



6:30 – 7:30 AM

Choose One of Two Vendor-Hosted Breakfast Symposia

Morning Plenary Moderator - Balazs Imre Bodai, MD

7:45 – 7:50 AM

Intro/Opening

Don S. Dizon, MD, FACP

7:50 – 8:50 AM

Breast MRI as a Screening Tool

Constance Lehman, MD, PhD

Breast MRI has several advantages, the most important being its high sensitivity in detecting breast cancer. The American Cancer Society currently recommends MRI in addition to mammography to screen women at high risk. The supporting research and current recommendations for screening MRI will be discussed as well as the benefits and risks for screening MRI and the importance of auditing a screening MRI program.

8:50 – 9:20 AM

Hereditary Breast and Ovarian Cancer: Applying the New Genetics to Clinical Practice

Kevin S. Hughes, MD, FACS

While the BRCA1 and BRCA2 genes were identified over 13 years ago, the medical system has been slow to capitalize on this information. Many women at risk have yet to be identified, and many of those identified have been identified AFTER they had cancer. Until we begin to identify high-risk women in large numbers before they develop cancer, we will be missing a significant opportunity to decrease the morbidity and mortality of these cancers. This lecture will define the problem, discuss possible solutions, and challenge the audience to use their breast center's resources to improve the identification of high-risk women when it will do the most good, that is, BEFORE they have cancer.

9:20 – 9:40 AM

Award Presentations

9:40 – 10:40 AM

Break Time with Vendors in the Exhibit Hall

10:40 AM – 12:40 PM

CONCURRENT SESSIONS

RT TRACK

Track Moderator - Teresita Macarol, RT(R)(M)(QM)

10:40 – 11:10 AM

Trouble in Paradise: Improving RT/Radiologist Relations

Michael N. Linver, MD, FACP, Louise C. Miller, RT(R)(M)

This course will discuss common barriers between RTs and Radiologists, explaining methods and giving examples for improvement.

11:10 – 11:40 AM

Understanding PACS: What You Need to Know

Teresita Macarol, RT(R)(M)(QM)

This session will review basic PACS, explaining image flow, display retrieval and storage options. Challenges and requirements to implement PACS will also be discussed.

11:40 AM – 12:10 PM

Digital Positioning

Tammy Coryell, RT(R)(M)

The time has come, the journey has begun...the digital age has finally entered the world of mammography. With any such technologic advancement comes challenges and growth. Technologists are both excited and apprehensive, unsure of how this change will impact their current skill sets. Join us for insight into how digital will change the practice of mammography from the technologist's perspective and how we can prepare to meet this challenge.

12:10 – 12:40 PM

Accreditation Options and Opportunities

Gina Leffert-Paige, AART(R)(M)

This course will outline accreditation options for breast centers, including how to become a Center of Excellence.

RN TRACK

Track Moderator - Robin Hayden, APRN, MSN

10:40 – 11:10 AM

The Role of Pathologists in Improving the Quality of Breast Health Care

Shahla Masood, MD

Breast pathology is the foundation of quality breast health care. The information provided in a pathology report is the guiding light in directing immediate therapy and the follow up clinical management. There is no doubt that accuracy of diagnostic and prognostic/predictive information has a long lasting impact on the quality of life and the final outcome of breast cancer patients. To achieve the optimal care, it is essential to engage knowledgeable pathologists who are interested in breast pathology in an integrated breast center concept with the ability to directly communicate with the physicians and health care providers who are involved in management of patients.

11:10 – 11:40 AM

Managing Treatment-Related Symptoms and Side Effects: Chemotherapy Toxicities

Joanna Schwartz, PharmD, BCOP

This course will review common side effects of chemotherapy agents including nausea and vomiting, neutropenia, anemia and neuropathy, including their prevention and treatment

11:40 AM – 12:10 PM

Endocrine Therapy: Addressing Side Effects and Sequelae

Kristie Bobolis, MD

Endocrine health is an important issue facing women with breast cancer. Certain treatment modalities can increase a woman's risk for developing osteoporosis/osteopenia and menopause. Both medical and non-medical interventions to maintain endocrine health will be discussed.

