17th National Mother Baby Nurses Conference

New Orleans

September 3–6, 2014

Preconference Day September 3
We are excited to take this conference back to one of our most popular destinations. Come and experience New Orleans, one of America’s most culturally- and historically-rich destinations! Experience all of the Big Easy’s greatest charms. Steeped in a history of influences from Europe, the Caribbean, Africa, and beyond, New Orleans is home to a truly unique melting pot of culture, food, and music. You’ll find bowls filled to the rim with gumbo, late nights in jazz clubs, strolls through historic neighborhoods, and festivals and parades throughout the year.

We have secured an amazing room rate at the recently renovated Hyatt Regency. Book a single/double room for just $135 + tax per night. Just a quick streetcar ride from popular neighborhoods like the French Quarter, this hotel includes a variety of upscale eateries and includes a Starbucks and a 24-hour fresh market and convenience store.

The newest addition to the New Orleans streetcar lines is the Loyola Avenue streetcar route. This streetcar line is about a mile and half long and includes a stop at the Hyatt Regency Hotel/Superdome, right outside the hotel. These streetcars are fully air-conditioned with wide doors that allow for easy access for those with disabilities.

At this conference you’ll take part in a wide variety of general and concurrent sessions to meet your educational needs. The program is designed for all levels of mother baby nurses from the novice nurse to the experienced practitioner. There is something for everyone. Explore the program, note the renowned speakers, and see how this conference allows you to stay as cutting-edge and up-to date as possible to provide the best care to your tiny patients. Engage with your mother baby nursing colleagues with lively poster sessions. Return to your unit motivated and inspired to provide the best care to your patients and families.

See you there!
The purpose of this conference is to provide current and clinically applicable information for prenatal, intrapartum, and postpartum care of the mother as well as infant care, both in the hospital and through transition to home. The educational sessions provide information to nurses and other health care professionals who care for the expectant and postpartum mother and her newborn. Specific objectives for each presentation will be listed in the conference program.

### Thursday, September 4

#### General Sessions

**7:45–8:00 AM** Welcome/General Announcements

**8:00–9:00 AM**

**GS 141** If I Were Queen...  
*Kelley Shultz, MD*

Come enjoy a lighthearted look at health care and specifically the specialty that we all consider “home.” Travel with Dr. Shultz as she dreams of what this might look like if you were Queen, for even just a day!

**9:00–10:00 AM**

**GS 142** Anticipation of Neonatal Compromise: Intrapartum and Neonatal Triggers  
*Suzanne McMurtry Baird, DNP, MSN, RN*

For high-risk deliveries a team of neonatal care providers should be present prior to birth for optimal neonatal outcomes. A set of predefined criteria to notify the neonatal team decreases variation, improves performance, and optimizes outcomes. Dr. Baird outlines the process of creating and implementing a list of maternal and neonatal triggers requiring neonatal provider presence at birth. Outcomes related to implementation are discussed.

**10:00–11:00 AM**

**GS 143** Are You Prepared to Work the Disaster Shift? Personal Experiences in Evacuation of Maternal-Newborn Units During Hurricane Katrina  
*Marirose Bernard, MN, APRN, NE-BC, Pamela R. Mathews, MSN, RN-NIC*

Two of our conference chairs present this compelling session. They address an overall perspective on disasters, the difficulties in predicting and responding to natural disasters, and the actual experience of evacuating maternal-newborn units during Hurricane Katrina. Expectations for nurses providing care during a disaster are presented as well as suggestions for preparing for the role.

**12:00–1:30 PM**

**Lunch—Exhibits Open and Poster Viewing**

**1:30–2:30 PM**

**A Workshops (Concurrent Sessions)**

**151** Update on the Incidence and Treatment of Neonatal Abstinence Syndrome  
*Karen D’Apolito, PhD, NNP-BC, FAAN*

Dr. D’Apolito discusses the incidence of NAS, screening methods, nursing assessment, and treatment strategies.

**152** Improve Your Outcomes in the Delivery Room: In Situ Simulation  
*Kelley Shultz, MD*

Dr. Shultz discusses the implementation of an in situ simulation program to improve neonatal resuscitation outcomes in your unit.

