*HPA Axis Function, Dysfunction, Diagnosis and Treatment
Advances in Laboratory Testing & Insights into the Importance of Iodine
Thyroid Dysfunction: Physiology and Treatment
Memory, Cognitive Function and Mood Disorders Associated
with Hormonal Imbalances
E-Marketing for Pharmacies and Health Care Providers*

Sat - Sun, May 5 - 6, 2012 in Columbus, OH

TO REGISTER

Visit www.functionalmedseminar.com to register online or complete the form below and fax to 888-270-8878. For more info, call 800-270-8878 or email info@storeymarketing.com.

Saturday, May 5, 8:00am - 5:00pm
Sunday, May 6, 8:00am - 4:30pm

At the Marriott Columbus Airport


1375 North Cassady Ave. • Columbus, OH 43219
Conveniently located near Easton Town Center, one of America's premier shopping and entertainment complexes, with free on-demand shuttle service provided by Marriott.

Registration - only \$599

Includes breakfast and lunch each day.

Earn up to 13 hours of CE.
(See page 2 for more information.)

Conference materials will be provided on a flash drive to all attendees. Bring your laptop or we will provide a link for you to print handouts prior to your arrival.

This seminar is sponsored by 

Attendee(s)Name(s),ProfessionalDesignation(s): _____

Practice/PharmacyName: _____

Address: _____ City, State, Zip: _____

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Conference Cancellation Policy: *Cancellations made up to 2 weeks prior will receive a 50% refund. There will be no refund if cancelled less than 14 days prior to event; however conference presentation materials will be provided.*

\$599 x _____ Total _____ [Groups of 5 or more sending in registrations together will receive a 20% discount.]

CardholderName: _____ Signature: _____

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FEATURED SPEAKERS:

Lena Edwards, MD, FAARM, FICT

HPA Axis

- Integrity and function (will include both endogenous and exogenous factors)
- Dysfunction and effects on cardiometabolic disease, mood disorders, immune system function and the gastrointestinal tract
- Evidence based discussion of appropriate diagnostic modalities for determining HPA axis dysfunction and general overview of some of the non-pharmaceutical adjunctive treatment modalities (mainly adaptogens) which have been shown to improve HPA axis function

David Zava, PhD

Advances in Laboratory Testing

Insights into the Importance of Iodine

- Iodine's relationship to overall health, abnormalities of the reproductive tract, and the risk of breast cancer
- The significance of iodine and estrogen metabolism, lipid oxidation and PPAR receptor function

Alison McAllister, ND

Physiologic Thyroid Dysfunction and Treatment

- The causes, types and symptoms of hypothyroidism and functional hypometabolism
- Thyroid testing options, describing their usefulness and limitations
- Nutritional influences on thyroid hormone production and utilization
- Therapeutic options for restoration of normal thyroid function

Robert Wood, RPh

- Pathophysiology of memory and cognitive function issues and mood disorders associated with hormonal imbalances
- Assessment and treatment strategies for addressing memory, cognitive function and mood disorders

Patricia Storey, RPh, FACA

E-Marketing for Pharmacies and Health Care Providers

- Integration of electronic and traditional marketing.
- App development for iOS and Android, and the differences between Web Apps and Native Apps
- Advantages of Web Apps vs Mobile Websites.
- Current state of Search Engine rankings.

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Meet the Featured Speakers



Lena D. Edwards, MD, FAARM, FICT

Dr. Lena Edwards is Board Certified in Internal Medicine and Board Certified and Fellowship Trained in Anti-Aging Medicine/Regenerative Medicine and Integrative Cancer Therapy. She has been in solo clinical practice for over ten years while also teaching, writing, and speaking on topics pertaining to anti-aging, health, wellness, and small business ownership. In addition to being the president and owner of *Balance Health & Wellness Center*, Dr. Edwards also serves as a community faculty member for the University of Kentucky Medical Center. She is the author of "Adrenalogic-Outsmarting Stress", as well as a health and wellness column for Business Lexington Magazine and various articles on preventative health and disease prevention with special emphasis given to her primary area of interest, HPA axis and adrenal gland dysfunction. Her manuscript *Hypocortisolism: An evidence based review* was recently accepted for publication in *Integrative Medicine Journal: A Clinician's Journal*.