12:10 – 12:40 PM

Holistic Modalities in Breast Cancer

Kathy O'Day, RN

Patients with cancer are interested in non-traditional medicine but want to know if it is safe. We will review the state of advance of CAM treatments and modes of collaboration that meet the objectives of patients, providers and their breast centers.



"This conference is extremely well-planned and coordinated, I really benefited from the networking opportunities available in a social setting."
 Nikki Levinson-Lustgarten, RN
 Jacksonville, FL



"Great lectures and exhibits, excellent speakers. I always learn something new at this conference!"
 Richard Wagner, MD
 Mequon, WI



"I loved the time I got to spend with the vendors, this year was my first time here and I'll definitely be back!"
 Laurie Margolies, MD
 New York, NY

CHOOSE ONE OF FOUR TRACKS

10:40 AM – 12:40 PM

CLINICAL TRACK

Track Moderator - Lee Bronfman, RN, MA, CCRP

10:40 – 11:10 AM

Preoperative MRI in Breast Cancer: the Surgeon's Perspective
COL Craig D. Shriver, MD

The widespread use of MRI in breast cancer has been well documented, but its use in the preoperative setting has resulted in an increased rate of mastectomy in the era of breast conservation. In addition, significant controversy as to what role it should play in the newly diagnosed patient remains. In this session, we will review the evidence for breast MRI from a surgical viewpoint and delineate the pros and cons of the breast MRI when used in the preoperative setting.

11:10 – 11:40 AM

Biopsy Techniques in the 21st Century
Mark A. Gittleman, MD, FACS

Breast biopsy techniques with various imaging modality guidance, technical aspects and indications will be discussed.

11:40 AM – 12:10 PM

Lobular Neoplasia: Implications in Treatment
Benjamin O. Anderson, MD

This course will address the issues regarding the biology, detection, diagnosis and management of lobular neoplasia, including atypical lobular hyperplasia (ALH) and lobular carcinoma in situ (LCIS). The historical evolution of thinking on this biologically unique lesion will be reviewed. Evidence will be reviewed delineating sub-classification of lobular neoplasia. Controversies in management strategies will be reviewed and discussed.

11:40 AM – 12:10 PM

Moving Beyond Excision: Ablative Technologies for Breast Cancer
Cary S. Kaufman, MD, FACS

The American College of Surgeons Oncology Group has initiated a multicenter trial to evaluate the efficacy of cryoablation treating breast cancers under 2 cm in size. Concepts of breast cancer ablation as well as pros and cons of this new technology will be described. As breast centers find small lesions, techniques such as ablation will take a more reasonable position in treatment.

ADMINISTRATION TRACK

Track Moderator - Claudia Lee, MBA

10:40 – 11:40 AM

Community Needs: Serving the Needs of the Uninsured and Underserved
Colleen Johnson, RN, NP

This course will cover how to offer philanthropic support, access local, state and national grants and the development of a sliding scale fee schedule to cover the cost of breast health care services for medically underserved women. The importance of value added services and the economic impact will be presented with suggestions on how to incorporate these programs through philanthropic support. The importance of community involvement and consideration will be emphasized.

11:40 AM – 12:10 PM

Breast Cancer Treatment Decision and Patient Tracking Tools
James Michaelson, PhD

While most women with signs suggestive of breast cancer are treated soon after cancer detection, a fraction of women undergo long periods of time between the first sign of their disease and ultimate treatment. Such delay may account for as many as one in four of the breast cancers deaths that occur at the present time. Great reductions in breast cancer deaths should be achievable by improving the timeliness of treatment. Methods for improving timeliness in breast cancer treatment, including simple tracking and reminding, will be reviewed.