**153** Impending Doom in the Postpartum Patient  
*Suzanne McMurtry Baird, DNP, MSN, RN*

In recent years there has been an increase in the number of pregnancies complicated by preexisting medical conditions, as well as an increase in maternal morbidity and mortality in the U.S. Dr. Baird outlines early warning signs (obstetrical triggers) that indicate maternal compromise. Case study applications illustrate the warning signs and provide nursing management recommendations.

**154** Water Birth/Tub Birth  
*Gretchen Deeves, MSN, APRN, CNM*

Our speaker discusses water labor and birth as a means to support an unmedicated birth. Ms. Deeves discusses policies to support water birth within your facility, how to facilitate a water birth, and how to support women desiring to labor and birth in water. In keeping with the American College of Nurse Midwives motto, “Listen to Women,” more women are asking for hydrotherapy in labor and birth, and it is essential for providers and birth settings to support that desire.

**2:30–3:30 PM**

**Refreshment Break—Exhibits Open and Poster Viewing—Poster Presenters will be present**

(Iced Tea, Lemonade)

**3:30–4:30 PM**

**B Workshops (Concurrent Sessions)**

**161** REAL Critical Thinking with Fetal Heart Monitoring  
*Suzanne McMurtry Baird, DNP, MSN, RN*

Critical thinking concepts are applied to case examples of electronic fetal monitoring strip interpretation and management to optimize neonatal outcomes.

**162** How Yellow is too Yellow? Updates on Jaundice and Kernicterus  
*Emily Drake, PhD, RN*

No baby should suffer brain damage from untreated jaundice (kernicterus). Preterm, breastfeeding, and late preterm infants are at increased risk for hyperbilirubinemia. Nurses play an important role in the early detection and management that can prevent kernicterus. This session is full of interesting case studies and the latest research and clinical practice guidelines (including those from the CDC, the Joint Commission, and AAP). Participants leave armed with new resources for families and providers.

**163** Perinatal Palliative Care: Caring for the Whole Family  
*Kitzia Baxter, MSW, LCSW, Amy Crochet, RN, BSN*

Our presenters focus on working with families who have learned prenatally that the infant they will deliver will not live. They discuss how to create a palliative care plan for the delivery and the time the infant has with the family. They discuss challenges and offer specific ideas for creating memories for families. Also included is a specific palliative care management plan for the dying infant.

**164** Don’t be the Mother-Baby Nurse that Fails New Mothers! Teaching All Families about Postpartum Depression  
*Leith Mullaly, MSN, RN, IBCLC*

Postpartum depression is a serious obstetric complication. Our speaker examines the differences between “baby blues,” depression, and psychosis in the postpartum woman. When unrecognized and untreated/undertreated this disease can have tragic consequences for mothers, fathers and infants. Nurses have an obligation to teach new parents about the realities of life with a newborn and to intervene with clear anticipatory guidance.

### Friday, September 5

**6:45 AM–4:30 PM**

**Registration Open**

**6:00–6:45 AM**

**Zumba Class**

Join us for Zumba! Raise your energy levels for your full day of education at the original dance-fitness party! It’s easy to do, effective, and totally exhilarating. The event is free to attendees, but registration is a must! See you there!

