PROVIDER TRAINING:
Advancing Allergy Treatment through Sublingual Immunotherapy

Friday & Saturday, October 14-15, 2016
Morris Center | Onalaska, Wisc.

Registration Now Open!
NEW! Skin testing practicum workshop

Help More Patients
Improve Outcomes
Expand Your Expertise
Help more allergy patients – improve outcomes – and expand your expertise through precision diagnostics & sublingual immunotherapy

No two patients are the same. Finding an effective way to diagnose and treat each patient that matches his/her individual allergic “fingerprint” is both a science and an art. You can treat the full spectrum of allergic patients using the leading precision allergy protocol that can safely and effectively address the broad range of patients and conditions.

This program will help you successfully integrate the La Crosse Method™ Protocol in your practice so you can begin to help patients now, or expand the sublingual immunotherapy diagnostics and treatment you may already provide.

Who should attend?
This course provides a solid background on research, science, and the practical application of precision sublingual immunotherapy (SLIT). We recommend physicians, along with key clinical staff specializing in allergy treatment, attend this course.

Advancing Allergy Treatment through Sublingual Immunotherapy is led by authors of the La Crosse Method Protocol from Allergy Associates of La Crosse, a sole sublingual immunotherapy practice with more than 45 years of experience helping allergic patients using the widely-recognized Protocol.

By attending the program, you will learn:
- An overview of diagnostic techniques and their treatment applications
- Specific dosing formulations and regimens for single- and multiple-antigen SLIT based on the La Crosse Method Protocol
- Treatment strategies for inhalant and food allergy
- How to manage the broad spectrum of allergic patients, from the difficult to complex
- The current science and history of SLIT
- The latest perspectives from U.S. and International research
- Sublingual immunotherapy efficacy, safety, duration, and mechanisms

NEW! Pre-Conference Allergy Skin Testing Practicum
Friday, Oct. 14: 1-3 p.m. | Limited space — register early!
This two-hour interactive presentation and practicum will provide you with the training you need to use multiple and single site allergy skin testing devices to accurately diagnose patients for inhalant and food allergens.

Participants will be given an opportunity to be skin tested and to test a partner with either dry devices, or devices loaded with testing controls and/or diagnostic extracts. Please abstain from antihistamines for seven days if you would like to be tested with allergenic extracts and/or controls.

In addition to hands-on testing, the session will include discussion on:
- Which medications and complementary/alternative medications affect Skin Prick Test (SPT) results
- Strategies to ensure accurate results
- Billing considerations

Attendees will learn how to effectively and efficiently perform allergy skin testing, and how to correctly interpret results needed to devise a custom treatment plan.

Registration details at allergychoices.com/ed-program or call (866) 793-1680, ext. 510.
Course Agenda

Friday, Oct. 14, 5:30-7:45 p.m.
General Session 1: Program Overview, Updates, and Application
5:30-6:15 p.m.  Registration, Social, and Hors d'oeuvres
6:15-6:30 p.m.  Welcome
6:30-7:45 p.m.  So This Patient Walks Into Your Office…
   Allergy takes many forms and has many faces. With a growing variety of treatment options available or on
   the horizon, determining protocols and options that fit your patient needs can be difficult. This provides
   background on the La Crosse Method Protocol, rationale, and paints a picture of the broad patient
   audience you can address using this flexible, rational, and precise protocol for modifying allergic disease.

Saturday, Oct. 15, 7:15 a.m.-4:30 p.m.
General Session 2: The La Crosse Method Protocol for Inhalant Allergy
7:15-8 a.m.  Registration and Continental Breakfast
8-8:15 a.m.  Treatment Philosophy for Inhalant Allergy & Key Tenets
   Comparison of protocols/approaches & key tenets of the La Crosse Method Protocol: Understanding the
   difference of our testing/treatment philosophy.
8:15-9:15 a.m.  Supporting Scientific Evidence for the La Crosse Method™ Practice Protocol
   Overview and discussion of clinical and scientific rationale supporting the La Crosse Method Protocol.
9:15-10:15 a.m.  A Review of Diagnostic Techniques
   Advantages/disadvantages of skin, IDT, and in vitro testing, including SPT & MQT. Explore how
   streamlining and optimizing the testing process and the use of mixes can enhance diagnostic data and
   improve your practice workflow, re-testing, and the patient experience; and discussion about molecular
   diagnostics and their role in diagnosis and treatment for advanced and complex allergic conditions.
10:15-10:30 a.m.  Break
10:30-12 p.m.  La Crosse Method Practice Protocol Dosing Guidelines
   Multiple antigen threshold dosing for multiple inhalant allergies and preseasonal dosing for seasonal pollens
   based on both skin testing and in vitro testing; perspectives in alternate protocol variations.
12-12:15 p.m.  Q&A
12:15-1 p.m.  Lunch

