

ADVANCING DEVICE TECHNOLOGIES AND TECHNIQUES IN RHYTHM MANAGEMENT

This 2.5-day conference features cutting-edge education for EP health professionals.
Earn up to 15 credit hours!

EP Electrophysiology
Innovations Congress™

ATTENDEE BROCHURE

September 9–11, 2011
Hyatt Regency Crystal City
Washington, DC

**Register before August 5, 2011
to receive an early-bird discount!**



Drumy, Angelle



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ADVANCING DEVICE TECHNOLOGIES AND TECHNIQUES IN RHYTHM MANAGEMENT

COURSE CO-DIRECTORS



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EPI Congress, Co-Director
Interventional Implant Program
Lancaster General Hospital
President and Director of Electrophysiology Research
Lancaster Heart and Stroke Foundation
Lancaster, PA



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Kontos Professor of Medicine
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Richmond, VA

Attendees are encouraged to send cases in advance for discussion at any session. Cases must be submitted for consideration by August 31, 2011, to Seth J. Worley, MD, at seth@mcworley.com AND Kenneth A. Ellenbogen, MD, at ken.ellenbogen@gmail.com.



EP Electrophysiology
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www.epicongress.com



EP Electrophysiology
Innovations Congress

Welcome to the Electrophysiology Innovations (EPI) Congress 2011, the premier EP device conference dedicated to advancing technologies in cardiac rhythm management!

Professionals in the electrophysiology field know that cardiac device therapy is ever-evolving. With new advancements such as the interventional approach to device implantation, subcutaneous ICDs, and MRI-safe devices on the horizon, staying on the leading edge of device therapy is as exciting as it is challenging. These advanced pacemaker, ICD, and CRT therapies translate to optimized patient outcomes and improved quality of life. Therefore, we are delighted to invite you to the second-annual EPI Congress, taking place September 9–11, 2011, in Washington, DC. The EPI Congress has become the key scientific event for advances in cardiac device therapies. Our world-renowned panel of experts will present the latest advances in device technologies and techniques, including cutting-edge updates in pacemakers, ICDs, and lead extraction.

Challenges discussed at the EPI Congress will include how to avoid ICD shocks, how to use snares and balloons to implant LV leads, how to perform transseptal CRT, and how to fix a high DFT. Attendees will receive tips from experts at other top institutions such as Massachusetts General on the best approach for managing CRT nonresponders. Questions about venoplasty basics, including how to get started, training for allied professionals, and how and when to perform venoplasty for LV lead placement, will be addressed. In addition, attendees will receive guidance on managing device patients who do not meet the guidelines, including a special session on how to do the right thing for the device patient from a legal perspective.

The intimate setting offered at the EPI Congress will let attendees hear experts present real-world experience, ask questions about challenges they face, and return to their institutions armed with practical solutions and ideas. This year's program includes a comprehensive array of lectures, noted debates, industry-supported symposia, and case-based sessions on the most prevalent topics in cardiac rhythm management.

We look forward to meeting you in Washington, DC, for what will certainly be a stimulating and enjoyable event. We'll see you in September! It promises to be a conference to remember.

Seth J. Worley, MD,
FHR, S, FACC
Course Co-Director

Kenneth A. Ellenbogen, MD,
FACC, FHR, S
Course Co-Director



FACULTY

INTENDED LEARNERS

This activity is designed for electrophysiologists, cardiologists, cardiac surgeons, fellows, and electrophysiology allied health professionals.

LEARNING OBJECTIVES

After attending the EPI Congress 2011, participants should be able to do the following:

1. Discuss the clinical use of devices for patient care in the context of current guidelines and recommendations.
2. Describe the importance of an interventional approach to left ventricular- (LV-) lead implantation, including the use of vein selectors, guide support, anchor balloons, snares, and venoplasty to reduce implant time and avoid the need for surgical LV-lead placement.
3. Outline the current and future indications for cardiac resynchronization therapy (CRT).
4. Implement strategies to avoid and address CRT nonresponders.
5. Discuss the importance of lead size, shape, and position in optimizing patient outcomes.
6. Identify the indications for and alternative approaches to lead extraction.
7. Recognize the role of current and emerging pharmacologic and device interventions to prevent stroke and treat cardiac arrhythmias.

ACTIVITY OVERVIEW

The interactive educational conference will occur at the Hyatt Regency Crystal City in Washington, DC, September 9–11, 2011. A question-and-answer session with the faculty will follow each session.

To be eligible for documentation of credit, participants must complete the online evaluation form at www.naccme.com. All individuals who participate in the conference and submit the completed evaluation form to NACCME after the activity concludes will receive documentation of credit.

