



Phoenix Children's

The 49th Annual Melvin L. Cohen, MD

Pediatric Update Conference **2026**

Commercial Support and Exhibitor Prospectus | March 2-5



General Conference Information

March 2-5, 2026

The Scottsdale Plaza Resort
7200 North Scottsdale Road
Scottsdale, AZ 85253

Additional conference details can be found on the conference website at pchpediatricupdate.com.

Continuing Medical Education Members



John Hartley, DO, FAAP
Medical Director, Department of
Continuing Medical Education
Phoenix Children's



Ozzie Rodriguez
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JoAnn Cunningham
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Welcome

Greetings,

On behalf of the Office of Continuing Medical Education at Phoenix Children's, we are pleased to announce the upcoming 49th Annual Mel Cohen Pediatric Update 2026 Conference to be held at The Scottsdale Plaza Resort, Scottsdale, AZ on Monday, March 2nd through Thursday, March 5th, 2026.

Pediatric Update 2026 Conference Overview:

This 4-day CME conference will focus on topics covering a wide range of specialty areas relevant to all pediatric providers.

Conference Exhibitor Information:

As a conference exhibitor at Pediatric Update, you will have the opportunity for face-to-face interaction with our audience. We expect this year's conference to draw more than 300 participants from around the country.

Target Audience:

Don't miss the opportunity to interact with a growing, influential group of healthcare professionals. We strongly encourage you to consider participating if you market General Pediatricians, Family Practitioners, Pediatric Nurse Practitioners, and other Advanced Practice Providers who practice primary care or general inpatient pediatrics.

2026 Exhibiting Opportunities

Benefits

- Interact with influential decision makers in the field
- Build visibility for your company in a competitive marketplace
- Expand your customer base and strengthen existing customer relationships
- Introduce new technology, products, and services

Conference Venue

The conference venue is in the heart of Scottsdale and is near world class golf courses, hiking trails, Cactus League Spring Training games, shopping, restaurants, and countless other attractions. Please visit our hospitality page to take advantage of the special hotel room rate.

pchpediatricupdate.com/hospitality
or scan the QR code below.



In-person Exhibit Hall includes:

- Two complimentary conference registrations
- One display table in the exhibitor hall, located in the Resort Foyer

If interested in exhibiting for this conference, please complete the following:

- [Registration Form](#)
- Exhibitor Letter of Agreement Form (LOA) and upload to Registration form

For additional information contact:

JoAnn Cunningham
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Ozzie Rodriguez
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Distinguished 2026 Faculty



Kamran Ahmed, MD
Pediatric Ophthalmologist



Ruth Bristol, MD
Pediatric Neurosurgeon



Amanda Downey, MD
Pediatric Psychiatrist



J. Craig Egan, MD
Pediatric Surgeon



Neil Friedman, MBChB
Pediatric Neurology



**Randon T. Hall, MD, MBA,
CAQSM**
Pediatric Orthopedic



Dana Harb, MD
Pediatric Dermatologist



Kara Lewis, MD
Pediatric Neurologist



Dorothee Newbern, MD
Pediatric Endocrinology



James W. O'Neil, MD
Pediatric Ophthalmologist



Michael Pitt, MD
Pediatric Hospitalist



Jenny Radesky, MD
Developmental-Behavioral
Pediatrics



Adam Ratner, MD, MPH
Pediatric Infectious Disease



Shauna Schroeder, MD
Pediatric Gastroenterologist



Paul Tran, MD
Pediatric Gastroenterologist



Kathleen van Leeuwen, MD
Pediatric Surgeon



**Karen Yeager, DO, MS, FAAP,
ABPM-CI**
Division of Emergency
Medicine, Clinical Informatics
Specialist

2026 Program Agenda

Monday, March 2

Breakfast Workshops

Held in Conference rooms: D, E, & F

7:30 - 8:15 a.m.
Option 1
(In person & Virtual)
Dr. Ratner

**Case-based
Vaccine-Preventable
Diseases Discussion**

7:30 - 8:15 a.m.
Option 2
(In person ONLY)

**Psychopharmacology
For the Pediatric Office -
Knowing What You
Don't Know**
Dr. Downey

8:15 - 8:30 a.m.

