

2011



21st Annual National Interdisciplinary Breast Center Conference

March 12 - 16, 2011 Las Vegas

New This Year!

- Screening Mammography in Young Women: The USPSTF and NCBC Positions
- Options in Breast Center Accreditation and Certification
- Updated Genetics Pre-Conference

Continuing to Provide the
World-Class Experiences You
Have Come to Expect



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Barbara Rabinowitz, PhD, MSW, RN

Creative Solutions



National Consortium of Breast Centers

Dear Colleagues,

It is my distinct pleasure to welcome you once again to the National Consortium of Breast Centers' 21st Interdisciplinary Conference. Our conference committee, chaired by Dr. John Bell, has succeeded in pulling together incredible expertise and talent that I am certain will serve us well during our time in Las Vegas. Additionally, I would like to highlight the contributions of our chairs who each year lend their influence and voice to the preconferences, and I do hope each of you have had an opportunity to participate in these excellent and more intimate sessions.

Our plenary session, which will open the conference, is one that I greet with much enthusiasm, and I welcome Ned Calonge, MD, to the National Consortium of Breast Centers. As chairman of the United States Preventive Services Task Force, he helped to craft the new screening mammogram guidelines, which were met with controversy last year. I am glad he and our Past President, Jay R. Parikh, have accepted my invitation to address our group in what will be a civilized, evidence-based discussion on screening mammography and its role in breast cancer prevention. It is a discussion I know our members will be eager to hear.

Thank you once more to the Program Committee for putting together this year's conference. As never before, the NCBC stands at the crossroads of collaboration, cooperation, and camaraderie. We welcome all who share in our mission and our commitment to quality. For those not yet members, I also extend an invitation to join our organization and make a difference. As before, for those returning, welcome back and I do hope that we have made you proud with the breadth and scope of this year's meeting!

Don S. Dizon MD, FACP
Associate Professor
The Warren Alpert Medical School of Brown University
Director of Medical Oncology and Integrative Care
Codirector, The Center for Sexuality, Intimacy, and Fertility
The Program in Women's Oncology
Women & Infants' Hospital of Rhode Island
Providence, RI



Dear Colleagues,

Welcome again to Las Vegas and the 21st Annual NCBC Conference. This remains the only international conference to bring together an entire team of breast health professionals at one time in an effort to further our knowledge and exchange ideas. Topics on this year's program will address different aspects of patient care, unique research opportunities and creative ways to deliver education.

The 2011 Conference will also contain a unique opportunity to hear a constructive discussion between members of the USPSTF and the NCBC on the topic of the screening mammography controversy. Pre-conference sessions will appeal to technologists, clinicians and administrators. Current and future technologies and equipment will be exhibited with an opportunity for vendor interaction and hands-on experience.

I promise you if you engage and indulge yourself in this conference and all it has to offer, you will experience that what happens in Vegas will leave with you! You will come away enriched and invigorated. We look forward to seeing you.

John L. Bell, MD, FACS
Director, UT Cancer Institute
Professor, Department of Surgery
University of Tennessee Medical Center
Knoxville, TN



Why Choose THIS National Breast Conference?



Participate in a truly interdisciplinary conference, focused on collaboration among breast team members, keeping the patient as the focus.

Earn CEU/CME credits for attending an array of innovative courses.

Learn and collaborate with fellow NCBC members during this conference and throughout the ensuing year.



Experience hands-on learning with cutting-edge equipment in the Exhibitor Hall.



Meet one-on-one with an international faculty who are leaders in their fields.

PLUS...

- **One of the most affordable breast conferences anywhere**
- **Organized evening networking programs**
- **Group rates for breast center teams attending**
- **Content for every breast center team member**
- **Focused instruction in:**
 - Breast Center Approvals: Ensuring Quality Breast Programs**
 - Hereditary Breast & Ovarian Cancer**
- **Certification for:**
 - Breast Patient Navigators**
 - Clinical Breast Examiners**
 - Breast Self-Examination Trainers**
- **Reduced group hotel rates**
- **... and much, much more!**

"I have been to many interdisciplinary conferences, but this was truly interdisciplinary and world-class."

*- 2010 Attendee
from Cairns, Australia*

Pre-Conferences Saturday, March 12 - Sunday, March 13, 2011

Saturday, March 12, 2011

8:00 am - 5:00 pm Breast Center Approvals: Assuring Quality Breast Programs <i>page 8</i>	7:45 am - 5:30 pm Hereditary Breast & Ovarian Cancer <i>page 9</i>	7:00 am - 4:45 pm Breast Patient Navigator Certification Program (Review) <i>page 10</i>	7:00 am - 5:00 pm Clinical Breast Examiner Certification Program <i>page 11</i>
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Sunday, March 13, 2011

8:00 am - 12:45 pm Breast Center Approvals: Assuring Quality Breast Programs <i>page 8</i>	8:00 am - 12:00 pm Hereditary Breast & Ovarian Cancer <i>page 9</i>	7:00 am - 12:30 pm Breast Patient Navigator Certification Program (Exam) <i>page 10</i>	7:00 am - 1:00 pm Clinical Breast Examiner Certification Program <i>page 11</i>
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Plenary Conference: Day 1

Sunday, March 13, 2011

page 13

Opening

12:00 - 2:00 pm	Conference Registration
12:00 - 2:00 pm	Opening of Conference and Time with Vendors
2:00 - 2:05 pm	Introductory Comments <i>Don S. Dizon, MD, FACP, NCBC President</i>
2:05 - 2:10 pm	Conference Chair Comments and Conference Logistics <i>John L. Bell, MD, FACS</i>
2:10 - 2:15 pm	Why, Why, Why??? <i>Barbara Rabinowitz, PhD, MSW, RN</i>

*Reconnect with
colleagues...*



*... and develop
new friendships*

State of the State

2:15 - 3:15 pm	Crystal Ball and Breast Cancer: Future of Health Care <i>TBA</i>
3:15 - 3:45 pm	Survivor: A Reaffirmation of Why We Do What We Do Every Day <i>Georgina Melone</i>
3:45 - 4:00 pm	Stretch Break
4:00 - 4:30 pm	Multidisciplinary vs Interdisciplinary Breast Healthcare: What Matters Most to the Patients? <i>Benjamin O. Anderson, MD</i>
4:30 - 6:00 pm	Screening Recommendations in Women 40-49: Understanding the USPSTF and NCBC Positions <i>Session Moderator: Don S. Dizon, MD, FACP with Ned Calonge, MD, MPH and Jay R. Parikh, MD, FRCP(c), FACPE, FACR</i>