HARDWARE/SOFTWARE REQUIREMENTS

The evaluation is accessible after the activity via a computer with 650 MHz, 128 MB RAM, Windows or Mac operating system, and Internet Explorer, Netscape, or Safari browsers. Please direct technical questions to webmaster@naccme.com.

ACCREDITATION*

Physicians: North American Center for Continuing Medical Education, LLC (NACCME) is accredited by the Accreditation Council for Continuing Medical Education to provide continuing medical education for physicians.

NACCME designates this live activity for a maximum of 15 AMA PRA Category 1 Credits™. Physicians should claim only the credit commensurate with the extent of their participation in the activity.

Nurses: North American Center for Continuing Medical Education, LLC (NACCME) is an approved provider of continuing nursing education by the Pennsylvania State Nurses Association, an accredited approver by the American Nurses Credentialing Center's Commission on Accreditation.

This continuing nursing education activity was approved for 15.0 contact hours.

Provider approved by the California Board of Registered Nursing, Provider #13255 for 15.0 contact hours.

Radiologic Technologists: ARRT Category A CE Credit is pending approval by the AHRA.

*Accreditation information pertains only to the main conference; accreditation information for the satellite symposia will be provided separately.

Accreditor: North American Center for Continuing Medical Education, LLC. For CE inquiries, contact NACCME at 609-371-1137, ext. 6207.

Off-label uses of drugs and devices: Off-label uses of drugs and/or devices will be disclosed in the participant materials.

ADA Statement: North American Center for Continuing Medical Education complies with the legal requirements of the Americans with Disabilities Act and the rules and regulations thereof. If any participant in this educational activity is in need of accommodations, please contact Kristen Jassin at 609-371-1137.

Privacy Policy: NACCME protects the privacy of personal and other information regarding participants, educational partners, and joint sponsors. NACCME and our joint sponsors will not release personally identifiable information to a third party without the individual's consent, except such information as is required for reporting purposes to the appropriate accrediting agency.

NACCME maintains physical, electronic, and procedural safeguards that comply with federal regulations to guard your nonpublic personal information.

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Chuck Swerdlow, MD, FACC

Clinical Professor of Medicine
David Geffen School of Medicine at UCLA
Cedars-Sinai Heart Institute, Cedars-Sinai Medical Center
Los Angeles, CA

SCHEDULE OF EVENTS

Friday, September 9, 2011

- 4:00 p.m.–4:15 p.m. Welcome and Kick-Off
- 4:15 p.m.–4:45 p.m. How to Do the Right Thing for the Device Patient: A Lawyer's Perspective
Thomas S. D'Antonio, JD
- 4:45 p.m.–5:30 p.m. Device Patients Who Do Not Meet the Guidelines: Case Presentations and Panel Discussion
Sana Al-Khatib, MD, MHS; Jagmeet P. Singh, MD; Jeanne E. Poole, MD, FACC; Kenneth A. Ellenbogen, MD (Moderator)
- 5:30 p.m.–6:30 p.m. **Reception — Exhibit Hall Open**
- 6:30 p.m.–9:00 p.m. Industry-Supported Dinner Symposium

Saturday, September 10, 2011

- 6:30 a.m.–8:00 a.m. Industry-Supported Breakfast Symposium
- 8:00 a.m.–8:30 a.m. Fundamentals of Device Implantation — Important-but-Overlooked Issues: Pre-Implant Hydration, Venography Versus Landmarks for Axillary Vein Access, Pocket Revision, and Avoiding Infection
Kenneth A. Ellenbogen, MD
- 8:30 a.m.–9:00 a.m. Anatomy for the Implanting Physician: RA, RV, Coronary Sinus
Fermin C. Garcia, MD
- 9:00 a.m.–9:30 a.m. Venoplasty Basics: Types of Balloons, Prepping a Balloon, Inflation Pressure, What You Need in the Room, Training for the Allied Professionals, Credentialing Issues, and How to Get Started
Douglas Gohn, MD
- 9:30 a.m.–10:00 a.m. How to Cross the Occluded Subclavian With or Without Existing Leads: Wire and Catheter Techniques, Laser, Wire Under the Insulation, Femoral Extraction, and Inside-Out Access
Seth J. Worley, MD
- 10:00 a.m.–10:30 a.m. **Break — Exhibit Hall Open**
- 10:30 a.m.–11:00 a.m. Subclavian Venoplasty: Why Not Dilators? What Size Balloons? How to Avoid Complications and Advanced Techniques Including Focused-Force Venoplasty
Eugen Palma, MD