12:10 – 12:40 PM

An Update on Coding/Reimbursement: Radiology Specifics
William R. Poller, MD, FACR

This session will familiarize the participant of the importance of proper coding, with the common pitfalls and mistakes. It will identify variances in insurance policies (if not reimbursed, why not?) and how to "sell" your services to insurance companies. This session will review mammography, breast ultrasound, breast MRI, PET and BSGI evolving and tracking to appropriately maximize reimbursement.



12:40 – 1:45 PM Lunch Time with Vendors in the Exhibit Hall

1:45 – 3:45 PM

CONCURRENT SESSIONS

RT TRACK

Track Moderator - Debora Wright, RT(M)

1:45 – 2:45 PM

After The Mammogram: What Happens to My Patient?
Lawrence Gardner, MD, FRCS(c)

Do you wonder what happens to your patient after the mammogram and diagnostic workup? This lecture will cover mammo/path correlation, sentinel node biopsy, excisional biopsies, lumpogram, mastectomy and treatment options for breast cancer.

2:45 – 3:45 PM

Scooters, Scoliosis and Skin Folds
Louise Miller, RT(R)(M)

This talk will seek to better educate radiology technologists on the positioning of three challenging patient groups: patients with physical disabilities, patients with spine abnormalities and the obese patient.

RN TRACK

Track Moderator - Collen Johnson, RN, NP

1:15 – 2:45 PM

Ultrasound Imaging for Nursing
Ellen Mendelson, MD, FACR

This course will present indications for breast ultrasound in the patient, the characteristics used to define a benign vs. malignant lesion of the breast and the place of ultrasound in patient work-up.

2:45 – 3:15 PM

Breast Cancer Treatment in the 21st Century: Beyond AC and Taxol
Joanna Schwartz, PharmD, BCOP

This course will review new classes of agents used in the treatment of breast cancer and examples of agents in each class, as well as their dosing and side effects.

3:15 – 3:45 PM

Patient Satisfaction With Services Provided By a Mid-Level Provider in a Breast Center
Cathy Cole, RNC, NP, MPH, CHES

Breast cancer survivors need continuous surveillance physically and emotionally. A followup clinic setting allows patients to adjust back to routine health maintenance with the same team, while continuing highly specialized breast care and monitoring for recurrence.

3:45 – 4:15 PM Break Time with Vendors in Exhibit Hall

Afternoon Plenary Moderator - Jennifer Gass, MD, FACS

4:15 – 5:15 PM

Breast Ultrasound: An Update
Ellen Mendelson, MD, FACR

The role of sonography in breast diseases remains unchallenged, despite the more frequent utilization of other technologies, including MRI. From evaluation of mammographic abnormalities to interrogation of the axilla, ultrasound continues to be a critical aspect of the imaging armamentarium. In this session, we will review the role of ultrasound in breast disease and breast cancer.

5:15 – 5:45 PM

Update on Partial Breast Irradiation (PBI)
Alphonse Taghian, MD, PhD

The standard of care for women with early stage and locally advanced breast cancer is breast conserving therapy (BCT) for eligible patients. For these women, radiation therapy allows for maximal local control with evidence suggesting its benefits for overall survival as well. However, the role of radiotherapy in BCT continues to evolve as clinical research continues to investigate the role of more tailored and shorter duration treatments. One of these is APBI which is being explored using several modalities including multicatheter interstitial brachytherapy, breast brachytherapy catheter, and three-dimensional conformal external-beam radiation therapy. This report will review an update in what we have learned regarding APBI based on completed early trials and ongoing phase III studies.

5:45 – 7:00 PM Special Reception with Vendors in the Exhibit Hall

BE SURE TO VISIT OUR VENDORS IN THE EXHIBIT HALL!

