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**Friday September 18th, 2009 1:30 - 2:30 p.m.**

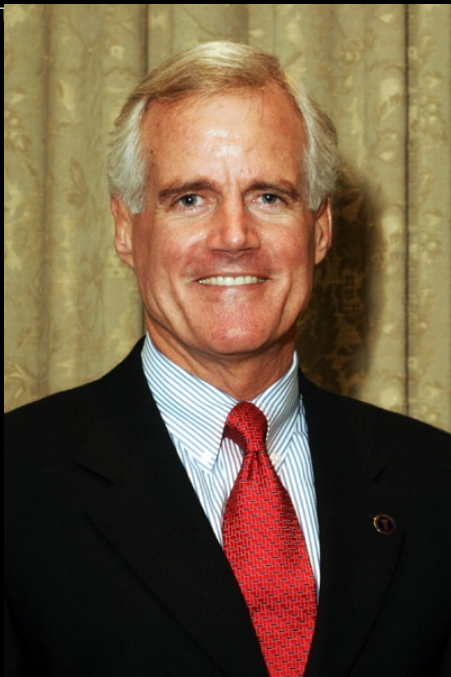
**Centergy Building  
Hodges Connections Room, Suite 335  
75 5th Street, Atlanta, GA 30308**

**Distinguished Lecture**

# Engaging Physicians with Web-based Learning Tools: A New Paradigm for Transforming Health Care

**James C. Puffer, M.D.**

President & CEO,  
American Board of Family Medicine  
(ABFM)



Dr. James C. Puffer currently serves as the President and Chief Executive Officer of the American Board of Family Medicine (ABFM) in Lexington, Kentucky, having assumed these responsibilities on January 1, 2003. Dr. Puffer came to the ABFM from the University of California, Los Angeles (UCLA) where he completed his undergraduate, medical school and family medicine residency training and where he enjoyed a faculty appointment for over 23 years. He joined the faculty of the School of Medicine as an Assistant Professor of Family Medicine in 1979 after completing a family medicine residency at the UCLA Medical Center from 1976-1979. He received his medical degree from the UCLA School of Medicine in 1976 and graduated with honors from UCLA with a bachelor's degree in psychology in 1972. He currently holds a faculty appointment at the University of Kentucky, where he serves as a Professor in the Department of Family and Community Medicine.