SCHEDULE OF EVENTS



- 11:00 a.m.–11:30 a.m. Lead Extraction: Indications, Procedures, and Complications — Is Lead Extraction Required before Implanting an MRI-Safe System?
Riki Green, MD
- 11:30 a.m.–12:00 p.m. Lead Extraction: Indications, Procedures, and Tools for Successful, Laser-Free Extraction
Avi Fischer, MD
- 12:00 p.m.–1:00 p.m. **Lunch — Exhibit Hall Open**
- 1:00 p.m.–1:25 p.m. Does LV Lead Placement Influence Response to CRT?
Jagmeet P. Singh, MD
- 1:25 p.m.–1:50 p.m. How to Implant the LV Lead in 15 Minutes Every Time
Kevin P. Jackson, MD
- 1:50 p.m.–2:15 p.m. Anchor Balloons to Overcome Difficult Anatomy: CS and Target Vein Access
Seth J. Worley, MD
- 2:15 p.m.–3:00 p.m. Important EP Advances for 2010–2011
Kenneth A. Ellenbogen, MD
- 3:00 p.m.–3:30 p.m. **Break — Exhibit Hall Open**
- 3:30 p.m.–4:00 p.m. Snares to Overcome Difficult CS Anatomy: A Very Effective, Easy-to-Implement Technique All Implanters Will Want to Know
Seth J. Worley, MD
- 4:00 p.m.–4:30 p.m. How and When to Perform Venoplasty for LV Lead Placement
Imran K. Niazi, MD
- 4:30 p.m.–5:00 p.m. The Albert Einstein Approach to CRT Nonresponders
Eugen Palma, MD
- 5:00 p.m.–5:30 p.m. The Massachusetts General Hospital Approach to the CRT Nonresponder
Jagmeet P. Singh, MD
- 5:30 p.m.–6:00 p.m. Pacemakers, ICDs, and MRI: What's New?
Bruce Stambler, MD
- 6:00 p.m.–8:00 p.m. Industry-Supported Reception and Dinner Symposium

SCHEDULE OF EVENTS

Sunday, September 11, 2011

- 6:30 a.m.–8:00 a.m. Industry-Supported Breakfast Symposium
- 8:00 a.m.–8:30 a.m. The Great Debate: Extraction Versus Venoplasty to Add a Lead
Seth J. Worley, MD; Riki Green, MD
- 8:30 a.m.–9:15 a.m. Important Developments in Pacing for 2010–2011
Kenneth A. Ellenbogen, MD
- 9:15 a.m.–9:45 a.m. How to Avoid ICD Shocks: Algorithms and Appropriate Programming
Chuck Swerdlow, MD
- 9:45 a.m.–10:15 a.m. How to Perform Transseptal CRT: The Alternative to Surgery
Seth J. Worley, MD
- 10:15 a.m.–10:45 a.m. Break — Exhibit Hall Open**
- 10:45 a.m.–11:15 a.m. Sub-Q ICD
Faculty to be announced
- 11:15 a.m.–11:45 a.m. Multisite Versus Multipolar LV Pacing: Results
Imran K. Niazi, MD
- 11:45 a.m.–12:15 p.m. Alternate-Site RV Pacing — What Have We Learned: His-Bundle Pacing and RV Septal Pacing
Bruce Stambler, MD
- 12:15 p.m.–1:15 p.m. Lunch — Exhibit Hall Open**
- 1:15 p.m.–1:45 p.m. How to Fix a High DFT — And Should We Even Bother to Check?
Chuck Swerdlow, MD



SCHEDULE OF EVENTS

- 1:45 p.m.–2:45 p.m. Maximizing the Odds of Reverse-LV Remodeling During CRT Using Ventricular Activation Sequence Analysis
Michael Sweeney, MD
- 2:45 p.m.–3:00 p.m. Summary Questions
Seth J. Worley, MD; Kenneth A. Ellenbogen, MD
- 3:00 p.m. Conference Adjourns**

Topics and faculty subject to change without notice.



Tackle the topics most important to you! Submit difficult cases and personal experiences in advance for discussion during the conference by e-mailing Seth J. Worley, MD, at seth@mcworley.com AND Kenneth A. Ellenbogen, MD, at ken.ellenbogen@gmail.com. Cases must be submitted for consideration by August 31, 2011.

THE EPI CONGRESS 2011 EXHIBIT HALL COVERS IT ALL!

See and learn about the latest innovations for the electrophysiology market!