**Break (Please visit our
Exhibits in the Scottsdale
Plaza Foyer)**

8:30 - 8:40 a.m.

Announcements

Plenary Sessions

(Held in conference rooms: D, E & F)

8:40 - 9:20 a.m.

**What Should I Do
With This Funny
Shaped Head?**
Dr. Bristol

9:20 - 10 a.m.

Measles Update & More
Dr. Ratner

10 - 10:20 a.m.

**Break (Please visit our
Exhibits in the Scottsdale
Plaza Foyer)**

10:20 - 11:00 a.m.

**Sports Medicine
Essentials: A Practical
Guide for PCPs**
Dr. Hall

11:00 - 11:40 a.m.

**What's New, Exciting &
Effective in Pediatric
Headache Management**
Dr. Lewis

11:40 a.m. - 12:20 p.m.

**Let's Talk Poop & Pain:
Communicating with
Patients About
Constipation & Chronic
Abdominal Pain**
Dr. Tran

Tuesday, March 3

Breakfast Workshops

Held in Conference rooms: D, E, & F

7:30 - 8:15 a.m.
Option 1
(In person & Virtual)

**Psychopharmacology For
the Pediatric Office-
Knowing What You
Don't Know**
Dr. Downey

7:30 - 8:15 a.m.
Option 2
(In person ONLY)

**Case-based Vaccine-
Preventable Diseases
Discussion**
Dr. Ratner

8:15 - 8:30 a.m.

**Break (Please visit our
Exhibits in the Scottsdale
Plaza Foyer)**

8:30 - 8:40 a.m.

Announcements

Plenary Sessions

(Held in conference rooms: D, E & F)

8:40 - 9:20 a.m.

**Procedures in Pediatric
Dermatology**
Dr. Harb

9:20 - 10 a.m.

**Hot Topics in Pediatric
Infectious Disease**
Dr. Ratner

10 - 10:20 a.m.

**Break (Please visit our
Exhibits in the Scottsdale
Plaza Foyer)**

10:20 - 11 a.m.

**Pharmacotherapy For the
Treatment of Childhood
Obesity & Type 2 DM**
Dr. Newbern

11 - 11:40 a.m.

**Bariatric surgery 2.0:
Patient Selection**
Dr. Egan

11:40 a.m. - 12:20 p.m.

**Eating Disorder
Management In
Primary Care**
Dr. Downey

Wednesday, March 4

Breakfast Workshops

Held in Conference rooms: D, E, & F

7:30 - 8:15 a.m.
Option 1
(In person & Virtual)

**Social Media
& Adolescent Mental
Health**
Dr. Radesky

7:30 - 8:15 a.m.
Option 2
(In person ONLY)

**So You've Been Asked to
Give a Talk? Pearls
To Become a More
Effective Public Speaker**
Dr. Pitt

8:15 - 8:30 a.m.

**Break (Please visit our
Exhibits in the Scottsdale
Plaza Foyer)**

8:30 - 8:40 a.m.

Announcements

Plenary Sessions

(Held in conference rooms: D, E & F)

8:40 - 9:20 a.m.

**Vision Screening
& Amblyopia Technology**
Dr. O'Neil

9:20 - 10 a.m.

**Pediatric Refractive
Surgery**
Dr. Ahmed

10 - 10:20 a.m.

**Break (Please visit our
Exhibits in the Scottsdale
Plaza Foyer)**

10:20 - 11:00 a.m.

**The Latest on
Non-operative
Appendicitis: An
Overview & Pathway**
Dr. van Leeuwen

11:00 - 11:40 a.m.