Visit academyonline.org for updated conference information
Main Conference

General Sessions
7:45–8:00 AM Announcements
8:00–9:00 AM GS 241 How Far We’ve Come in Maternity Care: For Better or Worse?
   Penny Simkin, PT
Quoting trends in key outcome statistics, Ms. Simkin shows that perinatal outcomes in the U.S. are poor when compared with other industrialized countries. The reasons are complex and multifaceted. Ms. Simkin examines the evidence that indicates many routine practices are either harmful or nonbeneficial. The nurse’s role in continuing or countering today’s trends is explored.
9:00–10:30 AM Refreshment Break—Last Chance to Visit Exhibits (Coffee, Tea)—Poster Viewing
10:30–11:30 AM GS 242 Intergenerational Nursing
   Michele Deck, RN, MEd, BSN, LCCE, FACCE
Ms. Deck examines what is of value and importance to nurses from the four generations in the workplace: traditionalists, baby boomers, generation X, and millennials. Sometimes beliefs and values can be in conflict from generation to generation. Discover the talents of everyone you work with, gain a deeper understanding of what motivates each group, and find out how they react to differing situations.
11:30 AM–12:30 PM GS 243 Dysmorphisms in the Neonate: When to Raise the Red Flag
   Duane W. Superneau, MD
Dr. Superneau examines common and uncommon dysmorphisms in the neonate and discusses their significance.
12:30–1:45 PM Lunch on your own
1:45–2:45 PM C Workshops (Concurrent Sessions)
251 Teaching the TV Generation: Bridging the Generational Gap
   Sue Delaune, MN, RN, CNE
Generational cohorts have distinct characteristics and manifestations, which often present challenges to the educator. Our speaker describes specific approaches for working with the generation of students that wants instant gratification. Techniques for motivating learning are also discussed in this interactive session.
252 Practical First-Line Tips for Addressing Common Problems in Labor
   Penny Simkin, PT
The highly technological nature of childbirth management today can cause us to overlook some tried and true nursing care approaches to common problems in labor. Ms. Simkin demonstrates positions, movements, hands-on techniques, and emotional support techniques to deal with such problems as prolonged prelabor, backache in labor, prolonged active phase, premature urge to push, preserving normal progress with an epidural, and prolonged second stage. The nurses’ role is crucial in preserving or restoring progress during these challenging labors. Included in this talk are Simkin’s “One-Minute Comfort Measures for the Busy but Caring Nurse.”
253 The Baby Friendly Ten Steps to Successful Breastfeeding: Strategies for Implementation
   Susie Amick, RN, RLC, IBCLC, LCCE
The journey toward Baby Friendly USA designation is a challenging, but rewarding one. Ms. Amick focuses on East Jefferson General Hospital’s experience in Metairie, Louisiana, along with 88 other U.S. hospitals, in implementing “Ten Steps to Successful Breastfeeding,” including barriers they have faced and strategies their team has found most helpful.
254 Staffing Guidelines and Legal Implications
   Cathy Maher-Griffiths, DNS, MSHCM, RNC-OB
Dr. Maher-Griffiths focuses on staffing guidelines promulgated from professional organizations and statutes. The legal implications of staffing guidelines are also discussed.
3:00–4:00 PM D Workshops (Concurrent Sessions)
261 Postpartum Hemorrhage and Conducting Simulation Drills
   Veronica Gillispie, MD, FACOG
Postpartum hemorrhage is an obstetric emergency. It is the most common cause of maternal mortality worldwide. Successfully diagnosing and treating postpartum hemorrhage requires a multidisciplinary approach. Therefore, it is important that everyone involved in labor and delivery be informed of the signs and symptoms and treatments of postpartum hemorrhage. Simulation is a safe way to educate and train the health care team.
262 Neonatal Physical Assessment: When the Nurse Becomes a Detective
   Pamela R. Mathews, MSN, RN-NIC
Nursery, labor and delivery, and mother-baby nurses are responsible for the initial and ongoing assessment of the neonate. Our speaker discusses the process of performing a comprehensive newborn exam. Expected newborn findings, variations, and abnormalities requiring further investigation are also discussed.
263 Epidural Anesthesia: Comprehensive Patient Care
   Tisha Seghers, BS, RNC-OB, SNM
So, your patient is getting an epidural! Ms. Seghers discusses nursing interventions to appropriately care for mother and baby as well as facilitate normal progression of labor and birth.
264 Infections of the Reproduction Tract in Pregnancy and the Effect on the Newborn
   Robert T. Maupin, Jr., MD, FACOG
Reproductive tract infections (RTI) during pregnancy impact not just the mother but the developing fetus and newborn. Join Dr. Maupin as he discusses the most current information on RTI’s during pregnancy including the diagnosis, treatment options, and care management of both mother and baby.

Visit academyonline.org for updated conference information
Main Conference

Saturday, September 6

7:00 AM–12:30 PM  Registration Open
7:15–8:00 AM  Academy of Neonatal Nursing Member Meeting

General Sessions

(Combined Sessions with National Neonatal Nurses Conference)

8:00–8:15 AM  Raffle Prizes, Announcements
8:15–9:15 AM  GS 341 Nursing and the Dangers of Social Media
Tonia Aiken, RN, JD
Social media has made communicating with others an easy task. Dangers involving litigation, identity theft, loss of jobs, stalking, and confidentiality issues are also on the rise. Ms. Aiken examines these complicated, evolving issues that affect us as nurses.