Sunday	Monday	Tuesday	Wednesday
12:00 – 1:50 PM	9:40 – 10:40 AM	10:15 – 10:45 AM	9:45 – 10:15 AM
	12:40 – 1:45 PM	12:15 – 1:45 PM	11:45 – 12:30 PM
	3:45 – 4:15 PM		
	5:45 – 7:00 PM		



CHOOSE ONE OF FOUR TRACKS

1:45 – 3:45 PM

CLINICAL TRACK

Track Moderator - Lawrence Gardner, MD, FRCS(c), FACS

1:45 – 2:45 PM

Transitioning to Digital: Problems and Promise

Jay R. Parikh, MD, FRCP(c), CPE, FSBI, FACPE

Many facilities in the United States are considering installing full-field digital mammography technology in their breast centers. This installation is often a time-consuming complex process. Analysis of different manufacturers' technologies, economical modeling, preparation for installation and assessment of PACS integration are critical steps that can help ease the installation phase of the FFDM conversion. Attention to workflow issues will be paramount to success of the transition.

2:45 – 3:15 PM

Cardiac Toxicities from Radiation Therapy

Alphonse Taghian, MD, PhD

Radiation therapy for breast cancer treatment can cause cardiac morbidity. While newer radiation techniques may minimize morbidity, it is not clear that this issue has totally been resolved. This talk will cover the history of cardiac morbidity, the changes in techniques that have minimized morbidity and ideas for the future.

3:15 - 3:45pm

Reverse Axillary Mapping

Pat Whitworth, MD

As the breast surgeon aims to preserve quality of life in patients with locally advanced breast cancer, reducing the risk of post-operative lymphedema becomes of more importance. One potential mechanism to reduce this risk is to perform reverse axillary node mapping in order to preserve arm lymphatics. This session will review the evidence in support of this procedure and discuss the technical aspects of reverse axillary node mapping.

ADMINISTRATION TRACK

Track Moderator - Kathy Dittmar, RT(R)(M)

1:45 – 2:45 PM

An Update on Coding/Reimbursement: Clinical Care Specifics

Mark A. Gittleman, MD

This session will explain an update on coding/reimbursement pertaining to breast care. Clinical care presentations, E/M and procedural codes will be described. Areas of controversy will also be discussed

2:45 – 3:15 PM

Achieving Timeliness in Breast Cancer Screening

James S. Michaelson, PhD

One in four women come in for their first mammogram and never return, and one in four of the women who do make an appointment for an annual screening mammogram forget to attend, and these simple failures increase the breast carcinoma death rate by 50%. The failure to attend scheduled visits also presents a great economic burden on screening centers. Scheduling, tracking, and especially, effective reminding of women to attend their mammographic can greatly reduce the breast cancer death rate, and improve the economic viability of screening centers. Methods for achieving these goals will be reviewed.

3:15 – 3:45 PM

Addressing No-Shows in a Breast Center

Shireen Braner, PA, RT(R)(M)(QM)

Appointment adherence is a major issue affecting breast centers, and the impact of this can ripple throughout the administrative structure of the center and its ability to increase new patient flow and financial growth. In addition, adherence may result in worse outcomes for patients themselves, particularly if it affects the use of screening mammography. In this session, an overview of the problem will be presented and solutions for the breast center suggested to help overcome issues related to no-shows.



"As a new breast navigator I have a lot to learn. The conference and speakers were inspirational and I will take all that I have learned back to my patients."

*Angee Brewer, RN
St. Louis, MO*



"As this was my first experience attending the conference, the networking and intimacy of the conference was extremely enjoyable."

*Debra Francis
Meriden, CT*



6:15 – 7:15 AM

Choose One of Two Vendor-Hosted Breakfast Symposia

Morning Plenary Moderator - F. Lee Tucker, MD, FACP

7:30 – 7:45 AM

Welcome and Introduction

Kevin S. Hughes, MD, FACS

7:45 – 8:45 AM

Breast Cancer Screening for Early Diagnosis: The Road Most Traveled

László Tabár, MD, FACP(hon)