General Session 3: The La Crosse Method Protocol for Food Allergy
1-1:30 p.m.  Treatment Philosophy for Food Allergy & Concept Overview
   Treatment philosophy for food/chemical allergy and the Total Load Concept.
1:30-2 p.m.  Supporting Scientific Evidence for Food Allergy Treatment
   Review of scientific literature for food allergy.
2-2:30 p.m.  Diagnostic Techniques for Food Allergy Treatment
   Review of the role of diagnostics in effective treatment for food allergy including IgE, IgG, and delayed
   reactions; discussion about new molecular diagnostics and their role in diagnosis and treatment for
   advanced and complex allergic conditions.
2:30-3 p.m.  Treating Food Allergy
   Testing, treatment and implications for addressing food allergies in the general patient population.
   Discussion includes common manifestations such as headache, congestion and gastrointestinal issues.
3-3:15 p.m.  Break
General Session 4: Treating the Broad Nature of Allergy
3:15–4:15 p.m.  So This Patient Walks Into Your Office – Now What? Practical Application
A discussion on diagnostic and treatment perspectives through various related disease states.
Cases representing commonly treated disease states. Interactive audience case discussion.

4:15-4:30 p.m.  Wrap-up, Q&A
4:30-6 p.m.  Social, Meet the Faculty, Tours

Course Tuition
$495 per person (save $100) when you register by Sept. 9, 2016
$595 per person after Sept. 9, 2016
Save when you send multiple employees from the same practice — $350 for second attendee.
Includes meals, workbooks, and supplemental materials.
Refunds will be made until Sept. 9, 2016, with a 25% processing charge. After Sept. 9, no refunds will be issued. Tuition does not include hotel or travel expenses. Early booking recommended to assure lodging at conference rate.

Course Faculty
George F. Kroker, MD, FACAAI, ABIM, FAAEM
Dr. Kroker is a partner in Allergy Associates of La Crosse and a leading practitioner in treating allergy. He has lectured on allergy and environmental issues, has written for medical textbooks on yeast sensitivity, and has interests in chronic fatigue syndrome, fibromyalgia and multiple allergies. Dr. Kroker is board certified in internal medicine and environmental medicine. He is a Fellow in the American College of Allergy, Asthma & Immunology and the American Academy of Environmental Medicine.

Mary S. Morris, MD, ABIM
Dr. Mary Morris is a partner in Allergy Associates of La Crosse and is the Medical Advisor for Allergychoices, Inc., where she regularly consults with physicians on integrating SLIT in their practices. Dr. Morris has been integral to bringing increased attention and acceptance for sublingual immunotherapy in the medical and research communities. She is board certified in internal medicine and is active in numerous U.S.-based studies helping further validate the science behind sublingual immunotherapy, including peanut and other food allergies.

Venue
Allergychoices, Inc.
Morris Center | 2731 National Drive | Onalaska, WI 54650 | (608) 793-1580, ext. 510

Lodging
Please mention Allergychoices conference when you make your reservations to get the reduced rate. Reservations must be made by Sept. 14 for the discounted rate while rooms are available. Additional details available at allergychoices.com/ed-program.

Hampton Inn – $89
(608) 779-5000
308 Hampton Ct.
Onalaska, WI 54650

Holiday Inn Express – $119.99
(608) 783-6555
9409 State Road 16
Onalaska, WI 54650

Stoney Creek Hotel – $120
(608) 781-3060
3060 S. Kinney Coulee Rd.
Onalaska, WI 54650

About Allergychoices
This event is sponsored by Allergychoices, Inc. Allergychoices is the leader in providing physician education and resources to the growing number of allergy specialists around the country interested in custom sublingual immunotherapy to treat allergy and related disease. Our goal continues to help providers offer the benefits of custom, precision immunotherapy to more allergy sufferers through education, research, pharmacy, diagnostics, and practice growth services.