Poster Presentations & Reception

6:00 - 6:15 pm	Oral Poster Presentations Chosen from Top Scoring Abstracts
6:15 - 7:15 pm	Posters & Cocktail Reception

Plenary Conference: Day 2

Monday, March 14, 2011

pages 14 - 15

Data Drives Quality	
6:30 - 7:30 am	Breakfast Symposia
7:45 - 8:00 am	Introductory Comments
8:00 - 8:30 am	"So You Think You're Good? Prove It!" <i>Gary M. Levine, MD</i>
8:30 - 9:00 am	Best Practice Benchmarks Driven By Data <i>Cary S. Kaufman, MD, FACS</i>
9:00 - 9:30 am	Certification Alphabet Soup <i>John L. Bell, MD, FACS</i>
9:30 am	Impact Award Presentation <i>Don S. Dizon, MD, FACP</i>
9:30 - 10:15 am	Break Time with Vendors in the Exhibit Hall

Breakout Sessions		Clinical I	Clinical II	Imaging	Administration
10:15 - 10:45 am	Navigating the Labrynth: The Impact of Breast Patient Navigation <i>Jacqueline Nore, RN, BSN, OCN, CBPN-IC</i>	MD and RT Relationship: Harmonious Collaboration <i>Sarah M. Friedewald, MD and Teresita Macarol, RT(R)(M)(QM), CBPN-IC</i>			Utilizing an Interdisciplinary Team Approach in Achieving Recognition as a Certified Quality Breast Center of Excellence: "It Takes a Village." <i>Vicki Rocconi, RN, OCN, CBPN-IC and Deborah L. Kerlin, MD, FACS</i>
10:45 - 11:15 am	Working with Oncology Social Workers and Navigating Patients with Psychosocial Concerns <i>Donna J. Boehm, RN, MSN, MPH, CBPN-IC</i>	Breast Cancer Risk Reduction Strategies <i>Kristie Bobolis, MD</i>			Quantify Downstream Revenue and Debunk the Mammography Low-Margin Myth in Your Organization <i>Lisa S. Mitchell, MBA</i>
11:15 - 11:45 am	Navigator Patients with Metastatic Breast Cancer: The Forgotten Survivors <i>Lillie D. Shockney, RN, BS, MAS, CBPN-IC, CBCN</i>	Advancements in the Surgical Management of Breast Cancer <i>Dennis R. Holmes, MD, FACS</i>			Breast Cancer Risk Assessment: Beyond the Gail Model <i>Constance A. Roche, MSN, ANP-BC, OCN, APNG</i>
11:45 am - 12:15 pm	Surveillance and Survivorship Care Planning <i>Stephanie M. Streed, RNC, CBPN-IC</i>	The Complete Medical Audit: Quality and Cost Effectiveness <i>Michael N. Linver, MD, FACR</i>			Five Things That Keep Me Up at Night and What You Can Do to Sleep Better <i>Gregory Pilat, MBA</i>
12:15 - 1:30 pm	Lunch Time with Vendors in the Exhibit Hall				
1:30 - 2:00 pm	Male Breast Cancer <i>Jennifer S. Gass, MD, FACS</i>	Developing a Community Advisory Council <i>Colleen Johnson, RN, NP, CBPN-IC</i>			Moving Beyond Traditional Mammography: RT Career Development <i>Teresita Macarol, RT(R)(M)(QM), CBPN-IC</i>
2:00 - 2:30 pm	Second Opinion Pathology <i>Thomas J. Lawton, MD</i>	Building a Successful Breast Program: The Professional Advisory Board <i>F. Lee Tucker, MD, FCAP</i>			Leadership, Passion and Making Your Flow Work <i>Sarah M. Friedewald, MD</i>
2:30 - 3:00 pm	Nipple Discharge: What You Know, What You Thought You Knew and What You Will be Interested in Knowing <i>Lawrence Gardner, MD, FRCS(c), FACS</i>	Patient Navigation: Can You Afford Not to Have Me? <i>Colleen Johnson, RN, NP, CBPN-IC</i>			Using Mobile Mammography and Telemammography to Expand Your Service Area <i>Moderator: Yuri R. Parisky, MD, with Debbie Clark, Allen B. Nalbandian, MD, and Debora Wright, RT(M), CBEC</i>
3:00 - 3:30 pm	Axillary Staging with Sentinel Node Biopsy: New Data Igniting an Old Controversy <i>Benjamin O. Anderson, MD</i>	Helpful Tips When Selecting and Working With Your Equipment Vendor <i>Gregory Pilat, MBA</i>			Improving Efficiency in Imaging for Technologists: Tricks of the Trade <i>Belinda L. Zaparinuk, RT(M), ARRT, CRT, CBEC</i>
3:30 pm	Inspiration Award Presentation followed by break <i>Cary S. Kaufman, MD, FACS</i>				

Issues in Young Adults	
4:00 - 4:30 pm	Surgical Approach to the Young Breast Cancer Patient <i>John R. Keyserlingk, MD, FRCS(C), FACS</i>
4:30 - 5:00 pm	Medical Considerations for Breast Cancer in Younger Women <i>William M. Sikov, MD</i>
5:00 - 5:30 pm	Radiation Therapy in Young Women <i>Julia White, MD</i>
5:30 - 7:00 pm	Reception with Vendors in the Exhibit Hall

Plenary Conference: Day 3

Tuesday, March 15, 2011

pages 16 - 17

Seeing the Big Picture

6:15 - 7:15 am	Breakfast Symposia
7:30 - 7:45 am	Introductory Comments
7:45 - 9:15 am	Interdisciplinary Tumor Board: Case Presentations Moderator: Kristie Bobolis, MD, Medical Oncologist Panelists: Yuri R. Parisky, MD, Radiologist, Thomas J. Lawton, MD, Pathologist, Jennifer S. Gass, MD, FACS, Breast Surgeon, Barbara Rabinowitz, PhD, MSW, RN, Psycho-Social Therapist, Lillie D. Shockney, RN, BS, MAS, CBPN-IC, CBCN, Nurse Navigator, Alison T. Stopeck, MD, Medical Oncologist
9:15 - 9:45 am	DCIS: What Is It? Should It Be Treated? COL Craig D. Shriver, MD, FACS
9:45 - 10:45 am	Break Time with Vendors in the Exhibit Hall