The success of the randomized controlled mammography screening trials in demonstrating a significant decrease in mortality from breast cancer has given us convincing evidence that breast cancer is not systemic from its inception; instead it is a progressive disease where detection and treatment in the early phase accomplishes a significant improvement in outcome. The regular use of high quality mammography performed at sufficiently frequent intervals has brought about a shift in the balance of breast cancer cases from mainly palpable, advanced cancers to mainly small, impalpable cases that are still localized to the breast. The predominance of early stage disease resulted in a new era in the diagnosis and treatment of breast cancer, creating a revolutionary new situation for those involved in the diagnosis and treatment of breast cancer patients. We are experiencing a paradigm shift in controlling the disease, since preventing advanced cancer by arresting the disease process is becoming our main goal. The introduction of organized mammographic service screening programs in combination with the establishment of interdisciplinary centers of excellence dramatically improved the standards of breast care. The success of high quality mammographic screening recently has been characterized as a 'major public health achievement' by Cady and Michaelson.

8:45 – 9:45 AM

DCIS

Melvin J. Silverstein, MD, FACS

The lecture will focus on the controversy of whether or not to give radiation therapy for every DCIS patient who elects to save her breast. We'll explore 10 reasons to consider excision alone as full treatment for DCIS.

9:45 – 10:15 AM

Reconstruction Options in Breast Cancer

Aldona Spiegel, MD

Recent trends in breast reconstruction now include multiple options for the woman facing breast surgery and these choices can often be overwhelming. In this session, techniques such as skin-sparing, nipple-areolar sparing, and timing of reconstruction will be reviewed.

10:15 – 10:45 PM

Break Time with Vendors in Exhibit Hall

10:45 AM – 12:15 PM

CONCURRENT SESSIONS

CHOOSE ONE OF THREE TRACKS

RT/RN TRACK

Track Moderator - Louise Miller, RT(R)(M)

10:45 – 11:15 AM

Breast Cancer: The Children's Perspective

Paula Rauch, MD

This session will review the developmental principles that inform how a child understands a parent's breast cancer diagnosis and treatment. Using these developmental principles, practical recommendations will be offered on how to support the family, maintain a child's routines and facilitate parent-child communication. The participants will also be guided to some resources that patients, families and clinicians may find useful.

11:15 AM – 12:15 PM

RTs and RNs: Bridging the Communication Gap

Barbara Rabinowitz, PhD, MSW, RN and Julia Rowland, PhD

Working well together is the ideal, and not always attained. Understanding some of the underpinnings of workplace conflicts can help avoid those pitfalls. Techniques regarding conflict resolution once it has surfaced may be called upon. This session will address each of these issues

CLINICAL TRACK

Track Moderator - Maurice Nahabedian, MD

10:45 – 11:45 AM

Medical Controversies in Breast Cancer

Don S. Dizon, MD, FACP

The medical management of new breast cancers has become more complicated in recent years and while we have learned much in how to manage subsets of breast cancer, more questions arise with each new discovery. In this lecture we will aim to tackle controversial areas of breast cancer management, drawing on best evidence available and how technology can both inform and confuse the decision-making process.

11:45 AM – 12:15 PM

Contralateral Prophylactic Mastectomy

John L. Bell, MD, FACS

The participant will understand current evidence-based guidelines for the use of contralateral prophylactic mastectomy. The discussion will include patients at high risk who have recently or remotely been diagnosed with unilateral breast cancer, and patients who desire this procedure for a variety of reasons (such as symmetry). The discussion will include topics related to timing, techniques and the role of reconstruction.

ADMINISTRATION TRACK

Track Moderator - Patricia Barlow, NP

10:45 – 11:15 AM

Integrating PACS in Breast Centers

William R. Poller, MD

This session will examine issues associated with integrating PACS into the workflow of the radiologist, surgeon and oncologist. Areas explained will be the workstation and display issue, the impact this can make and access to image by the caregivers after the diagnosis is made.

11:15 AM – 12:15 PM

So You Want to Start a Sexuality Program?

Michael Krychman, MD, FACOG

This lecture will present all the facts of starting a sexual health program. Topics to be covered will include marker analysis, business development and billing