Exhibiting companies will be showcasing products and services from all major categories:

- **Lead extraction**
- **Implantable devices**
- **Ablation catheters and systems**
- **Diagnostic EP systems**

HOTEL & REGISTRATION INFORMATION



Hyatt Regency Crystal City
2799 Jefferson Davis Highway
Arlington, VA 22202
Tel: (703) 418-1234 | Fax: (703) 418-1289
Web: crystalcity.hyatt.com

EPI Congress 2011 will be held at the Hyatt Regency Crystal City, situated just outside Washington, DC. This perfect location allows easy access to Washington, DC, and the surrounding suburbs. The hotel provides a complimentary shuttle to Ronald Reagan Washington National Airport (DCA) and Crystal City Metro Station, both located just moments away (the Crystal City Metro Station services both the Blue and Yellow Metro lines).

Reservations are now being accepted for the congress. A limited block of rooms is being held for conference attendees at a discounted rate of \$109 USD per night for single or double occupancy. To receive the special reduced rate, you must reserve before August 24, 2011, and reference the group name: **EP INNOVATIONS CONFERENCE 2011**. The room rates will be available 3 days pre- and 3 days post-conference, based on availability. We encourage you to book your rooms early, as this hotel sells out around this time of year.

To make your reservations, please call 1-888-421-1442. You may also book online at <https://resweb.passkey.com/go/EPInnovationsConference2011>.

Please note that one night's deposit is required to hold your reservation and is non-refundable for any cancellation.

Team/Group Discount

A team/group discount of \$25 off each registration is available for two or more registrants from the same facility. Registrations must be received at the same time. No discounts will be provided for individuals joining a group after the fact. There will be no refunds for cancellations when registering as part of a group.

To register two or more people using the team/group discount, call 800-237-7285 or 610-560-0500, ext. 233.

Pre-registration

Seating in certain sessions may be limited, so be sure to register early. Registrations will be accepted online and by fax and mail. Phone registrations will not be taken. Fax and online registrations are for credit card payments only. Register at www.epicongress.com or complete the enclosed registration form and return it with your credit card payment or check, payable to HMP Communications. You must be at least 18 years old to register.

If you send a registration form without a payment method, you will not be considered pre-registered and will be required to register on-site.

On-site Registration/Registration Desk Hours

Pre-registered conference attendees may pick up their conference materials and on-site registrants may complete registration during the following registration hours:

Friday, September 9, 2011
2:00 p.m.–6:30 p.m.

Saturday, September 10, 2011
7:00 a.m.–6:00 p.m.

Sunday, September 11, 2011
7:00 a.m.–3:00 p.m.

Cancellation Policy

Please note that all cancellations must be postmarked by August 5, 2011. Full registration (less a \$100 processing fee) will be refunded only to cancellations received in writing and post-marked by the above date. No refunds will be issued for cancellations postmarked after August 5, 2011. There will be no refunds for cancellations when registering as part of a group.

Registrations are transferrable at any time. Write to

HMP Communications
 Attention: EPI Congress registration department
 83 General Warren Blvd., Suite 100
 Malvern, PA 19355

REGISTRATION FORM

Three Easy Ways to Register

1. Online at www.epicongress.com (credit card payments only)
2. Fax form to 610-560-0502 (credit card payments only)
3. Mail this form and payment to
HMP Communications
Attention: Electrophysiology Innovations Congress 2011
83 General Warren Blvd., Suite 100
Malvern, PA 19355

I. _____

Prefix _____ First Name _____ Last Name _____

Degree (MD, RN, etc.) _____

Facility/Company Name _____

Address 1 _____

Address 2 _____

City _____ State _____ Postal/Zip Code _____ Country _____

Telephone _____ Fax _____

E-mail Address (REQUIRED; confirmations will be e-mailed.) _____

2. PROFESSIONAL CATEGORY (Please choose the category closest to your profession.)

- Electrophysiologist Cardiologist
- EP Laboratory Technologist/Nurse Fellow
- Other _____

3. How did you find out about this year's meeting?

- Journal Advertisement Direct Mail Internet E-mail Peer Other _____

4. Will you be attending the Welcoming Reception in the Exhibit Hall

on Friday, September 9, 2011 from 5:30 p.m.–6:30 p.m.? Yes No

Participant	Before 7/1	Before 8/5	After 8/5
MD/DO	\$525	\$575	\$625
Allied — Nurse/Technologist	\$300	\$350	\$400
Fellow	\$250	\$300	\$300
Other/Non-Sponsoring Industry	\$600	\$650	\$750

5. METHOD OF PAYMENT

Choose from the following options:

- Check made payable to HMP Communications. *All checks must be drawn on a U.S. bank, in U.S. funds.*
- Credit Card: (check one) MasterCard Visa Amex Discover
- Team/Group Discount (subtract \$25 from each registration)

To apply the \$25 discount for two or more registrants from the same facility, registrations must be received at the same time.

Please print.

Credit card No.: _____ Expiration date: _____

Signature of cardholder: (required) _____ Security Code: _____

Cardholder's first name: _____ Last name: _____

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