

7 REASONS TO ATTEND THE CMS ANNUAL MEETING

There are many more than just seven reasons to join your colleagues at the reinvented annual meeting of the Colorado Medical Society. This year's meeting, our very first without a House of Delegates governance structure, will be entirely devoted to celebrating the community of medicine. It will bring Colorado physicians together for social, clinical and intellectual

stimulation that will be part therapy, part policy exploration and part insider briefings on the hot spots in health care politics, policy and downstream consequences of the November elections. We can't wait to unveil the new annual meeting for you and your families. Find more information and register at www.cms.org. **We'll see you in Keystone the weekend of Sept. 16-18.**

1

You need a break

You'll find tremendous satisfaction engaging with your peer group on the hottest clinical and political topics with insight from the top experts in the state and from around the country. It's like shooting the breeze around the office water cooler or in the doctors' lounge, except you'll be in beautiful Keystone, Colo.

2

Your family and friends will have plenty to do

While you're interacting with your peers and the experts, your family and friends can re-energize at yoga, enjoy miles of biking and hiking, participate in a 5K walk/run, or take a gondola ride to the mountain summit for excellent views and photos. (And don't worry, you'll have time to sneak away and join them, too.)

3

You will be amazed by the depth and breadth of expertise of the speakers

With so many talking heads often getting medical policy and politics topics wrong, you will be amazed by the depth and breadth of expertise of our slate of speakers who will confront topics you can't just pull off the web – all sides of the ColoradoCare November ballot initiative, what's being done to restore balance and fairness with the health plans, how to manage your pain patients, case studies on how to stay out of the courthouse and protect the safety of your patients. And that's just the beginning.

4

You will be among friends – your peers

You will be among your friends, your peers to talk about the big picture and all the small stuff you sweat every day. It's like a group therapy session – where you will make new friends and reconnect with old friends – but with good food and lots of laughs.

5

Your opinion and ideas matter

We will employ real-time straw polling to get your opinion and ideas on all the hot topics to share directly with your board of directors. Your ideas translate into policy and advocacy at the statehouse and other points of influence.

6

You'll attend worthwhile workshops

We have worked hard to put together workshops that bring to an intimate scale how to get and stay well, how to manage your pain patients and help them recover, how to get ready for the radical shift in Medicare payments, and more.

7

You can recapture your love of the profession

You will remember why you chose this noble profession, immerse yourself in the community of medicine and all that you care about, and know you are never alone.

THE NEW CMS

FOR MORE INFORMATION VISIT WWW.CMS.ORG