



Phoenix Children's

Celebrating
50 Years

The 50th Annual Melvin L. Cohen, MD

Pediatric Update Conference **2027**

Commercial Support and Exhibitor Prospectus | March 1-4



General Conference Information

March 1-4, 2027

Kimpton Miralina Resort & Villas
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
orodriguez1@phoenixchildrens.com



JoAnn Cunningham
jcunnin@phoenixchildrens.com

Welcome

Greetings,

On behalf of the Office of Continuing Medical Education at Phoenix Children's, we are pleased to announce the upcoming 50th Annual Mel Cohen Pediatric Update 2027 Conference to be held at the Kimpton Miralina Villas & Resort, Scottsdale, AZ, on Monday, March 1st through Thursday, March 4th, 2027.

Pediatric Update 2027 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.

2027 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

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
jcunnin@phoenixchildrens.com

Ozzie Rodriguez
orodriguez1@phoenixchildrens.com



Distinguished 2027 Faculty



Brian Alverson, MD
Pediatric Hospitalist



Kamran Ahmed, MD
Pediatric Ophthalmologist



**Monica Abd El Nour, MD,
MSCI**
Pediatric Infectious Disease



Sarah Beaumont, MD
Medical Director, Homeless
Youth Outreach Program at
Phoenix Children's



Samantha Calvin, PhD
Instructor, Health
Innovation ASU



Damon Dixon, MD
Pediatric Cardiology



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



**Candrice Heath, MD, FAAP,
FAAD**
Pediatric Dermatology



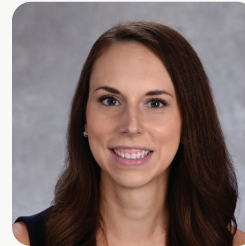
Christina Kwong, MD
Pediatric Allergy &
Immunology



Derek Neilson, MD
Division Chief, Genetics and
Metabolism



Jane A Oski, MD, MPH
Rural Pediatrics



**Melissa Park, DO, MPH,
FACOG**
Pediatric Gynecologist



Dr. Alok Patel
Pediatric Hospitalist



Dorothee Newbern, MD
Pediatric Endocrinology



John P. Whelan, MD, PhD
Pediatric Rheumatology,
Hospital Medicine

2027 Program Agenda

Monday, March 1

Breakfast Workshops

Held in Conference rooms: D, E, & F

7:30 - 8:15 a.m.

Option 1

(In person & Virtual)

Evidence Based Medicine: Things You Don't Do That You Could, & Things You Do That You Shouldn't

Dr. Alverson

7:30 - 8:15 a.m.

Option 2

(In person ONLY)

What to Do About a Limping Child

Dr. Whelan

8:15 - 8:30 a.m.

Break (Please visit our Exhibits in the Resort Foyer)

8:30 - 8:40 a.m.

Announcements

Plenary Sessions

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

8:40 - 9:20 a.m.

Updates in the Genetic Evaluation of Intellectual Disability

Dr. Neilson

9:20 - 10 a.m.

Hot Topics in Pediatric Infectious Diseases

Dr. Abd El Nour

10 - 10:20 a.m.

Break (Please visit our Exhibits in the Resort Foyer)

10:20 - 11:00 a.m.

The New AAP UTI Guidelines: The Evidence & The Controversy, Part 1

Dr. Alverson

11:00 - 11:40 a.m.

The Modern Evaluation of Hypermobility and the Related Monogenic Connective Tissue Diseases

Dr. Whelan

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

SMART & AIR in Pediatric Asthma, from Evidence to Practice

Dr. Kwong

Tuesday, March 2

Breakfast Workshops

Held in Conference rooms: D, E, & F

7:30 - 8:15 a.m.

Option 1

(In person & Virtual)

What to Do About a Limping Child

Dr. Whelan

7:30 - 8:15 a.m.

Option 2

(In person ONLY)

Evidence Based Medicine: Things You Don't Do That You Could, & Things You Do That You Shouldn't

Dr. Alverson

8:15 - 8:30 a.m.

Break (Please visit our Exhibits in the Resort Foyer)

8:30 - 8:40 a.m.

Announcements

Plenary Sessions

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

8:40 - 9:20 a.m.

The New AAP UTI Guidelines: The Evidence & The Controversy, Part 2

Dr. Alverson

9:20 - 10 a.m.

The Role of the Microbiome and the Inflammatory Response in the Genesis of PANDAS Syndrome in Children

Dr. Whelan

10 - 10:20 a.m.

Break (Please visit our Exhibits in the Resort Foyer)

10:20 - 11:00 a.m.

Foot & Ankle Injuries in the Young Athlete: Current Concepts & Clinical Pearls

Dr. Hall

11:00 - 11:40 a.m.

Beyond the Ovary: The Endocrine Landscape of Polyendocrine Metabolic Ovarian Syndrome (PMOS)

Dr. Newbern

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

Beyond Secondary Amenorrhea: How to recognize PMOS

Dr. Parks

2027 Program Agenda

Wednesday, March 3

Breakfast Workshops

Held in Conference rooms: D, E, & F

7:30 - 8:15 a.m.

Option 1

(In person & Virtual)

Acne Beyond the Basics

Dr. Heath

7:30 - 8:15 a.m.

Option 2

(In person ONLY)

Eyes at Risk: Recognizing and Managing Ocular Trauma in Children

Dr. Ahmed

8:15 - 8:30 a.m.

Break (Please visit our Exhibits in the Resort Foyer)

8:30 - 8:40 a.m.

Announcements

Plenary Sessions

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

8:40 - 9:20 a.m.

Nuances in the Treatment, Diagnosis, & Approach to Pediatric Patients with Skin of Color & Tightly-Coiled Hair

Dr. Heath

9:20 - 10 a.m.

How To Make Friends and Influence People... to Get Vaccinated

Dr. Patel

10 - 10:20 a.m.

Break (Please visit our Exhibits in the Resort Foyer)

10:20 - 11:00 a.m.

Hidden in Plain Sight: Recognizing and Responding to Child Trafficking in Pediatric Practice

Dr. Calvin

11:20 - 12:20 a.m.

The Patients We May Not Recognize: An Interactive Workshop on Child Trafficking in Pediatrics

Dr. Calvin & Dr. Beaumont

Thursday, March 4

Breakfast Workshops

Held in Conference rooms: D, E, & F

7:30 - 8:15 a.m.

Option 1

(In person & Virtual)

From Bite To Bedside: A Summary of Tickborne Infections; Presentation & Management

Dr. Abd El Nour

7:30 - 8:15 a.m.

Option 2

(In person ONLY)

Acne Beyond the Basics

Dr. Heath

8:15 - 8:30 a.m.

Break (Please visit our Exhibits in the Resort Foyer)

8:30 - 8:40 a.m.

Announcements

Plenary Sessions

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

8:40 - 9:20 a.m.

Shots, Pokes, and Drops for Newborn Babies: Why They Still Matter

Dr. Patel

9:20 - 10 a.m.

Bridging Gaps in Atopic Dermatitis

Dr. Whelan

10 - 10:20 a.m.

Break (Please visit our Exhibits in the Resort Foyer)

10:20 - 11:00 a.m.

New Hyperlipidemia Update: 2026 AHA Scientific Guideline

Dr. Dixon

11:00 - 11:40 a.m.

“It Takes a Village: Providing Care for Childhood Overweight and Obesity in Rural Communities”

Dr. Oski

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

Put the Screen Down and Nobody Gets Hurt

Dr. Patel

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.