Accreditation

This activity has been planned and implemented in accordance with the Essential Areas and Policies of the Accreditation Council for Continuing Medical Education (ACCME) through the joint sponsorship of the Keck School of Medicine of the University of Southern California and the National Consortium of Breast Centers.

The Keck School of Medicine of the University of Southern California is accredited by the ACCME to provide continuing medical education for physicians.

The Keck School of Medicine of the University of Southern California designates this educational activity for a maximum of 40 *AMA PRA Category 1 Credits*™. Physicians should only claim credit commensurate with extent of their participation in the activity.

AMA PRA Category 1 Credits™

3/14-3/15/09 Hereditary Breast and Ovarian Cancer - 11.5
3/14-3/15/09 CBE Course - 9.0
3/14/09 Surgical Management of Breast Disease Course - 8.0
3/14/09 Transition to Digital Mammography Course – 6.5
3/14/09 Breast Health Navigator Certification Course – 8.0
3/15/09 conference - 4.0
3/16/09 conference - 7.0
3/17/09 conference - 7.0
3/18/09 conference - 7.5
3/18/09 Breast Self Examination Trainer Certification Course - 3.0
3/18/09 Grant Writing Course - Not Accredited

Provider approved by the California State Board of Registered Nursing Provider Number CEP 00105. Nurses from states other than California must check their local State Board for specific continuing education policies.

Category 1 credits will be given if there is partial attendance.

The AAPA (American Academy of Physician Assistants) accepts CME credit from organizations accredited by ACCME to grant category 1 credit toward the Physician's Recognition Award.

Continuing education Category A credits are being arranged through the American Society of Radiological Technologists (ASRT). Each 30 minutes of contact time is awarded .5 CE credit. Each contact hour is equal to 50 – 60 minutes and is awarded 1 CE credit. This program is relevant to the radiologic sciences profession.

BRN Credits

3/14-3/15/09 Hereditary Breast and Ovarian Cancer -13.0
3/14-3/15/09 CBE Course -13.0
3/14/09 Surgical Management of Breast Disease Course - 9.0
3/14/09 Transition to Digital Mammography Course – 8.0
3/14/09 Breast Health Navigator Certification Course – 9.0
3/15/09 conference - 4.0
3/16/09 conference - 8.0
3/17/09 conference - 8.0
3/18/09 conference - 9.0
3/18/09 Breast Self Examination Trainer Certification Course - 4.0
3/18/09 Grant Writing Course - Not Accredited

