



## 2025 MCHS Psychiatry & Behavioral Health Conference

**Friday, April 11, 2025**

Hybrid Format – Live, In Person & Virtual

Marshfield Clinic Health System (MCHS)/Marshfield Medical Center (MMC)

Robert F. Froehle Auditorium, Laird Center for Medical Research

1000 North Oak Avenue, Marshfield, WI 54449

### Friday, April 11, 2025

Friday, April 11, 2025	
7:30 am	<b>Registration</b>
7:45 am	<b>Welcome and Introduction</b>
8:00 am	<p><b>Teen Technology Use and Misuse: Empowering Youth to Make Good Decisions Online</b>  <i>Justin W. Patchin, Ph.D. – Professor University of Wisconsin Eau Claire</i></p> <ul style="list-style-type: none"> <li>● Define bullying and cyberbullying, using the latest research</li> <li>● Recognize the importance of teaching youth to pause before they post</li> <li>● Recognize online relationships in the 21<sup>st</sup> Century</li> </ul>
10:00 am	<b>Break</b>
10:30 am	<p><b>Balancing the Digital Diet: Healthy Media Habits for Littles</b>  <i>Kelsie-Marie Offenwanger, PsyD – Psychology – Child &amp; Adolescent, Marshfield Medical Center</i></p> <ul style="list-style-type: none"> <li>● Outline the potential risks of early screen time for our youngest learners</li> <li>● Describe the important role that caregivers play with modeling their own media usage</li> <li>● Discuss tools to help families establish consistent, healthy media habits for the long term</li> </ul>
12:00 pm	<b>Lunch (will be provided)</b>
12:45 pm	<p><b>Understanding the Impact of Social Media and Technology on Youth Brain Development and Mental Health</b>  <i>Ariel Andrew – LEO Program Coordinator, Wood County</i></p> <ul style="list-style-type: none"> <li>● Explain the impacts of social media use on key stages of adolescent brain development</li> <li>● Discuss the role of social media on youth mental health and the risk of addiction</li> <li>● Recognize key protective factors to support youth mental health and wellbeing</li> </ul>
1:45 pm	<b>Break</b>
2:00 pm	<p><b>Professional Panel</b>  <i>Joann Roehl, M.S.Ed – School Counselor – Lincoln Elementary - Marshfield School District</i>  <i>Kimberly Kolstad – Assistant Principal – Marshfield High School – Marshfield School District</i>  <i>Anthony Klein – School Resource Officer – Marshfield School District</i>  <i>David Claussen – Agent Development Manager – USCellular</i>  <i>Ariel Andrew – LEO Program Coordinator – Wood County</i>  <i>Alison Jones, MD – Psychiatry – Behavioral Health – Marshfield Clinic Health System</i></p> <ul style="list-style-type: none"> <li>● Identify areas of learning and growth with regards to technology</li> <li>● Discuss the impact of technology on the community</li> <li>● Recognize the roles of professionals in promoting digital wellness</li> </ul>
3:30 pm	<b>Closing Remarks</b>
4:00 pm	<b>Activity Concludes</b>

### General Information

In an era where technology and social media shape our daily lives, understanding their impact on mental health is more critical than ever. This conference brings together medical providers, mental health professionals, educators, and community members to explore the intersection of digital innovation and behavioral health. Through expert-led discussions, interactive panels, and evidence-based research, attendees will gain insights into the ways social media, screen time, and digital interactions influence emotional well-being, cognitive development, and social behavior. Topics will include teen technology use and misuse; empowering youth to make good decisions online, healthy media habits for littles, and the impacts of social media.

### Target Audience

This activity is intended for physicians, psychologists, psychiatrists, residents, nurse practitioners, physician assistants, registered nurses, school psychologists, guidance counselors, social workers and other health care professionals.



### **Location**

The conference will be held using a hybrid model, live in-person and virtual options are available.

*\*In person attendance highly desired and encouraged! Limited seating available and subject to change any time.*

*In person:* Marshfield Clinic Health System, Robert F. Froehlke Auditorium, Melvin R. Laird Building, 1000 North Oak Avenue, Marshfield, WI 54449. Park in Lot B (employees must park in employee designated lots). See parking map on last page.

*Virtual:* (link to be provided to registered participants only)

MCHS reserves the right to switch the conference to a virtual only format if necessary, participants will be notified of any changes or updates.

### **MCHS Planning Committee**

Alison Jones, MD, MS, Psychiatry, Service Line Medical Director, Behavioral Health

Stephanie Kohlbeck, PhD, Psychology, Behavioral Health

Justin Schoen, MD, Addiction Psychiatry, Behavioral Health

Trista Barlow, NP, Behavioral Health

Oscar Mandes, LCSW, Behavioral Health

Kristi Busscher, RN, Behavioral Health

Southern Coffren, CME Specialist, Division of Education

### **Accreditation Statement**

Marshfield Clinic Health System, Inc. is accredited by the Wisconsin Medical Society to provide continuing medical education for physicians.

