



NEWS RELEASE — FOR IMMEDIATE DISTRIBUTION

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DKBmed and CME LLC Host Symposium and Launch Program on Depression Management

NEW YORK (September 29, 2011) — DKBmed, in partnership with CME LLC, will host a CME program titled "Optimizing Depression Management" (ODM) at the 24th Annual U.S. Psychiatric and Mental Health Congress (Psych Congress), to be held November 7-10, 2011 in Las Vegas. Enduring materials on the topic will also be created. The program is designed to enhance the competence and performance of psychiatrists, primary care physicians, physician assistants, psychiatric nurses, psychologists, and other health care providers who manage adults with major depressive disorder. This activity is supported by an educational grant from Bristol-Myers Squibb.

Major depression is highly prevalent in the general population. Despite significant evidence and treatment recommendations supporting the need to treat patients with major depression to full remission, the majority of patients in clinical practice continue to have residual symptoms.

Recent clinical studies have demonstrated the benefits of systematic approaches to treatment, including the use of measurement-based tools. These findings and approaches to care have been adopted by recent clinical practice guidelines. However, clinicians:

- may not be aware of the importance of treating patients to full remission
- may be reluctant to incorporate these evidence-based methods into their own clinical practices
- may not apply recent clinical practice guidelines to the care of their patients with depression

"As a result of these knowledge gaps, patients are at greater risk for residual symptoms and recurrence," noted ODM course director Glenn J. Treisman, MD, Professor of Psychiatry and Behavioral Sciences at The Johns Hopkins University School of Medicine. "Health care providers who treat patients with major depression need objective tools to help them monitor patients' progress and stay apprised of current treatment guidelines."

Clinicians participating in the ODM program will benefit from education on the impact of residual symptoms, the need for treating patients to full remission, and the potential benefits of incorporating evidence-based practice guidelines and measurement-based care tools into their practices.

The 90-minute live symposium at the Psych Congress will feature simulated patients – both live and on video – interactive group discussions, and case-based presentations and will introduce a new *ODM iPhone App*.

Enduring materials associated with the symposium will include:

- **ODM Webcasts/Podcasts:** providing the program experience to clinicians who cannot attend the live symposia
- **ODM Video Learning Blog:** video posts by expert faculty that revisit topics discussed during the symposium and also provide opportunities to answer questions that weren't answered at the live program
- **ODM Practice Improvement Tools & iPad/iPhone app:** an iPhone app that features a selection of depression rating scales so that clinicians can use these measurement tools in daily clinical practice; the app will also feature annotated guidelines, FAQs, and other valuable resources

The live symposium and webcasts/podcasts will be CME-certified by CME LLC.

About DKBmed

DKBmed is an integrated, nonaccredited continuing medical education company operated by a team of experienced medical education professionals and featuring the finest faculty in the country. The goal of DKBmed is to provide health care professionals with effective medical education that closes identified knowledge/practice gaps to ensure optimal patient care.

Working with accredited providers, DKBmed develops and implements live, recorded, print, and web-based educational programs. These programs are accessible through the company's web site (www.dkbmed.com). DKBmed's programs reach more than 30,000 clinicians specializing in a variety of areas, including psychology, neonatology, cystic fibrosis, infectious disease, dermatology, macular degeneration, rheumatoid arthritis, pulmonary disease, multiple sclerosis, and others.

About CME LLC

The mission of CME LLC is to provide evidence-based, clinically relevant continuing medical education resources based on rigorous needs assessments and outcomes studies for the community of health care professionals. All relevant adult education modalities are used in the ongoing delivery of information across all therapeutic areas

and professional competencies to enhance patient health outcomes and to move health care providers forward along the quality improvement process.

CME LLC develops educational plans designed to meet the needs of practicing clinicians based on demonstrated gaps within a target audience. Individual activities focus on maintaining, developing, or increasing the knowledge, skills, competence, and professional performance of clinicians to improve patient care. Founded in 1978 with the vision to provide high-quality, practical medical education and information for mental health clinicians, CME LLC's reach now expands to educational offerings for primary care, oncology, and practice management professionals. In addition, the organization continues to increase its educational offerings from live events and print formats to interactive online activities, PDA formats, podcasts, and more.

About US Psychiatric and Mental Health Congress

US Psychiatric and Mental Health Congress (*Psych Congress*) is the nation's largest independent educational conference for psychiatrists, primary care physicians, psychiatric nurses, psychologists, and other health care professionals who seek to improve their care for patients with mental health disorders. The *2011 Psych Congress* will provide knowledge and tools from which mental health care professionals may confidently diagnosis disorders and develop effective individualized treatment plans by applying evidence-based management into daily practice. Approaching its 24th year, the 2011 conference expects attendance to be 2,250 health care professionals. For additional information please visit www.cmellc.com/psychcongress.

Continuing Education Credit

CME LLC is accredited by the Accreditation Council for Continuing Medical Education to provide continuing medical education for physicians.

CME LLC designates this live activity for 1.5 *AMA PRA Category 1 Credits™*. Physicians should claim only the credit commensurate with the extent of their participation in the activity.

Provider approved by the California Board of Registered Nursing, Provider Number CEP12748 for 1.5 contact hours.

CME LLC is approved by the American Psychological Association to sponsor continuing education for psychologists. CME LLC maintains responsibility for this program and its content.

Physician assistants, nurse practitioners, and nurses may participate in this educational activity to earn a certificate of completion, as AAPA, AANP, and ANCC accept *AMA PRA Category 1 Credits™* through their reciprocity agreements.