Breakout Sessions

Clinical I

Clinical II

Imaging

Administration

10:45 - 11:15 am	Breast Pathology for the Non-Pathologist Thomas J. Lawton, MD	From Autonomy to Teamwork: Ingredients of the Successful Organization Barry Silbaugh, MD, MS, FACPE	Imaging Film Workshop Jinnah A. Phillips, MD
11:15 - 11:45 am	Medical Oncology: Back to Basics Don S. Dizon, MD, FACP	Interventional Breast Ultrasound: Empowering Patients with Options Jay R. Parikh, MD, FRCP(c), FACPE, FACR	Breast Imaging for the Non-Imager William R. Poller, MD, FACR
11:45 am - 12:15 pm	Surgical, Systematic, and Radiation Treatment of Breast Cancer Julia White, MD	Bone Health Alison T. Stopeck, MD	"Technographers" Understanding Breast Ultrasound Leora Lanzkowsky, MD
12:15 - 12:45 pm	Surgical Oncology for the Non-Surgeons Dennis R. Holmes, MD, FACS	Neoadjuvant Therapy For Resectable and Locally Advanced Breast Cancer William M. Sikov, MD	
12:45 - 2:00 pm	Lunch Time with Vendors in the Exhibit Hall		

Taking Care of You

2:00 - 2:30 pm	Being the "Best You" is an Ownership Issue Barbara Rabinowitz, PhD, MSW, RN
2:30 - 3:00 pm	Clinical Leadership: The Heart of Health Care in the 21st Century - Barry Silbaugh, MD, MS, FACPE
3:00 - 3:30 pm	Turning Talent into Performance: Developing the Breast Center Team - Jane Berz, MSN, RN
3:30 - 3:45 pm	Stretch Break



"Views from various perspectives on controversial topics presented information that I found well-rounded, thought-provoking and applicable for performance improvement in my practice."

- Los Angeles, CA

BSE Trainer Certification

3:45 - 6:45 pm	Breast Self-Examination Trainer Certification
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Imaging Technology Update

3:45 - 4:15 pm	Imaging Surveillance: Mammography, Ultrasound, MRI - Expected Outcomes and Potential Liability R. James Brenner, MD, JD, FACR, FCLM
4:15 - 4:45 pm	Digital Tomosynthesis - "The Next Frontier" Gary M. Levine, MD
4:45 - 5:15 pm	Introducing New Imaging Technologies: Medicolegal Considerations for the Breast Center Team R. James Brenner, MD, JD, FACR, FCLM
5:15 pm	Conference ends for the day (dinner and evening with friends)

Plenary Conference: Day 4

Wednesday, March 16, 2011

pages 18- 19

Breast Center Economics

6:15 - 7:15 am	Breakfast Symposia
7:30 - 7:45 am	Introductory Comments & General Membership Meeting
7:45 - 8:15 am	My Breast Center is....Good, Better...Best! How Optimizing Your Program's Organizational Model Will Drive Success <i>F. Lee Tucker, MD, FCAP</i>
8:15 - 8:45 am	Coping with the "New Healthcare:" The Old Rules Still Apply <i>Gerald Kolb, JD</i>
8:45 - 9:15 am	Across the Spectrum of Personalized Medicine: A Unique Role for the Mid-Level Provider in the Breast Health Clinic Continuum - <i>Lucy R. Langer, MD, MSHS</i>
9:15 - 9:45 am	Reducing Disparities - The Chicago Quality Improvement Project - a Model for your Community <i>Eileen Knightly, RN, BSN, MHA</i>
9:45 - 10:15 am	Break



Performance of Clinical Breast Examinations are demonstrated as part of the Certification Examination.

Futuristic

10:15 - 11:15 am	Imaging Women with Dense Breast Tissue: Description of the Problem and a Promising Solution <i>László Tabár, MD, FACR(Hon)</i>
11:15 - 11:45 am	Gene-A-Palooza: Implementation of a Multidisciplinary Genetic Tumor Conference in the Community Setting <i>Larry Geier, MD</i>
11:45 am - 12:45 pm	Lunch and Last Time with Vendors
12:45 - 1:15 pm	How Genomics will Impact and is Impacting our Tomorrows <i>COL Craig D. Shriver, MD, FACS</i>
1:15 - 1:45 pm	The Lost Art of Talking with the Patient: How To Do It Well <i>Michael N. Linver, MD, FACP</i>

Survivorship Symposium

1:45 - 2:15 pm	Survivorship: Impact on Patient and Provider of An Evolving Patient/Provider Paradigm <i>Barbara Rabinowitz, PhD, MSW, RN</i>
2:15 - 2:45 pm	When a Man Gets a "Woman's" Cancer <i>Brian R. Shappell, MBA</i>
2:45 - 3:15 pm	Treatment Impact I: Confronting Chemobrain: Survivors' Reports of Cognitive Impairment and Coping Strategies <i>Nelli Boykoff, MD</i>
3:15 - 3:45 pm	Treatment Impact II: Cancer Related Fatigue Measurement and Applications <i>David Cella, PhD</i>
3:45 - 4:15 pm	Updates in Sexual Medicine for the Breast Cancer Patient <i>Michael L. Krychman, MD, FACOG</i>
4:15 - 4:45 pm	Impact of Parents' Cancer on Children: What About My Kids? (Second Question Asked By Parents With Breast Cancer) <i>Linda Corsini, MSW, RSW</i>
4:45 - 5:15 pm	What Happens Now? Survivorship and Long Term Follow-Up of Breast Cancer Patients <i>Cathy Cole, RNC, NP, MPH, CHES, CBEC</i>
5:15 - 5:30 pm	Summary/Evaluations/Challenge for Continuation <i>Barbara Rabinowitz, PhD, MSW, RN and Michael L. Krychman, MD, FACOG</i>
5:30 pm	2011 National Interdisciplinary Breast Center Conference Concludes

Breast Center Approvals: Assuring Quality Breast Programs

NQNBC - NAPBC - BICOE

Saturday, March 12, 2011

8:00 - 8:15 am

Introduction - *Claudia Z. Lee, MBA*

8:15 - 9:00 am

Overview of the National Quality Measures for Breast Centers (NQNBC): A Real-Time Breast Center Comparison Quality Program
Cary S. Kaufman, MD, FACS

This session will explain the National Quality Measures for Breast Centers Program, covering the genesis and focusing on the current status. We will define the various types of breast centers and the type of quality metrics to be answered by participating centers. Examples of centers that compare their results with similar centers will be reviewed. Some of the 31 process questions will be reviewed as well as some results that may be considered quality guidelines or benchmarks.

9:00 - 9:45 am

An Overview of the National Accreditation Program for Breast Centers (NAPBC) - *Scott H. Kurtzman, MD, FACS*

This session will provide an overview of the National Accreditation Program for Breast Centers, its genesis and its current form. Member organizations have varied with emphasis on the multidisciplinary input to identify optimal quality standards. We will discuss the issues associated with establishing an accreditation program for the varied types of breast centers across the country. This overview will establish the stage for the more in depth program tomorrow.