### **Designation of Credit Statement**

Marshfield Clinic Health System, Inc. designates this live activity for a maximum of 6.0 *AMA PRA Category 1 Credits*<sup>TM</sup>.

Physicians should claim only the credit commensurate with the extent of their participation in the activity.

### **Contact Hour Statement for Allied Health Professionals**



Marshfield Clinic Health System, Inc. is approved as a provider of continuing health education by the Wisconsin Society for Healthcare Education and Training, (WISHET). Marshfield Clinic Health System, Inc. designates this activity for up to 6.0 contact hours (0.6 CEUs) of continuing education for allied health professionals.

### **Claiming Credit**

To receive continuing education credit, you must attend the conference and complete the program evaluation, which will be emailed to you following the activity.

### **Faculty Disclosure**

In accordance with the Standards of the Wisconsin Medical Society, all those who are in a position to affect content of this CME activity (including activity directors, planning committee, speakers, and CME staff) are required to disclose financial relationships with any ineligible company related to the subject matter of this activity.

As a provider of CME credit, it is MCHS's responsibility to ensure that its credited activities provide information, findings, and recommendations to its audiences that are based on accepted and sound scientific principles (evidence-based medicine). In addition, MCHS has safeguards in place to identify and eliminate any commercial bias from CME activities.

None of the planners for this educational activity have relevant financial relationships to disclose with ineligible companies whose primary business is producing, marketing, selling, re-selling, or distributing healthcare products used by or on patients.

The faculty for this educational event have no relevant financial relationships with ineligible companies whose primary business is producing, marketing, selling, re-selling, or distributing healthcare products used by or on patients.



**Sponsored by**

This conference is possible thanks to generous supporters of Mike's Run, a 10, 5 and 2-mile walk, promoting mental health awareness.



**Handouts**

In an effort to be more environmentally friendly, the conference handouts will be emailed to registered participants in a PDF format prior to the conference.

**Registration**

Advanced registration is required. You will receive confirmation within two (2) weeks of registering. Payment of registration fee required prior to attendance.

**PHYSICIANS**

\$100

**ALLIED HEALTH & OTHER PROFESSIONALS**

\$50

***Awaiting Approval to Attend?***

If your registration is dependent upon approval from your agency, please do not hesitate to register now. You may cancel your registration without penalty until March 31, 2025.

***Cancellation Policy***

For cancellations received between April 1, 2025 and April 7, 2025, your registration fee less a \$25 administrative fee will be given. No refunds will be given after April 7, 2025.

MCHS reserves the right to cancel the conference for any reason. Registration fees will be refunded in full for these types of cancellations.

***How to Register***

Online: <https://www.surveymonkey.com/r/FSBNDMX>

Or, return your completed registration form via:

Email: [esser.tanya@marshfieldclinic.org](mailto:esser.tanya@marshfieldclinic.org)

**Further Information**

Requests for further information should be directed to Tanya Esser, Marshfield Clinic Health System at [esser.tanya@marshfieldclinic.org](mailto:esser.tanya@marshfieldclinic.org), 715-389-3776.



## 2025 MCHS Psychiatry & Behavioral Health Conference

Friday, April 11, 2025

In person: Marshfield Clinic Health System, Robert F. Froehlike Auditorium, Laird Building, 1000 N. Oak Ave., Marshfield, WI

Virtual: Microsoft Teams (link to be provided to registered participants only)

Name: \_\_\_\_\_ Degree: \_\_\_\_\_  
(Please print)

Organization name: \_\_\_\_\_

Mailing address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Daytime phone: \_\_\_\_\_

E-mail address: \_\_\_\_\_

Dietary Restrictions: \_\_\_\_\_

### Registration Fees

Advanced registration and payment is required. The registration fee includes continuing education credits, snacks and lunch for in-person attendees, and all electronic course materials. You will receive confirmation within two (2) weeks of registering.

#### PHYSICIANS

\$100 (After April 1 - \$125)

#### ALLIED HEALTH & OTHER PROFESSIONALS

\$50 (After April 1 - \$75)

#### Attending (Please select one):

In-Person  Virtual

*\*In person attendance highly desired and encouraged! Limited seating available and subject to change any time.*

Please circle payment type:

MasterCard®    Visa®    American Express®    Discover®    Check (Make check(s) payable to: Marshfield Clinic Health System)

If you are paying by Visa® MasterCard®, American Express®, or Discover®, please print below the name as it appears on the card and include account number and expiration date.

Print Name: \_\_\_\_\_ Account #: \_\_\_\_\_

Signature : \_\_\_\_\_ Expiration Date: \_\_\_\_\_

#### Return completed form and payment to:

MCHS, Conference Registration – GR (Lawton Building)  
1000 North Oak Avenue  
Marshfield, WI 54449-5777



Park in Lot B (employees must park in employee designated lots) and enter at the *Froehke Auditorium* entrance.

