

Premier Blue*

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About the Lung Disease Conference

The American Lung Association of Kansas is putting on a conference for health professionals on "Counseling to Create Behavior Changes in Patients with Lung Disease: Are we all saying the same thing to our patients?" The conference is sponsored by Premier Blue, a subsidiary of Blue Cross and Blue Shield of Kansas, Inc., and other organizations which promote better health through patient education. It will be held June 11 at the Pozez Education Center in Topeka.

The primary goal of the conference is to promote patient adherence through consistent patient education. The program is organized to bring key professionals together in a dialog about how health care providers can best educate and monitor patients with lung disease by speaking the same language. For asthma patients, that language comes from the Expert Panel Report 2: Guidelines for the Diagnosis and Management of Asthma.

A variety of morning and afternoon breakout sessions are provided and will run concurrently. PBL (Problem Based Learning) sessions in the morning and afternoon are interactive and will give participants an asthma case study to examine and discuss. Sessions about other lung diseases also are offered. An informational brochure is enclosed with this mailing. For other questions, call the American Lung Association of Kansas at 1-800-586-4872.

Premier Blue's sponsorship of this event is part of an ongoing focus on improving care for and education of members with asthma. A special newsletter is forthcoming which will outline the Premier Blue Asthma Health Management Program. The Program is to be implemented this coming summer.