9:45 - 10:00 am - **Break**

10:00 - 10:45 am

The Breast Imaging Centers of Excellence (BICOE) Program: Overview and Specifics - *Debra Tobin, RT(R)(M)*

This session will describe the triple imaging accreditation necessary to achieve the BICOE accreditation. The goals of the program will be reviewed, as well as some nuts and bolts as to how to achieve accreditation. This American College of Radiology program has grown significantly over the last three years. Some lessons learned in the process of applying will be reviewed so that your application will go smoothly.

10:45 - 11:30 am

Shall We Dance? Speaking the Language of Quality in Breast Center Promotion and Customer Engagement - *Marie M. La Fargue, MPH*

All relationships require common language and mutual benefits to assure that they are healthy, rewarding and sustainable. Our greatest customers - patients and physicians - have a choice of engaging our services or signing another dance card. This presentation will use practical, cost-effective, and real-world success stories that reflect good relationship-based care and innovative patient programs and services.

11:30 am - 12:15 pm

Using the Tumor Registry to Supply Answers to Quality Approvals Programs, NQNBC and NAPBC - *Sue Lorvick, CTR and Jodi Phillips, CTR*

This session will provide practical tools that may be used to obtain the specific quality questions asked by the 2 improvement programs. Experience from 2 breast centers will cover lessons learned that expedite accumulation of data and facilitate application forms.

12:15 - 1:45 pm - **Lunch on your own**

1:45 - 2:30 pm

Quality Improvement is Integral to Approvals: The Intermountain Healthcare Experience - *Brett Parkinson, MD, FACR*

A central objective of any accreditation program is to ensure that facilities meet accepted quality standards for personnel training, diagnostic and treatment processes, and equipment. High quality care often requires additional standards to achieve continuous quality improvement. Intermountain Healthcare has developed a comprehensive breast care program focused on ongoing quality improvement by engaging the primary stakeholders, radiologists, surgeons, medical oncologists and radiation oncologists in an ongoing dialog of what constitutes best practice. Using this data-centered approach, the quality improvement team actively evaluates metrics in all relevant disciplines, regularly altering the clinical process to reduce variation and improve patient outcomes.

2:30 - 3:15 pm

Breast Service Line Profitability - *Marie M. La Fargue, MPH*

This session will unravel the process of service line integration and share best practices for breast center success and sustainability through charge description master review and revision, interdisciplinary analysis with decision support services and finance managers, downstream revenue analysis, and integration of performance improvement measures and other clinical and service delivery benchmarks, as well as physician relations initiatives, to better align breast services with overall organizational and/or health system strategic initiatives.

3:15 - 3:30 pm - **Break**

3:30 - 4:15 pm

Focus on NQNBC: a Mini-Workshop to Smooth the Way
Lillie D. Shockney, RN, BS, MAS, CBPN-IC, CBCN

This session will clarify the web-based application and data gathering system. We will define types of breast centers and explain process measures to understand the type of real-time results that can be obtained. We will review a sample entry of data to demonstrate the immediate comparison data that can be generated by the program. A glimpse of future capabilities of the program will also be discussed.

4:15 - 5:00 pm

Questions To the Audience - *Moderator: Cary S. Kaufman, MD, FACS with all available faculty of the day*

This review session will include "pearls" which each speaker feels are important to remember. These will generate further discussion to reinforce the didactic content presented as well as provide further explanations. A "look to the future" comment will be presented by speakers to describe where their programs may be in the near future.

Sunday, March 13, 2011

NAPBC Workshop

8:00 - 8:15 am

Welcome - *Cary S. Kaufman, MD, FACS*

8:15 - 8:45 am

Why Accreditation Matters - *Shahla Masood, MD, FCAP, MIAC*

This course will help explain the present emphasis placed on the diagnosis and management of breast cancer, and provide facts and figures related to the disease. It will provide a historic time line and discuss changing trends in breast cancer care. Dr. Masood will discuss the history behind the establishment of multidisciplinary care as it relates to breast disease, and introduce the multidisciplinary integration of breast health services that are included in a contemporary breast center. Finally, she will introduce the National Accreditation Program for Breast Center and provide a high overview, including the mission statement, components and standards, critical standards, and the benefits of becoming NAPBC accredited.

8:45 - 10:15 am

Understanding Key Components and Standards
Scott H. Kurtzman, MD, FACS, Chair, Standards and Accreditation

This course will provide a comprehensive understanding of the 17 NAPBC components that are required for accreditation, and the six-chapters/27 standards included in the NAPBC. The discussion will include a detailed discussion related to each of the standards, provide an overview of the definition and requirements, discuss what documentation is required in order to meet compliance with each standard, and explain the rating for each standard. Dr. Kurtzman will also explain the importance of the three critical standards and the requirements associated with each.

10:15 - 10:30 am - **Break**

10:30 - 11:15 am

Assessing Care Through Medical Records Review - *Robert Flanigan, MD, FACS*

This course will discuss the purpose of the medical records review segment of the NAPBC survey. Dr. Flanigan will carefully detail what the surveyor will be looking at and why it is important to quality breast healthcare. He will explain the process that will be undertaken during the medical records review and identify the different documents that should be flagged in order to streamline the review process. He will also explain which standards are included in the medical records review, and walk through the Chart Review Checklist.

11:15 - 11:45 am

The Importance of Quality Improvement - *Cary S. Kaufman, MD, FACS*

This course will discuss the importance of documented quality improvement as a continuous process, why quality improvement is important to patient care, program accountability, regulatory agencies, and the shifting focus to quality care for reimbursement. Dr. Kaufman will discuss the difference between quality assurance and quality improvement, and discuss the key characteristics of a quality improvement program. He will introduce the quality improvement programs included as options in the NAPBC, and discuss the Survey Application Record (SAR) requirements for Standard 6.1 - Quality Improvement.

11:45 - 12:15 pm

NAPBC Application Process - *Cynthia Burgin, Manager, NAPBC*

This course will discuss the steps required for applying for NAPBC accreditation, including preparation required in order to submit the pre-application, approval to move forward in the process, the functionality of the Survey Application Record (SAR), the survey agenda, the survey and surveyor, the Performance Report, deficiency resolution, and tools to market your accreditation.

12:15 - 12:45 pm

Questions & Answers - *All Faculty*

Saturday, March 12, 2011

7:45 – 8:00 am

Welcome and Introduction - *Kevin S. Hughes, MD, FACS*

8:00 – 8:30 am

Hereditary Breast and Ovarian Cancer: History and Evolution
Henry T. Lynch, MD

From his unique perspective as a pioneer in the field of cancer genetics, Dr. Lynch will describe the discovery of hereditary breast and ovarian cancer, the identification of the BRCA genes and current status of BRCA testing, as well as a look at the future of this evolving field.