9:15–9:30 AM  Refreshment Break (Coffee, Tea)

9:30–10:30 AM  GS 342 The Late Preterm Infant
Vinod K. Bhutani, MD
Dr. Bhutani discusses the current evidence regarding the risk of late preterm births, the biologic basis for late preterm vulnerability, and clinical management options including home vs NICU. His discussion includes case presentations of late preterm infants with histories of maternal diabetes, RDS, and jaundice.

10:30–11:30 AM  GS 343 The Healing Power of Laughter: Nourishing the Nurse within You!
Diana Jordan
Diana Jordan shares what causes stress, who causes stress, could you be addicted to stress, and how we can lower stress. All this is wrapped in a hilarious package that explains why Oprah tagged her, “One of the funniest people on the planet!” and Dr. Oz says, “Diana proved in her presentation how laughter is truly the best medicine!” She brings home the message of how important it is to have healthy work and mental habits. Her topics are all real-life situations that we can all relate to, but find the humor in along the way. You will leave feeling energized and informed.

11:30–11:45 AM  Conclusion

Topics and speakers are subject to change

Explore the Big Easy
Be sure to check our website for great tips and fun things to do in New Orleans.

NCC Certified Attendees
Conference CNE hours are accepted for National Certification Corporation (NCC) continuing competency. ANN is working closely with NCC to ensure that you earn CNEs for your individual education plan. NCC categories will be noted online before the conference, and in the program guide received on site.

Call for Abstracts
We invite you to share your knowledge and expertise with your colleagues at the 17th National Mother Baby Nurses Conference. Have you developed an innovative program, completed a research study, or provided exceptional care for a select group of infants? Please consider developing a poster presentation to share with your colleagues from across the U.S., Canada, and abroad.

Go to academyonline.org for guidelines and submission forms. Deadline for abstract submission is July 1, 2014.

ANN 2015 Conferences

12th National Advanced Practice Neonatal Nurses Conference
March 11–14, 2015
Sheraton
Chicago, Illinois

18th National Mother Baby Nurses Conference
September 16–19, 2015
Swan and Dolphin Resort
Orlando, Florida

15th National Neonatal Nurses Conference
September 16–19, 2015
Swan and Dolphin Resort
Orlando, Florida

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Conference Hotel

Hyatt Regency
601 Loyola Avenue
New Orleans, LA 70113
Reservations: 504-561-1234

Single/Double: $135 + 13% tax
Triple: $160 + 13% tax
Quad: $185 + 13% tax
(Taxes subject to change.)

1.75% tourism support assessment and $3.00 occupancy fee per room per night.

Reservations must be received no later than August 5, 2014. Reservations made after this date will be on a space and rate available basis. Make your hotel reservations online at academyonline.org or call 504-561-1234.

Visit academyonline.org for updated conference information
Conference Information

Group Discount
Any facility/unit registering four (4) or more nurses together, will receive a discount of 25% for each registrant who signs up together for the full, main conference. All registrations must be submitted together, no exceptions. Please note: If a member of the group cancels, the group is no longer eligible for this discount, and the discount is forfeited. Cannot be combined with any other offer.

Continuing Education
Attendees may earn up to 27 contact hours for this conference, based on a 60-minute hour. (The main conference sessions provide 13 contact hours; preconference sessions up to 7.5, and poster sessions up to 6.) Participants must be registered for the conference, attend the sessions, and complete an online evaluation to obtain contact hours.

The Academy of Neonatal Nursing is accredited as a provider of continuing nursing education by the American Nurses Credentialing Center’s Commission on Accreditation.

The provider, the Academy of Neonatal Nursing, is approved by the California Board of Registered Nursing, Provider #CEP 6261. Florida Provider #FBN 3218, content code 1300.

Session Handouts
In an effort to keep your registration fees down, session handouts will not be printed in the program guide. Handouts will be available for download beginning approximately two weeks prior to the conference for registered attendees. Internet access is not available in conference rooms. After the conference, handouts, audio recordings, and PowerPoint presentations will be available for most sessions and you will have access for one year postconference. The login instructions for accessing the handouts will be emailed to you when handouts become available. You are strongly encouraged to bring with you the handouts for the sessions you plan on attending, or download them for review after the conference. There will be room for note-taking in the program guide.

