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FOR IMMEDIATE RELEASE

CME Outfitters to Broadcast Live Symposium on Ulcerative Colitis via Live Webstream

CME Outfitters to offer livestream broadcast on ulcerative colitis from a live symposium taking place at a national medical meeting

BETHESDA, Maryland (April 27, 2017) – CME Outfitters (CMEO) is set to host a live symposium on entitled *Deep Remission, Top-Down Treatment Strategies and Real-World Data in Patients with UC: An Interactive and Innovative Case Series*, at 6:30pm – 8:00pm ET on Sunday, May 7th, 2017 at a national medical meeting being held at the Sheraton Grand Chicago in Chicago, IL. CMEO is excited to be able to offer a free livestream broadcast of this symposium for those who wish to participate, but are unable to attend the live meeting.

Commonly known as UC, ulcerative colitis is an inflammatory bowel disease (IBD) characterized by exacerbations and remissions and, traditionally, goals of treatment have entailed resolution of clinical symptoms. Unfortunately, conventional therapies have not been overall effective and can carry adverse risk that often require discontinuation. In recent years, treatment goals have evolved to a treat-to-target strategy with target such as deep-remission (i.e. clinical, biochemical, and endoscopic remission) with the end goal of preventing long-term structural damage and disability. Pursuits of better targeted therapy to optimize IBD clinical outcomes have grown exponentially and IBD therapies that explore new targets and inflammatory pathways are beginning to emerge to address the current treatment gaps observed with conventional and biologic therapies.

It is imperative that clinicians are confidently able to differentiate between disease activity and disease severity to drive treatment decisions in their patients with UC and apply the unique risk/benefit profiles of different biologic therapies when making these treatment decisions based on the individual's prognosis and disease severity. Education is also needed to ensure that clinicians are utilizing data from real-world studies on the use and effectiveness of biologic therapy for UC to initiate early and effective treatment for their patients.

This live event, supported by an educational grant from Takeda Pharmaceuticals, U.S.A. Inc., will feature expert faculty members Maria T. Abreu, MD, Arthur A. Kornbluth, MD, and Miguel Regueiro, MD, FACP, FACC, AGAF, as they guide participants through patient cases using an interactive infographic to emphasize the importance of initiating early targeted biologic therapy, as well as provide

evidence-based strategies to take action to achieve sustained remission and long-term clinical outcomes in UC patients.

Clinicians attending the live meeting who wish to pre-register for this symposium can do so [here](#). For more information on the livestream of this symposium, or to register for free, [click here](#).

About CME Outfitters, LLC

CME Outfitters develops and distributes live, recorded and web-based, outcomes- and evidence-based educational activities to thousands of clinicians each year and offers expert accreditation and outcome services for non-accredited organizations. CME Outfitters focuses on delivering education to specialty audiences, with strong expertise in neuroscience, inflammatory, infectious, and autoimmune diseases, and cardiovascular disease. For a complete list of certified activities and more information, visit www.cmeoutfitters.com or call 877.CME.PROS (877.263.7767).

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Improving Clinical Behavior ... One Change at a Time”**

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