8:30 – 9:00 am

Overview of Hereditary Cancer Genetics - *David M. Euhus, MD*

This session will provide a graphic overview of genes involved in hereditary cancer development and describe common and uncommon hereditary cancer syndromes.

9:00 – 9:30 am

Cancer Risk Counseling: Getting Started - *Constance A. Roche, MSN, ANP-BC, OCN, APNG*

The process of developing a cancer risk assessment service has evolved over the past 15 years along with advances in the science of cancer genetics. This session will outline the essential components of this service and tools available for help in climbing "the learning curve."

9:30-10:15 am

**Quantitative Risk Assessment:
Using Models, When and How** - *David M. Euhus, MD*

There are several models for assessing breast and ovarian cancer risk. This session will describe the origins, strengths and limitations of the commonly used risk prediction models.

10:15 - 10:45 pm - Break

10:45 – 11:30 am

What's New in Hereditary Breast and Ovarian Cancer
Steven Narod, MD, FRCPC

Well into the second decade of BRCA testing, data accumulates regarding individual carriers of deleterious mutations. This session will provide an update of current knowledge, including factors that modify expression of these genes.

11:30 am - 12:15 pm

Using Information Technology to Identify and Reduce Risk in Hereditary Cancer - *Kevin S. Hughes, MD, FACS*

While significant decreases in the morbidity and mortality of cancer could be obtained if high-risk individuals were identified before they developed cancer, little progress has been made in this area. This session will describe methods of using existing technology to acquire family history and assess risk and recommend management with minimal impact on clinician workloads.

12:15 - 1:30 pm (during plated lunch, served in lecture hall)

Genetics and Families: Focus on the Family
Lunch Speaker: Henry T. Lynch, MD

The potential for reducing cancer morbidity and mortality can only be realized if high risk individuals are identified before they develop the disease. To date, too few family members are tested following identification of individual mutation carriers. Once an individual tests positive, efforts should be made to disseminate information to family members to facilitate testing and risk reduction measures for at-risk relatives. Dr. Lynch will describe methods to achieve that goal.

1:30 – 3:00 pm

Practice Models for Provision of Cancer Risk Assessment
Larry Geier, MD, Jeffrey Weitzel, MD, and Constance A. Roche, MSN, ANP-BC, OCN, APNG

There is no single model for provision of cancer risk assessment. Successful programs vary in their scope and can be staffed by various disciplines. This session will highlight a community oncology program, a cancer center based network, and other successful models.

3:00 - 3:30 pm - Break

3:30 – 4:15 pm

**Hereditary Breast and Ovarian Cancer:
Management and Risk Reduction** - *Larry Geier, MD*

Current options and guidelines for BRCA mutation carriers will be discussed.

4:15 – 5:00 pm

Challenges in Genetic Testing Interpretation - *Jeffrey Weitzel, MD*

BRCA testing results have never been as simple as "positive" or "negative." This session will describe the basics of test interpretation including true and uninformative negative results, as well as the basics of unclassified variants and rearrangements. An understanding of these concepts is essential for the clinician who must in turn interpret for and counsel individuals and families.

5:00 - 5:30

Q&A
Drs. Euhus, Geier, Hughes, Lynch, Narod, and Weitzel

This is an opportunity for the participants to ask questions of today's speakers.

Sunday, March 13, 2011

Concurrent Session

8:00 - 9:00 and 9:00 - 10:00 am

A. Risk Clinic Software
Brian Drohan and Christine Lawrence

There are numerous programs available for use in the risk assessment clinic, and it is not always easy to determine which software to invest in and which is most appropriate in a given situation. This workshop will focus on the use of an integrated open-source software package that is interoperable with most other major systems. Software is available free, and its use in the risk clinic will be discussed, and demonstrated. Bring your laptop!

Concurrent Session

8:00 - 9:00 and 9:00 - 10:00 am

B. Ask the Experts
Drs. Euhus, Geier, Weitzel, and Lynch

We all struggle to arrive at the best approach to guide our patients in understanding their risk and making decisions about management. This session provides an opportunity for participants to present cases, clinical dilemmas, and program development and implementation issues to the experts for discussion and problem solving. Bring your questions and cases and see where the experts are in agreement and where there is room for interpretation and discussion.

10:00 - 10:30 am - Break

10:30 – 11:00 am

Cancer Management in the BRCA Carrier
Steven Narod, MD, FRCPC

Risk of recurrence and second cancers are greater for BRCA carriers. BRCA1 associated breast cancers often have pathologic features that are distinct from those of sporadic cancers. This session will describe how management options are affected by these factors and how pathologic features can be used to target treatment. The status of current research will be discussed.

11:00 – 11:45 am

Decision Making
Karen Hurley, PhD

While women who test positive for a BRCA mutation now have a number of well-established management and risk reduction options to choose from, they still face psychological, emotional, and relationship issues. This session will discuss those issues and describe strategies to help individuals accept risk of cancer and to make and cope with their decisions about management.

11:45 am - 12:00 pm

Closing Remarks
Constance A. Roche, MSN, ANP-BC, OCN, APNG

Breast Patient Navigator Certification



Saturday, March 12, 2011: 7:00 am - 4:45 pm
Sunday, March 13, 2011: 7:00 am - 12:30 pm



Program Chair: Colleen Johnson, RN, NP, CBPN-IC

The Breast Patient Navigator Certification has been developed to set standards of achievement and the professional's role; enhance patient safety, quality of care and delivery of services; and recognize professionals who advance beyond basic knowledge in a field of specialty. The Breast Patient Navigator Certification validates the medical professionals' knowledge and performance standards through testing.

The certification program content offered on Saturday at the National Conference does not teach individuals the knowledge needed to pass the certification exam. The certification program provides individuals with a valuable reference and information binder, membership in a network of peers, the ability to exchange experiences with other navigators, and the opportunity to participate in case study analysis with other medical professionals. Program content is designed to provide an extension to the knowledge already possessed by the medical professional. Those seeking certification should self-study. Skills and knowledge acquired through your college education, continuing education and professional performance should be enhanced through self-study using the reading references suggested.

To be eligible to sit for the certification examination:

- I. The individual must be a: 1) licensed medical professional and hold a valid medical license as a physician, nurse, radiologic technologist or social worker OR 2) certified medical professional and hold a valid certification as a physician assistant, radiologic technologist, radiology practitioner assistant, social worker or advanced practice nurse OR 3) master level prepared in a health related field, and;
- II. The individual must navigate breast patients at least 50% of his/her work time.
- III. It is further suggested, but not mandatory, that individuals have a minimum of at least two years navigating breast patients.