David T. Zava, PhD

Dr. Zava received his doctorate in Biochemistry from the University of Tennessee, Memphis in 1974. As founder of ZRT (1998), he has been instrumental in developing research projects with physicians and academic groups to understand the role of steroid hormones in health and disease for the past decade. He is also the Clinical Laboratory Director and participates in monitoring Quality Control/ Quality Assurance programs for hormone testing at ZRT. Dr. Zava continues to educate the public and healthcare professionals through his published writings on saliva hormone testing, hormone imbalance and its links to health and disease. Dr. Zava served as Scientific/Laboratory Director for Aeron Biotechnology/Aeron Lifecycles for almost ten years where he helped develop commercialized immunohistochemical methods for testing breast cancer specimens and steroid hormone testing in saliva. In addition to his many publications, he co-authored a landmark book, [What Your Doctor May Not Tell You About Breast Cancer: How Hormone Balance Can Help Save Your Life](#). He served as a Chief of the Steroid Receptor section at John Muir Cancer and Aging Research Institute and directed studies on hormonal regulation of breast cancer.



Alison McAllister, ND

Dr. Alison McAllister is passionate about medical education and enjoys teaching both colleagues and patients. She is a clinical consultant at ZRT Laboratory, works in private practice, and teaches naturopathic medical students. She has spoken to medical groups both locally as well as nationally. Dr. McAllister graduated from Smith College in Northampton, Massachusetts and later received her naturopathic medical doctorate in 1999 at the National College of Naturopathic Medicine in Portland, Oregon. In addition to her doctorate, Dr. McAllister did advanced coursework and practicum in naturopathic midwifery delivering babies at home. After graduation, she completed her residency in integrated cancer care at Cancer Treatment Centers and Southwestern Medical Center in Tulsa, Oklahoma. Her clinical practice focuses on hormone imbalance, fertility, and integrative cancer care.



Robert M. Wood, RPh

Bob has owned a community pharmacy since 1985. In 1995, he obtained his certificate and training for compounding from the Professional Compounding Centers of America. In November of 1998, he and his business partner, Tony Buchta, R.Ph., opened Central Ohio Compounding Pharmacy in Columbus, Ohio. Bob has served on several hospice teams specializing in pain and nausea control, but his main focus for the last 13 years has been Bio-identical Hormone Replacement Therapy consultations for both men and women. Bob's knowledge and experience have grown through his continuing education and networking with researchers and physicians across the country. He enjoys good working relationships with physicians in Central Ohio who send him both male and female patients for consults and follow up. Bob's chief ambition is to always achieve a better patient outcome. Bob teaches a monthly class for nurse practitioners, and presents to groups locally, nationally and internationally. He will give you pearls that you can use immediately to help your patients and grow your practice.



Patti Storey, RPh, FACA

Patricia Storey, R.Ph., FACA, graduated from The Ohio State University College of Pharmacy and worked as a clinical pharmacist at The Ohio State University Hospitals. She took graduate level marketing classes at Ohio State. Her hospital pharmacy experience included pain management and ob-gyn consultations, and participation on trauma and emergency response teams. In 1987, Patti began her work in community pharmacy, and she co-owned a Medicine Shoppe and compounding pharmacy from 1991-2010. In 1991, Storey Marketing began as Health Notes, Inc., a weekly newspaper health column service. The company's product line soon grew to include brochures and newsletters for physicians, veterinarians, and dentists; and has evolved into a full line of marketing materials for compounding pharmacists and complementary medicine practitioners. Most recently, Storey Marketing has expanded to include full-time Internet Technology staff so that we can rapidly respond to our client's e-marketing needs, including website design and hosting, e-commerce, social networking and email newsletters for patients and practitioners.

Agenda will be posted soon on www.functionalmedseminar.com.

Earn up to 13 hours of CE.

Pharmacists

Educational Review Systems is accredited by the Accreditation Council for Pharmacy Education (ACPE) as a provider of continuing pharmaceutical education. This program is approved for up to 13 hours (1.3 CEUs) of continuing pharmacy education. Statement of credit will be emailed within 4 to 6 weeks to participants who have successfully completed the post-test. ACPE # 0761-9999-12-013-L01-P to 0761-9999-12-018-L01-P



Educational Review Systems is also approved for pharmacy continuing education by the state of Florida.



Nursing

Educational Review Systems is an approved provider of continuing education in nursing by ASNA, an accredited provider by the ANCC/Commission on Accreditation. Provider # 5-115. Program #05-115-12-003. This program is approved for up to 13 hours of continuing nursing education.

Educational Review Systems is also approved for nursing continuing education by the state of California, the state of Florida and the District of Columbia.