**Managing and Preventing
Explosive Behavior in
Children**
Dr. Radesky

11:40 - 12:20 p.m.

**Building Your
Communication
Differential Diagnosis -
10 Common Challenges
Communication is the Cure**
Dr. Pitt

Thursday, March 5

Breakfast Workshops

Held in Conference rooms: D, E, & F

7:30 - 8:15 a.m.
Option 1
(In person & Virtual)

**So You've Been Asked to
Give a Talk? Pearls To
Become a More Effective
Public Speaker**
Dr. Pitt

7:30 - 8:15 a.m.
Option 2
(In person ONLY)

**Screen Media & Early
Childhood Development**
Dr. Radesky

8:15 - 8:30 a.m.

**Break (Please visit our
Exhibits in the Scottsdale
Plaza Foyer)**

8:30 - 8:40 a.m.

Announcements

Plenary Sessions

(Held in conference rooms: D, E & F)

8:40 - 9:20 a.m.

**Eosinophilic Esophagitis: An
Increasingly Common
Condition**
Dr. Schroeder

9:20 - 10 a.m.

**Helping Families Navigate
Autism & Developmental
Delays in Primary Care**
Dr. Radesky

10 - 10:20 a.m.

**Break (Please visit our
Exhibits in the Scottsdale
Plaza Foyer)**

10:20 - 11 a.m.

**Pattern Recognition in
Movement Disorders: Clinical
Insights Through Cases**
Dr. Friedman

11 - 11:40 a.m.

**Approach & Management
of In-Office Emergencies
for the General Pediatrician**
Dr. Yeager

11:40 - 12:20 p.m.

**Jargon Oblivion 2026 Update
& Grand Finale With the
Magician Pediatrician**
Dr. Pitt

CME Guidelines Related to Promotional Activities, Exhibits, and Commercial Support

In compliance with ACCME Standards for Commercial Support, arrangements for commercial exhibits or advertisements cannot influence or interfere with the presentation, nor can they be a condition of the provision of commercial support for CME activities.

- Sponsorship and other promotional fees shall be separate and distinct from educational grants/commercial support.
- All exhibitors must be in a room or area separate from the education and the exhibits must not interfere with or in any way compete with the learning experience prior to, during, or immediately after the activity.
- Company representatives must refrain from holding any commercial discussions in the educational classroom. All promotional activities including interviews, demonstrations, and the distribution of literature or samples must be made within the exhibitor's space.
- Commercial interest representatives may attend CME activities for the sole purpose of the representatives' own education. However, they may not engage in sales or marketing activities while in the educational classroom.

Accreditation/Credit Designation Statement

This activity has been planned and implemented in accordance with the accreditation requirements and policies of the Accreditation Council for Continuing Medical Education (ACCME) through the joint providership of The University of Arizona College of Medicine - Tucson and Phoenix Children's. The University of Arizona College of Medicine - Tucson is accredited by the ACCME to provide continuing medical education for physicians.

The University of Arizona College of Medicine - Tucson designates this live activity for a maximum of 16.25 AMA PRA Category 1 Credit(s)[™]. Physicians should claim only the credit commensurate with the extent of their participation in the activity.

Successful completion of this CME activity, which includes participation in the evaluation component, enables the learner to earn up to 16.25 MOC points in the American Board of Pediatrics' (ABP) Maintenance of Certification (MOC) program. It is the CME activity provider's responsibility to submit learner completion information to ACCME for the purpose of granting ABP MOC credit.

Relevant Financial Relationships Statement

University of Arizona College of Medicine - Tucson Office of Continuing Medical Education adheres to the ACCME's Standards for Integrity and Independence in Accredited Continuing Education. Any individuals in a position to control the content of a CME activity, including faculty, planners, reviewers or others are required to disclose all financial relationships with ineligible companies (commercial interests). The CME office reviewers have nothing to disclose. All relevant financial relationships have been mitigated prior to the commencement of the activity.