Each registrant will be provided a reference/information binder that includes the Breast Patient Navigation Matrix, skills and knowledge for each navigation stage, sample job descriptions and supplemental reading material references. Two hours are allowed for each 100 question multiple-choice examination with a ½ hour break between examinations. Certifications are awarded within one week of the examination.

Certifications are achieved by attaining a minimum score of

- 1) 80% on the imaging examination to be certified as a Breast Patient Navigator in Imaging (CBPN-I) or
- 2) 80% on the cancer examination to be certified as a Breast Patient Navigator in Cancer (CBPN-C) or
- 3) 80% on both the imaging and cancer examinations to be certified as a Breast Patient Navigator in Imaging and Cancer (CBPN-IC).

Certifications are lifetime certifications with annual renewal requirements.

At this time, 334 individuals have attained one of the three certifications offered.

Saturday, March 12, 2011

7:00 - 8:00 am	Registration
8:00 - 8:15 am	Welcome and Introductions
8:15 - 9:00 am	What is Patient Navigation?
9:00 - 10:00 am	Demonstrating the Value of the Patient Navigator
10:00 - 10:30 am	Break
10:30 - 12:00 noon	Case Study Presentations
1:30 - 2:45 pm	Case Studies Reporting
2:45 - 4:45 pm	Presentations on Services and Products Available to Enhance Patient Care
4:45 pm	Sessions End for the Day

Sunday, March 13, 2011

7:00 - 8:00 am	Registration
8:00 - 10:00 am	Imaging Certification Examination
10:00 - 10:30 am	Break
10:30 - 12:30 pm	Cancer Certification Examination

Clinical Breast Examiner Certification

Certification Program!

Saturday, March 12, 2011: 7:00 am - 5:00 pm Suzanne M. Taylor, MD, Shireen L. Braner, PA, RT(R)(M)(QM), CBEC, CBPN-IC, Sharon Cabbage, RN, BSN, CBEC, Julie Schnieders, MSN, NP, CBEC, Jo Miller, PA-C and Cathy Cole, RNC, NP, MPH, CHES, CBEC
Sunday, March 13, 2011: 7:00 am - 1:00 pm

CBE® certification is the process by which the NCBC validates, based upon predetermined standards, a licensed breast health care provider's knowledge in the performance of a clinical breast examination. The purpose is to assure the public that the certified licensed breast health care provider has completed the NCBC CBE® program and has met minimum knowledge and performance standards by recognizing the individual who has met these standards. Candidates who pass the CBEC® may use the mark CBEC® to verify they have met all eligibility and testing requirements.

This one and a half day program is designed to utilize Clinical Breast Examination Skills to accomplish a CBE's Paramount Objective, the detection of any dominant breast mass, as another early detection tool to ultimately reduce breast cancer deaths. This is accomplished through a didactic review of Core Breast Knowledge, BSE Technique, Breast Oriented History, Breast Imaging, Diagnostic Procedures with Breast Pathology, Follow-up Recommendations and Risk Management. The didactic component of the program is followed by a full half day of demonstration and practicum on performing a Clinical Breast Examination. Patient models, students and instructors will interface in life scenarios to experience issues and challenges in performing clinical breast exams. This is a validation and certification program of the individual's current skills, and not designed to teach an individual who has not performed Clinical Breast Examinations.

Each student will be provided a binder that outlines the major concepts that will be highlighted during the program and information that will be on the testing units. Also included in the binder are supplemental reading materials as well as a vocabulary list to assist in the understanding of program material. All test material is included in the binder. Following Clinical Breast Examination performance review, students will be evaluated on their core knowledge, ability to perform a Clinical Breast Examination in a real life approximated setting and their tactile skills regarding lump detection. A score of 85% or better must be achieved on the didactic written exam, the performance observation exam and tactile testing in order to pass the program and receive certification.

This program is available to licensed healthcare professionals (physicians, physician assistants, nurse practitioners, registered nurses and radiologic technologists). It is recommended, but not mandatory, that individuals should be actively performing clinical breast examinations as part of their ongoing job responsibilities. Although this program will provide core knowledge and review performance and tactile skills, this CBE Certification Program is not designed as an entry level or introductory course for practitioners interested in learning basic CBE skills. This CBE Certification Program is designed for practitioners seeking CBE Certification as validation of their mastery of the breast health knowledge and CBE skills.

Saturday, March 12, 2011

7:00 - 8:00 am	Registration
8:00 - 8:15 am	Welcome and Introductions
8:15 - 8:45 am	Presentation of Components of a Clinical Breast Examination
8:45 - 10:30 am	CBE Performance Demonstration and Interaction
10:30 - 10:45 am	Break
10:45 - 11:50 am	Case Studies
11:50 - 12:00 noon	Examination and Scoring Review
12:00 - 1:30 pm	Lunch
1:30 - 5:00 pm	Practice/Perform/Study Performance and Tactile Skills

Sunday, March 13, 2011

7:00 - 8:00 am	Registration
8:00 - 9:00 am	Core Knowledge Examination
9:15 am - 1:00 pm	Performance and Tactile Examinations

Breast Self-Examination Trainer Certification

Thursday, March 15, 2011: 3:45 pm - 6:45 pm Suzanne M. Taylor, MD, Shireen L. Braner, PA, RT(R)(M)(QM), CBEC, CBPN-IC, Sharon Cabbage, RN, BSN, CBEC, Julie Schnieders, MSN, NP, CBEC, Jo Miller, PA-C and Cathy Cole, RNC, NP, MPH, CHES, CBEC

This program awards medical professionals with a BSE Trainer Certification. Certified BSE Trainers are medical professionals who have tested and shown they possess the knowledge and skills to provide BSE instruction. This certification allows the Certified BSE Trainer to teach educator leaders who will become certified to teach patients how to perform a BSE. Plus, the Certified BSE Trainer may directly teach patients. Certified individuals will have attained an 80% on each of the three examinations: didactic, tactile silicone model skills, and verbal mini-lecture. This program will include comprehensive didactic sessions for Core Breast Knowledge and BSE Skills followed by a workshop session for tactile BSE skills and verbal BSE presentations. It will also identify the next steps for securing the training and skills necessary to obtain NCBC CBE Certification. Upon successful completion of this program certified medical professionals will receive a NCBC BSE Instructor's Certificate. Manuals to assist in training educator leaders and patients are available to those who successfully complete the program and attain certification. Re-certification is attained annually through submission of training data.