Power strips, printers, and paper copies of handouts will not be available on site.

Photography
Please note that attendance at the Mother Baby Nurses Conference, sponsored by the Academy of Neonatal Nursing (ANN), constitutes an agreement by the participant to ANN’s use and distribution (now and in the future) of the participant’s image. These images are for ANN’s use only and may appear on ANN’s website, in printed brochures, or other promotional materials. Attendee registration constitutes consent for ANN’s use of these images.

Cancellation, Transfer, and Refund Policy
- All cancellations and transfers must be received in writing. For cancellations received prior to August 13, 2014, we will refund registration costs, less a $50 administrative fee. We are unable to grant refunds after August 13, 2014, but will gladly transfer your registration to a colleague if the request is made in writing to Anthony J. Jannetti, Inc., National Mother Baby Nurses Conference, East Holly Avenue, Box 56, Pitman, NJ 08071-0056, or email your request to charlene@ajj.com.
- Refunds will be processed within 2 weeks after the conference.
- If it becomes necessary to cancel the 17th National Mother Baby Nurses Conference for any reason, including labor strikes or natural disasters, liability shall be limited to a full refund of registration fees.
- Notification of a cancelled conference will be mailed at least 15 days prior to the first day of the conference, if possible.

Conference Questions: 707-795-1421

Visit academyonline.org for updated conference information
### Conference Fees

#### September 3, 2014, Preconference Workshops (additional fee required)

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<tr>
<th>Time</th>
<th>Preconference Workshops</th>
<th>Morning Preconference Workshop</th>
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<tr>
<td>8:00 AM–4:30 PM</td>
<td>010 Bugs in Babies $205</td>
<td>030 Addiction in Pregnancy $140</td>
<td>050 NAVA $140</td>
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<td>040 Change, Bullies, Burnout $140</td>
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**September 4–6, 2014, Main Conference Registration**

- **Registration Dates**
  - Early Bird through 7/15/14: $435
  - Regular 7/16/14–8/12/14: $460
  - After 8/13/14 or on site: $510

- **Group Discount:** See page 6 for details. Promotional prices do not apply to Group Discount.
- **Student and Retiree Price:** $220. Student must provide proof of full time student status, nursing programs only. Retirees must be at least 65 years of age.

#### Session Selections

- Thursday Sessions
  - A # 1 __ __
  - B # 1 __ __
- Friday Sessions
  - C # 2 __ __
  - D # 2 __ __
  - Zumba

### Conference Fees (circle session)

1. Preconference Workshop # 010 or 020 $_______
2. Preconference Workshop # 030 040 050 060 $_______
3. Main Conference $_______
   **Total Amount Due** $_______

### Payment

- **Check enclosed payable in U.S. funds to:** MBC
- **VISA**
- **MasterCard**
- Card # _____________ – _____________ – _____________ – _____________
- Exp. date _____________ – CVV-code
- Signature ________________
- Billing address same as above. If different:
- Address ______________________________________________________
- City/State/Zip __________

**Please let us know who you are:**

1. I work in:
   - Mother/Baby Unit
   - L & D
   - Postpartum
   - Nursery
   - LDRP
2. My primary role is:
   - Staff Nurse
   - Manager
   - Educator
   - CNS
   - Other
3. Are you involved in any purchase decisions in your unit? Yes
   - No
4. Your highest level of nursing education is:
   - Associate
   - Diploma
   - Bachelor’s
   - Master’s
   - Doctorate
5. Number of deliveries per year in my facility:
   - <200
   - 200–500
   - 501–1,000
   - >1,000
6. Certified?
   - Yes
   - No
   - If yes, NCC
   - ANCC
7. How did you hear about this conference? __________________________
8. Do you have any special needs (including dietary)? __________________

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**Register online at academyonline.org or return this form to:**

MB Conference Registration, Anthony J. Jannetti, Inc.,
East Holly Ave., Box 56, Pitman, NJ 08071
Registration inquiries: 856-256-2352 • Conference questions: 707-795-1421
Fax: 856-218-0557
Payment must accompany registration.

