

**Tired of wasting time and resources on flights and hotels to earn your CEs?**

**Learn from the comfort and convenience of your home or office.**

**ZRT CE webinars mean education on your schedule!**

*This program is designed to provide practitioners an understanding of the evidence that supports BHRT, the differences in risks and effectiveness of BHRT compared to conventional therapies, and basic knowledge base on testing and dosing hormones to obtain physiologic hormone balance and therapeutic outcome.*



**Module 1: Evidence Based Physiologic Hormone Restoration Therapy**

**Kent Holtorf, MD**

*1.5 CME, CPE, CNE hours*

- Define and discuss the terms bioidentical, normal optimization and evidence based medicine
- Compare the structure, physiologic changes and effects of different hormone therapies
- Examine the evidence to differentiate the clinical effects of conventional HRT and BHRT
- Discuss the literature concerning the differences seen affecting the risks of cardiovascular disease and breast cancer risks with different hormone therapies

**Module 2: Dosing Principles and Guidelines for Achieving Physiologic Balance - Jim Paoletti, RPh, FAARFM**

*1.5 CME, CPE, CNE hours*

- Explain basic dosing principles important to understanding physiologic response and therapeutic outcomes to hormone therapy
- Discuss considerations in changing therapy from one dosage form to another route of delivery
- Compare cyclic and continuous therapy
- Discuss considerations with the popular dosage forms used for BHRT

**Module 3: Pros, Cons and Clinical Validity of Testing Hormones in Saliva and Blood Spot - Mark Newman, MS**

*1.5 CME, CPE, CNE hours*

- Examine evidence that validates the use of saliva testing for accurate hormone measurement
- Discuss the conditions, limitations, caveats and reasons behind unreliable saliva tests
- Examine the evidence supporting the use of capillary blood spot testing
- Discuss the advantages and disadvantages of capillary blood testing compared to other methods of monitoring hormone levels
- Discuss what testing methods are appropriate and provide clinical utility with topical administration of hormones

#### **On Demand Participation:**

ZRT recorded each module of the live event and made it available to you online. Registrants will be able to access the recorded webinars at their convenience, including Q & A session, take a post-test, and receive CE credit certificates.

#### **ZRT Webinars are as easy as 1-2-3:**

1. **To register**, email us at [webinar@zrtlab.com](mailto:webinar@zrtlab.com), call 503-597-1887, or fill out this form and fax it to 503-352-3263.
2. **After you register**, we will send you a confirmation email with a link to the recordings and PowerPoint slides.
3. **To participate in the webinar**, click on the provided link, watch the recording, and take the post-test.

**PLEASE NOTE THAT THE CME ACCREDITATION FOR THIS EVENT REQUIRES REGISTRANTS TO VIEW THE RECORDINGS AND COMPLETE ALL POST-TESTS BEFORE NOVEMBER 1, 2010. THE RECORDED WEBINARS WILL BE AVAILABLE INDEFINITELY.**

This program is approved for 4.5 hours or .45 continuing education units (CEUs). Health Education, Inc. co-sponsors CE programs with ERS. ERS is approved by the American Council on Pharmaceutical Education as a provider of continuing pharmaceutical education. This program has been planned and implemented in accordance with the Essential Areas and Policies of the Accreditation Council for Continuing Medical Education (ACCME) through AAFP. This educational activity is approved for 4.5 hours of category 1 credit towards the AMA Physician's Recognition Award. Health Education, Inc. is an approved provider of Continuing Education in Nursing by ASNA, an accredited approver by the ANCC Commission on Accreditation. This CE activity is approved for 4.5 Contact Hours.

# Introduction and Clinical Approach to BHRT Webinar

## Featured Presenters



Kent Holtorf, MD, is the Medical Director of the Holtorf Medical Group. He received his doctorate of medicine from St. Louis University with residency at UCLA. He has trained numerous physicians in the use of bioidentical hormones, hypothyroidism, complex endocrine dysfunction and innovative treatments of chronic fatigue syndrome, fibromyalgia and chronic infectious diseases, including Lyme disease. He was the founding medical director and developed the protocols for Fibromyalgia and Fatigue Centers as well as a founding member of the nonprofit physician group The Bioidentical Hormone Initiative (BHI). Dr. Holtorf is also board certified in anti-aging medicine and a board examiner for A4M.



Jim Paoletti, RPh, is Director of Provider Education for ZRT Laboratory, Beaverton, Oregon. Jim has over 25 years experience with bio-identical hormone therapies both in clinical practice in retail pharmacy, and as a pharmacy consultant, educator and educational program developer. He is on the faculty and a graduate of the Fellowship of Anti-aging and Functional Medicine. Jim has lectured extensively and internationally on all aspects of BHRT (including dosage forms and guidelines, testing and monitoring effectiveness, lifestyle and nutritional influences on BHRT outcomes, adrenal and thyroid hormones, and patient consultation) to medical practitioners and consumers, and has several articles published on BHRT and compounding pharmacy issues.



Mark Newman, MS, is the Assistant Laboratory Director at ZRT Laboratory. He has extensive experience in developing laboratory tests using various techniques including liquid chromatography-mass spectrometry (LC-MS), gas chromatography-mass spectrometry (GC-MS), and immunoassays (ELISA). He has served as a senior scientist in various clinical laboratory settings while overseeing the complete development of a number of laboratory tests of varying complexities. Mark received his Bachelor's of Science degree in Chemistry at Willamette University in Salem, OR and his Master's of Science degree in Forensic Chemistry at the University of New Haven in West Haven, CT.

### REGISTER TODAY TO VIEW ON-DEMAND

**Webinar Fee: \$150 per program (includes all 3 modules – 4.5 CME, CPE, CNE hours)**

#### Registration fee includes:

- CE credit certificate
- Downloadable **recording** of webinar with Q&A session
- Electronic copy of PowerPoint **presentation**
- Printable **handouts** useful for your clinic/pharmacy and patients

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**Please note that the CME accreditation for this event requires registrants to view the recordings and complete post-test for all modules before November 1, 2010. The recorded webinars will be available indefinitely.**

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