Tuesday, March 15, 2011

3:45 - 3:50 pm	Welcome and Introduction
3:50 - 5:15 pm	Presentation of Core Knowledge for BSE Educators/Trainers and BSE Demonstration and Performance Instruction
5:15 - 5:45 pm	Presentation of Resources, Teaching/Presentation Techniques and References and Presentation of Community Education Materials and Use
5:45 - 6:45 pm	Practice and Study BSE Trainer Testing

Certification Program!

Credit Hours

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 live 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.

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.

Objectives

- Increase the understanding of providing interdisciplinary care to women as a team
- Increase quality of care provided
- Increase knowledge about patient diagnosis, treatment, and care
- Increase knowledge of new technologies and equipment for patient diagnosis, treatment, education, and care
- Enhance sensitivity to the needs and issues peers in the same setting face in providing breast care
- Describe an interdisciplinary patient model of breast health/cancer care involving interdisciplinary breast care team members
- Identify quality indicators for which data could be collected and analyzed to measure quality performance of care provided to patients in breast center/facility environments
- Identify breast cancer patient treatment options and plans relevant to various breast patient diagnoses
- Identify novel treatment options and their impact in the management of cancer patients
- Define the process of individualizing evidence-based plans of care for patients with cancer
- Participants will have a basic understanding of the fertility changes associated with treatment and potential ways to protect fertility
- Recognize those areas of breast MRI where there is literature support for its use
- Discuss the mechanism and lethality of Her2neu over-expressing breast cancer
- Identify ongoing research into the use of genomics in the field of breast diseases and cancer
- To identify techniques that will help reduce compassion fatigue and distress
- To identify coping programs that have been successfully implemented to assist the interdisciplinary team
- Learn how breast surgeons and plastic surgeons can work collaboratively to benefit the patients
- To better understand national guidelines in screening for breast cancer in the older female
- Learn the frequency of unifocal and multifocal breast cancers
- Understand the importance of multifocality from treatment planning point of view
- Understand the various organizations that conduct Certification/Accreditation programs
- Learn the impact payors may have on promoting certification and accreditation
- Discuss psychosexual treatments for common complaints
- To describe how the personal experience with breast cancer can modify practice
- Describe and show examples of findings of normal exams, exams with calcifications and masses using digital tomosynthesis in comparison to 2 dimensional standard imaging
- Describe screening ultrasound and applications for its use
- Review the basics of molecular biology and genomics and how they apply to breast disorders
- Review practice guidelines on the use of genomics in breast cancer prognosis and treatment
- Identify ongoing research into the use of genomics in the field of breast diseases and cancer
- Demonstrate how the care of those with chronic illness can be enhanced by using conventional medicine combined with nutrition counseling, and selected healing modalities
- To describe the stressors that can impact practice
- Realize the capabilities of comparative imaging-3D Histologic analysis in helping us understand the complex nature of benign and malignant breast diseases
- All of the technologies currently being studied for percutaneous breast cancer ablation involve the application of extreme heat or cold to the tumor
- Learn the frequency of unifocal and multifocal breast cancers
- Understand the importance of multifocality from

Core Competencies

In alignment with the CME mission of the Keck School of Medicine, programs are planned in the context of desirable physician attributes and core competencies (six abilities that are central to the practice of medicine: 1) Patient Care, 2) Medical Knowledge, 3) Practice Based Learning, 4) Interpersonal and Communication Skills, 5) Professionalism and 6) Systems Based Practice, as designated by the American Board of Medical Specialties. Core competencies addressed in each of the activity objectives will be noted, using number 1-6, on the brochure and in the proceedings. This shall serve the best interests of the public and assist in Maintenance of Certification.

Assessment of Need

Over 200,000 women will be diagnosed with breast cancer annually, accounting for 30% of all new cancer cases in women¹. 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 standardized² 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 therapy³, 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

Conference Introduction

Moderator: Barbara Rabinowitz, PhD, MSW, RN

12:00 - 2:00 pm	Conference Registration	 <p>Arrive by noon to spend extra time with vendors in a relaxed atmosphere before the conference begins</p>
12:00 - 2:00 pm	Opening of Conference and Time with Vendors	
2:00 - 2:05 pm	Introductory Comments <i>Don S. Dizon, MD, FACP, NCBC President</i>	
2:05 - 2:10 pm	Conference Chair Comments and Conference Logistics <i>John L. Bell, MD, FACS</i>	
2:10 - 2:15 pm	Why, Why, Why??? <i>Barbara Rabinowitz, PhD, MSW, RN</i> This mini-talk answers frequently-asked questions and frequently heard laments.	

State of the State

2:15 - 3:15 pm	Crystal Ball and Breast Cancer: Future of Health Care TBA An authoritative source will present the real benefits and potential risks of the changes that are now or will be law. Information will be presented to see identify how this massive change will impact all of us.
3:15 - 3:45 pm	Survivor: A Reaffirmation of Why We Do What We Do Every Day <i>Georgina Melone</i> There are as many individual styles of surviving as there are survivors. This personal appearance of a survivor will give us insight into her unique, personal journey, as well as reaffirm what we do every day.
3:45 - 4:00 pm	Stretch Break
4:00 - 4:30 pm	Multidisciplinary vs Interdisciplinary Breast Healthcare: What Matters Most to the Patients? <i>Benjamin O. Anderson, MD</i> This presentation will focus on the importance of effective communications between all members of the breast center team. Effective communication will result in a higher quality of care and reduce "gaps" which may result in less than optimal patient care.
4:30 - 6:00 pm	Screening Recommendations in Women 40-49: Understanding the USPSTF and NCBC Positions <i>Session Moderator: Don S. Dizon, MD, FACP</i> <i>with Ned Calonge, MD, MPH and Jay R. Parikh MD, FRCP(c), FACPE, FACR</i> This session will offer the audience the opportunity to hear from two very respected voices on the issue of screening mammography: Dr. Ned Calonge, current Chairman of the USPSTF, and Dr. Jay R. Parikh, past president of the NCBC. New USPSTF guidelines on mammographic screening will be discussed as well as the evolution of the recommendations and the data considered.

Poster Presentations & Reception

6:00 - 6:15 pm	Oral Poster Presentations TBA The poster committee will select two of the top-scoring abstracts submitted for posters at this year's conference. These selected authors will have an opportunity to discuss their abstracts with the NCBC Membership, in order to share the results of their research.	 <p>You will take home new ideas and innovations to implement in your practice after mingling with abstract authors...</p>
6:15 - 7:15 pm	Wine & Cheese Poster Reception In order to allow more time for review and discussion of the posters accepted for presentation at the 2011 Annual Meeting, there will be a Wine and Cheese Poster Reception. This will be the ideal time to review the submissions at this year's meeting and discuss findings personally with the first authors. In addition, this reception provides yet another opportunity to network with fellow attendees. For poster presenters, it will represent a dedicated session where both knowledge can be disseminated and feedback received on your hard work. This reception will be a well-deserved congratulations on the work selected for presentation and will showcase the diversity of our membership in achieving the common goal of quality breast care.	