Conference Objectives

- Recognize the global impact of breast cancer, particularly among areas of the world that are economically disadvantaged
- Understand how to improve breast care in low and middle income countries (LMCs) by implementing guidelines that can be tailored to address the specific organizational, economic,and cultural obstacles see in LMCs
- Identify changes needed to implement high quality care
- Understand the development of the breast center from theory to reality
- Determine how interdisciplinary care relates to the mission of the breast center
- Assess how interdisciplinary care has improvd care of the breast cancer patient
- Define quality characteristics as defined by the NCBC to stratify breast centers in the United States
- Discuss the American perspectives on the types of breast centers in operation in the United States
- Review the statistics on Breast Centers in the United States as compiled by the NCBC
- Trace the physiologic basis for BSGI
- Analyze the literature supporting the use of BSGI
- Determine the limitations of traditional mammography
- Describe the clinical indications for patient selection for BSGI
- Interpret future directions in nuclear medicine
- Review interpretations of BSGI exams
- Utilize results of quality performance data to assign resources and document improved patient care
- Develop interpretation skills to analyze data of the top ten NQMBC™ most frequently tracked measures and "floating" benchmark ranges
- Apply skills to understand data trends, results and comparisons to develop initiatives to improve quality of care to patients
- Consider the role of research in the evolution of breast centers
- Validate the stimulation of collaboration and interest in clinical research programs
- Understand current recommendations for screening MRI
- Analyze potential benefits and risks for screening MRI
- Explain the importance of auditing a screening MRI practice
- Identify the role of heredity in causing breast and ovarian cancer
- Validate the role of family history in identifying high risk patients
- Understand the role of genetic testing in clinical practice today
- Summarize the basic PACS
- Explain image flow
- Compare display retrieval and storage options
- Identify some of the challenges and requirements to implement PACS
- Describe differences between analog and digital positioning
- Explain sentinel node biopsy
- Describe Excisional biopsies
- Analyze mastectomy and treatment options for breast cancer
- Explain positioning of patients with physical disabilities and spine abnormalities
- Understand the risks of the common chemotherapy agents used in the treatment of breast cancer
- Consider the prevention and management of neutropenia using national guidelines
- Classify the risks and new indications for erythropoietin• stimulating agents in cancer, and specifically in breast cancer
- Assess endocrine related risk factors associated with chemotherapy treatment and endocrine therapy
- Discuss medical and non• medical interventions to maintain bone health, manage vasomotor/menopausal symptoms
- Consider the role of acupuncture, nutrition, exercise and mindfulness in the maintenance of breast health
- Interpret the use of nutrition and nutritional supplements to aid the body's own healing power
- Judge the use of complementary medicine to improve energy and promote optimal health prior to and post breast surgery
- Anaylze the use of acupuncture to decrease fatigue and stress associated with cancer diagnosis
- Determine the use of mindfulness and exercise to maintain health and prevention of breast cancer
- Explain the latest updates on current studies and the use of complementary medicine
- Define the role of pathologists in breast health care
- Discuss the value of effective communication amoung individuals involved in management of patients with breast disease
- Demonstrate the impact of individualized patient education about breast health care
- Classify the indications for breast ultrasound in the breast center patient
- Identify the characteristics used to define a benign versus malignant lesion of the breast
- Describe the place of ultrasound in the work• up of the patient with breast cancer (breast and axillary staging)
- Debate new chemotherapy agents recently approved for the treatment of breast cancer
- Interpret the antibodies used in the treatment of HER• 2/neu positive breast cancer
- Identify new agents that are being developed in breast cancer
- Explain how mid- level providers are defined
- Assess mid-level providers' possible functions in the breast center to improve efficiency
- Analyze vacuum assisted biopsy
- Describe needle localized biopsy
- Define differences between cancer precursors vs histological cancer risk factors
- Understand medical risk reduction options for lobular neoplasia
- Determine treatment (surgical) options for borderline lobular and ductal in situ lesions
- Debate features to compare between vendors during the purchase of FFDM
- Assess workflow considerations during the FFDM transition
- Consider economic considerations during purchase of FFDM
- Interpret operational issues related to installation of FFDM
- Understand the factors involved in RT cardiac toxicity
- Determine ways to avoid cardiac toxicity
- Explain how to identify patients at risk of cardiac toxicity
- Assess the economics surrounding value added by services and creative ways to financially support breast center programs
- Utilize integrating charity care into the operational budget while maintaining fiscal responsibility
- Learn the importance of proper coding
- Understand common pitfalls and mistakes
- Identify how to sell services to insurance companies
- Determine how and when to audit your billing practice to see if proper payments received and in a timely fashion
- Learn how to improve reimbursements in the center
- Summarize the reasons patients do not show up for their appointments
- Identify why a center should track and be concerned about no• show appointments
- Discuss strategies to improve on no• show rates: what has worked, what can work
- Describe the accepted and emerging role of ultrasound in the staging of the patient with suspected breast cancer
- Appraise technological advances in breast ultrasound
- Define the historical controvesy regarding mammography in breast cancer screening
- Understand the biologic and histologic characteristics of in situ versus invasive breast cancer
- Determine the surgical approach to in situ breast disease
- Classify the modalities available to stratify risk of in situ

Conference Assessment of Need

Over 200,000 women will be diagnosed with breast cancer annually, accounting for 30% of all new cancer cases in women[1]. This makes it the most common cancer diagnosis in women. This program's intent is to increase the quality of breast care provided to women in the United States, Canada and Europe through the interdisciplinary education of breast health professionals. Many breast healthcare practices are not standardized[2] and this conference provides a learning and networking environment enabling breast professionals to learn about the latest treatments, technologies, procedures, become certified and sharpen their skills in detecting and treating breast cancer and other breast diseases.

This conference provides a review of selected topics throughout the field of breast health care. A review of peer-reviewed journal articles, literature, new guidelines and past participant evaluation analyses have identified areas of focus which include the evolution of a breast center, breast specific gamma imaging, using breast MRI as a screening tool, improving RT/Radiologist relations, digital positioning, endocrine therapy[3], ultrasound imaging, patient satisfaction, biopsy techniques, lobular neoplasia, reverse axillary mapping, patient tracking tools, treating the breast cancer survivor, coding and reimbursement procedures, serving the underserved communities, reconstruction options, starting a sexuality program in a breast center and assessing the high risk patient. In each of these areas, lectures will include controversies, recent developments and recommendations from experts in the breast health care field. This program has been developed specifically for the entire breast center team from administrative staff to breast surgeons. It is the intent of our educational activity to provide breast health care professionals, objective, evidence-based clinical content, which they can incorporate into their practice to improve the clinical care and outcomes of their patients.

1 Romand EH, Perez EA, Bryant J, et al. Trastuzumab plus adjuvant chemotherapy for operable HER2-positive breast cancer. The New England Journal of Medicine 2005;353(16): 1673-84
2 Goss PE, Ingle JN, Martino S, et al. A randomized trial of letrozole in postmenopausal women after five years of tamoxifen therapy for early-stage breast cancer. The New England Journal of Medicine 003:349(19): 793-802
3 Miller K, Wang M, Gralow J, et al. Paclitaxel plus bevacizumab versus paclitaxel alone for metastatic breast cancer. The New England Journal of Medicine 2007;357(26): 2666-76