



# Quality Quest *for* Health of Illinois

For Immediate Release

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## ***An Ounce of Prevention . . . Is A Ton Of Work* Medical Conference Coming September 30**

(Peoria, IL) – Quality Quest *for* Health of Illinois and the University of Illinois College of Medicine at Peoria are jointly sponsoring a medical conference, “An Ounce of Prevention . . . Is A Ton of Work” on Wednesday, September 30 from 8:00 a.m. to 11:30 a.m. at the Embassy Suites Riverfront Conference Center in East Peoria.

The half-day conference will focus on improving preventive care services in central Illinois. Preventive care helps individuals stay healthy, find health problems early when they are most treatable, and maintain a positive quality of life. Studies show that most Americans do not receive all the preventive services they need. Why does this gap exist? What needs to be done for patients to receive all the preventive services they require?

Preventing illness, identifying treatable conditions early and avoiding complications from chronic conditions depends on clinic systems that are designed to ensure evidence-based care and provide support for patients and families. Conference speakers will address barriers to evidence-based practice, share results of local preventive care data and detail a proven employer sponsored tobacco cessation program that helps people quit smoking.

Physicians, residents, medical students, nurses, allied health professionals, administrators, and practice managers are encouraged to attend. There is no cost to attend the conference and a free breakfast begins at 7:15 a.m. **Registration is required** – either online at [www.qualityquest.org](http://www.qualityquest.org) or by phone at 309-282-8820. Please call the same number to obtain a registration form.

The University of Illinois (UIC) College of Medicine designates this educational activity for a maximum of 3 *AMA PRA Category 1 Credits*.

The medical conference agenda includes:

7:15 a.m. - 8:00 a.m.:

**BREAKFAST**

8:00 a.m. - 8:05 a.m.:

**WELCOME**

Dr. Sara Rusch, Regional Dean, University of Illinois College of  
Medicine at Peoria

(more)

- 8:05 a.m. - 8:45 a.m.: **BUSTING PREVENTIVE CARE MYTHS**  
Dr. Rick Luetkemeyer, Assistant Medical Director, Caterpillar Inc.  
Dr. Gail Amundson, President/CEO, Quality Quest for Health of Illinois
- 8:45 a.m. - 9:45 a.m.: **IMPROVING PREVENTIVE CARE IN CENTRAL ILLINOIS**  
Dr. Steve Hippler, OSF Medical Group  
Dr. Craig Kurtz, HeartCare Midwest  
Dr. John Halvorsen, Thomas and Ellen Foster Professor and Chair,  
Department of Family and Community Medicine, University of Illinois  
College of Medicine at Peoria
- 9:45 a.m. - 10:15 a.m.: **A SUCCESSFUL TOBACCO CESSATION PROGRAM**  
Dr. Mike Taylor, Assistant Medical Director, Caterpillar Inc.
- 10:15 a.m. - 10:30 a.m.: **BREAK**
- 10:30 a.m. - 11:20 a.m.: **REACTOR PANEL**  
Dave Leitch, Illinois State Representative, 73rd District  
Jo Dorsch, Professor & Health Sciences Librarian,  
University of Illinois College of Medicine at Peoria  
Randy Moon, Vice President, Global Benefits, ADM  
Jean Kestner, Practice Administrator-MMG Cardiology,  
Methodist Medical Center
- 11:20 a.m. - 11:30 a.m.: **WRAP-UP**

### **About Quality Quest for Health of Illinois**

Quality Quest for Health of Illinois is a healthcare collaborative working together to transform healthcare in our state. We bring physicians, hospitals, health plans, employers, patients and families together to focus on creating healthier communities with better patient outcomes and improving the quality of care delivered. We collect data related to specific Quest projects and report performance information to the medical community and the public. The information helps providers compare their performance to peers and regional/national benchmarks and to improve patient care. Learn more at [www.qualityquest.org](http://www.qualityquest.org).

### **About the University of Illinois College of Medicine at Peoria**

The University of Illinois College of Medicine at Peoria was founded in 1970 and since that time has graduated more than 1,500 medical students and 1,700 residents, many who provide care right in central Illinois. In addition to medical education, the College focuses on resident education, patient care, research, and community service. For more information, visit [www.peoria.medicine.uic.edu](http://www.peoria.medicine.uic.edu).