**Cancellation Policy:** All cancellation requests must be received in writing on or before August 13, 2014. See Page 6 for refund policy.
### Faculty

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<tr>
<td>Tonia Aiken, RN, JD</td>
<td>Nurse Attorney, Educator, President, BreezAngel, Biomedical Invention Company, New Orleans, Louisiana</td>
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<tr>
<td>Susie Amick, RN, RLC, IBCLC, LCCE</td>
<td>Lactation Consultant and Lamaze Childbirth Educator, East Jefferson General Hospital, Metairie, Louisiana</td>
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<td>Suzanne McMurtry Baird, DNP, MSN, RN</td>
<td>Clinical Nurse Specialist and Perinatal Consultant, The Woodlands, Texas</td>
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<td>Kitzia Baxter, MSW, LCSW</td>
<td>Social Worker, Woman's Perinatal Palliative Care Program, Woman's Hospital, Baton Rouge, Louisiana</td>
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<td>Vinod K. Bhutani, MD</td>
<td>Professor of Pediatrics-Neonatology, Lucke Packard Children's Hospital at Stanford, Stanford University School of Medicine, Stanford, California</td>
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<td>Amy Crochet, RN, BSN</td>
<td>Staff Nurse, Woman’s Perinatal Palliative Care Program, Woman’s Hospital, Baton Rouge, Louisiana</td>
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<td>Karen D’Apolito, PhD, NNP-BC, FAAN</td>
<td>Director, Neonatal Nurse Practitioner Program, Vanderbilt University School of Nursing, Antioch, Tennessee</td>
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<td>Michele Deck, RN, MED, BSN, LCCE, FACCE</td>
<td>President and Chief Executive Officer, G.A.M.E.S./Tool Thyme For Trainers, Baton Rouge, Louisiana</td>
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<td>Emily Drake, PhD, RN</td>
<td>Associate Professor, University of Virginia, Charlottesville, Virginia</td>
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<tr>
<td>Kimberly S. Firestone, BS, RRT</td>
<td>Neonatal Respiratory Outreach Clinical Liaison, Akron Children’s Hospital, Akron, Ohio</td>
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<td>Veronica Gillispie, MD, FACOG</td>
<td>Obstetrics and Gynecology, Ochsner Baptist Hospital/Ochsner Health Systems, New Orleans, Louisiana</td>
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<td>Diana Jordan</td>
<td>Keynote Speaker, Author, Marina del Rey, California</td>
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<tr>
<td>Kris K. Zien, PhD, APRN, NNP-BC</td>
<td>Author, The S.T.A.B.L.E. Program, Park City, Utah</td>
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<td>Cathy Maher-Griffiths, DNS, MSHCM, RNC-OB</td>
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<tr>
<td>Christopher McPherson, PharmD</td>
<td>Clinical Pharmacy Practice Manager, Neonatal ICU, Brigham and Women’s Hospital, Harvard Medical School, Boston, Massachusetts</td>
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<td>Leith Mullaly, MSN, RN, IBCLC</td>
<td>Perinatal Nurse Educator and Lactation Consultant, Williamsburg, Virginia</td>
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<td>Tisha Seghers, BS, RNC-OB</td>
<td>Staff Nurse/Nurse Preceptor, Student Nurse Midwife, Touro Infirmary Family Birthing Center, Metairie, Louisiana</td>
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<tr>
<td>Kelley Shultz, MD</td>
<td>Division of Neonatology, Cincinnati Children’s Hospital Medical Center, Medical Director, Mother Baby Unit, Good Samaritan Hospital, Cincinnati, Ohio</td>
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<tr>
<td>Penny Simkin, PT</td>
<td>Author, Doula, Childbirth Educator, Birth Counselor, Senior Faculty, Simkin Center for Allied Birth Vocations, Seattle, Washington</td>
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<tr>
<td>Howard Stein, MD</td>
<td>Director of Neonatology, Promedica Toledo Children’s Hospital, Toledo, Ohio</td>
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<td>Clinical Geneticist/Medical Director, Our Lady of the Lake Genetic Services, Baton Rouge, Louisiana</td>
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<tr>
<td>Jim Thigpen, PharmD, BCPP</td>
<td>Associate Professor of Pharmacy Practice, Clinical Assistant Professor of Pediatrics, Quillen College of Medicine, East Tennessee State University, Johnson City, Tennessee</td>
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### Conference Chairpersons

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