

# COUGH: IT'S-S-S-NOT THAT SIMPLE

Optimizing Management of Congestion and Cough in Cold, Flu, and Allergy Patients

A C M E R O U N D T A B L E A C T I V I T Y™

- Program activity dates: 1/31/2020 – 1/31/2022
- This activity is supported by an educational grant from Reckitt Benckiser.
- This activity is jointly provided by Global Education Group and Educational Awareness Solutions.



## Target Audience

The educational design of this activity addresses the needs of Physicians, Pharmacists, and Advanced Practitioners in the Retail Pharmacy setting involved in the treatment of patients with cold, flu, and/or allergy.

## Statement of Need/Program Overview

Pharmacists are uniquely positioned to assess patients with excessive mucus, caused by cold, flu, and/or allergy, and offer treatment recommendations. By employing appropriate questioning and assessment, symptomatic OTC treatment may be recommended. Most importantly, the pharmacist can also ascertain whether the patient should seek immediate evaluation by advanced medical practitioners in those situations where OTC treatment would be inappropriate and possibly delay important diagnosis of a more involved and complex disease state. The overwhelming array of OTC products available for self-treatment necessitates medical guidance. Education focusing on the risks and benefits of such treatments and directed toward healthcare professionals who care for patients with excessive mucus, can help such patients experience positive outcomes.

## Educational Objectives

After completing this activity, the participant should be better able to:

- Describe the physiological characteristics of mucus.
- Explain the complications associated with excessive mucus production, including cough and secondary infection.
- Differentiate treatment options for the symptomatic relief of excessive mucus.
- Describe strategies/methods for assessing patients with excessive mucus due to cold, flu, and/or allergies.
- Assess patients with excessive mucus and recommend appropriate OTC treatment.

## Faculty

### Anne-Marie Fields, M.D.

Board Certified – Internal Medicine  
Medical University of South Carolina (ret.)  
Charleston, SC

### Thomas M. O'Donnell, Pharm.D.

Manager CVS – Target Pharmacy  
North Charleston, SC

## Physician Accreditation 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 Global Education Group (Global) and Educational Awareness Solutions (EAS). Global is accredited by the ACCME to provide continuing medical education for physicians.

## Physician Credit Designation

Global Education Group designates this enduring activity for a maximum of 0.75 *AMA PRA Category 1 Credit(s)*™. Physicians should claim only the credit commensurate with the extent of their participation in the activity.

## Pharmacist Accreditation Statement



Global Education Group is accredited by the Accreditation Council for Pharmacy Education as a provider of continuing pharmacy education.

## Credit Designation

Global Education Group designates this continuing education activity for 0.75 contact hour(s) (0.075 CEUs) of the Accreditation Council for Pharmacy Education. (Universal Activity Number - 0530-9999-20-019-H01-P) This is a knowledge-based activity.

## Term of Offering

This activity was released on 1/31/2020 and is valid for two years. Requests for credit must be made no later than 1/31/2022.

## Global Contact Information

For information about the accreditation of this program, please contact Global at 303-395-1782 or [cme@globaleducationgroup.com](mailto:cme@globaleducationgroup.com).

## Instructions to Receive Credit

In order to receive credit for this activity, the participant must:

- Register for the activity via a secure online portal
- Watch the educational video in its entirety
- Complete a post-activity knowledge assessment
- Complete a post-activity evaluation
- Submit a request for credit via a secure online portal

## System Requirements

PC	MAC
<ul style="list-style-type: none"><li>• Microsoft Windows 2000 SE or above.</li><li>• Flash Player Plugin (v7.0.1.9 or greater)</li><li>• Internet Explorer (v5.5 or greater), or Firefox</li><li>• Adobe Acrobat Reader*</li></ul>	<ul style="list-style-type: none"><li>• MAC OS 10.2.8</li><li>• Flash Player Plugin (v7.0.1.9 or greater)</li><li>• Safari</li><li>• Adobe Acrobat Reader*</li><li>• Internet Explorer is not supported on the Macintosh.</li></ul>
<i>*Required to view printable (PDF) version of the credit certificate.</i>	

## Fee Information & Refund/Cancellation Policy

There is no fee for this educational activity.

## Disclosure of Conflicts of Interest

Global Education Group (Global) requires instructors, planners, managers and other individuals and their spouse/life partner who are in a position to control the content of this activity to disclose any real or apparent conflict of interest they may have as related to the content of this activity. All identified conflicts of interest are thoroughly vetted by Global for fair balance, scientific objectivity of studies mentioned in the materials or used as the basis for content, and appropriateness of patient care recommendations.

The **faculty** reported the following financial relationships or relationships to products or devices they or their spouse/life partner have with commercial interests related to the content of this activity:

Name of Faculty	Reported Financial Relationship
Anne-Marie Fields, M.D.	Nothing to disclose
Thomas O'Donnell, Pharm.D.	Nothing to disclose

The planners and managers reported the following financial relationships or relationships to products or devices they or their spouse/life partner have with commercial interests related to the content of this activity:

Name of Planner or Manager	Reported Financial Relationship
Lindsay Borvansky	Nothing to disclose
Ashley Cann	Nothing to disclose
Andrea Funk	Nothing to disclose
Liddy Knight	Nothing to disclose
David Howard	Nothing to disclose
Lisa Mason	Nothing to disclose
James Miller	Nothing to disclose

## Disclosure of Unlabeled Use

This educational activity may contain discussion of published and/or investigational uses of agents that are not indicated by the FDA. Global Education Group (Global) does not recommend the use of any agent outside of the labeled indications.

The opinions expressed in this educational activity are those of the faculty and do not necessarily represent the views of any organization associated with this activity. Please refer to the official prescribing information for each product for discussion of approved indications, contraindications, and warnings.

## Disclaimer

Participants have an implied responsibility to use the newly acquired information to enhance patient outcomes and their own professional development. The information presented in this activity is not meant to serve as a guideline for patient management. Any procedures, medications, or other courses of diagnosis or treatment discussed in this activity should not be used by clinicians without evaluation of patient conditions and possible contraindications on dangers in use, review of any applicable manufacturer's product information, and comparison with recommendations of other authorities.