... during Sunday evening's Poster Reception.



Breakfast Symposia

6:30 - 7:30 am	Breakfast Symposia
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Data Drives Quality

7:45 - 8:00 am	Introductory Comments by Moderator - COL Craig D. Shriver, MD, FACS
8:00 - 8:30 am	"So You Think You're Good? Prove It!" - Gary M. Levine, MD "Breast centers" exist in a variety of forms including breast imaging offices, surgical offices, as well as true multi-specialty breast centers. Almost all claim to offer high quality care. But what does this truly mean? This course will examine the importance of data collection, especially in this new era of cost-conscious medicine, and suggest data points important for all practices.
8:30 - 9:00 am	Best Practice Benchmarks Driven by Data - Cary S. Kaufman, MD, FACS This session will be an overview of select NQMCB benchmarks for quality performance, driven by the data collected since 2005 through the National Quality Measures for Breast Centers Program
9:00 - 9:30 am	Certification Alphabet Soup - John L. Bell, MD, FACS Because breast centers and programs continue to search for evidence-based improvement opportunities, many various and disparate certification programs exist. Despite efforts for a unified electronic medical record which would allow efficient and effective data capture, there is no "proven" methodology which allows an organization to participate in these certification and improvement programs. This lecture will attempt to distill this information into a user friendly format which can be used as a template for future reference.
9:30 am	Impact Award Presentation - Don S. Dizon, MD, FACP (Followed by Break Time with Vendors in the Exhibit Hall)

Breakout Sessions

Clinical I

Clinical II

Imaging

Administration

	Clinical I	Clinical II	Imaging	Administration	
10:15 - 10:45 am	<p>Moderator: Colleen Johnson, RN, NP, CBPN-IC</p> <p>Navigating the Labyrinth: The Impact of Breast Patient Navigation <i>Jacqueline Nore, RN, BSN, OCN, CBPN-IC</i> This presentation will discuss the opportunities that exist to maximize the impact that a breast health patient navigator can have on your facility's practice. Topics which will be discussed include patient flow, coordination of services, patient retention, patient and provider satisfaction, internal and external referrals and community outreach. Improving the quality and efficiency of patient care while enhancing the bottom line of your facility's budget through the utilization of navigation services will be the thrust of this talk.</p>	<p>Moderator: William R. Poller, MD, FACP</p> <p>MD and RT Relationship: Harmonious Collaboration <i>Sarah M. Friedewald, MD and Teresita Macarol, RT(R)(M)(QM), CBPN-IC</i> The radiologist and technologist relationship is central to the workflow in the Breast Center. Working together in this close environment requires passion and dedication on both sides. Ideas and strategies for developing a successful breast center relationship will be presented.</p>	<p>Moderator: Claudia Z. Lee, MBA</p> <p>Utilizing an Interdisciplinary Team Approach in Achieving Recognition as a Certified Quality Breast Center of Excellence: "It Takes a Village" <i>Vicki Rocconi, RN, OCN, CBPN-IC and Deborah L. Kerlin, MD, FACS</i> Is it your goal to be a Certified Quality Breast Center of Excellence? Come hear how one center utilized an Interdisciplinary Team Approach in achieving this important recognition. Starting from the initial assessment of services, identifying resources and integral team members and their roles, developing a plan for each indicator, compiling and analyzing data, through implementing a plan to sustain Certification.</p>		
10:45 - 11:15 am	<p>Working with Oncology Social Workers and Navigating Patients with Psychosocial Concerns <i>Donna J. Boehm, RN, MSN, MPH, CBPN-IC</i> The highly successful breast patient navigator keeps the patient as the focus and knows how and when to utilize the services and skills of other staff members, especially the social worker. In today's economy, not all centers have a social worker. This session will describe how and when a social worker assists in breast patient navigating and will identify the skills most needed by a navigator should a social worker not be accessible.</p>	<p>Breast Cancer Risk Reduction Strategies <i>Kristie Bobolis, MD</i> The global burden of breast cancer is increasing. The major risk factors for breast cancer will be reviewed including reproductive/hormonal factors, family history, benign pathology and mammographic density. The contribution of lifestyle to breast cancer risk will also be reviewed. Approaches to risk assessment and risk reducing strategies will be discussed including lifestyle modifications and chemoprevention.</p>	<p>Quantify Downstream Revenue and Debunk the Mammography Low-Margin Myth in Your Organization <i>Lisa S. Mitchell, MBA</i> This presentation will debunk the low-margin myth of mammography in breast centers. To do so, it is critical to manage all aspects of the program's finances. Two proposed methodologies for accomplishing downstream revenue contribution are showcased during this session. One model is an internal rate of return calculation over four (4) years, and another is an updated model for 2009, with net revenue and fully allocated expenses through cost accounting.</p>		
11:15 - 11:45 am	<p>Navigator Patients with Metastatic Breast Cancer: The Forgotten Survivors <i>Lillie D. Shockney, RN, BS, MAS, CBPN-IC, CBCN</i> With improvements in systemic treatments today, women with stage IV breast cancer may be surviving with their disease for several years or even a decade or more. Learn the physical and psychosocial issues that patients with metastatic breast cancer face and the role of the breast cancer navigator in addressing them on her behalf so that her needs are met and continuity of care is maintained.</p>	<p>Advancements in the Surgical Management of Breast Cancer <i>Dennis R. Holmes, MD, FACS</i> The local-regional management of breast cancer continues to evolve. This talk will cover new approaches in the management of breast cancer, including breast conserving therapy, bilateral mastectomy, margin assessment, and lymph node surgery.</p>	<p>Breast Cancer Risk Assessment: Beyond the Gail Model <i>Constance A. Roche, MSN, ANP-BC, OCN, APNG</i> Breast cancer risk assessment is a necessary component of comprehensive breast care. This session will outline the rationale for providing this service, tools for assessing risk, and tips on implementing a risk assessment program.</p>		
11:45am - 12:15pm	<p>Surveillance and Survivorship Care Planning <i>Stephanie M. Streed, RNC, CBPN-IC</i> Your next step.....the "Survivor Zone." When President Richard Nixon signed the National Cancer Act of 1971 that declared war on cancer, there were approximately three million American cancer survivors. By 2020 researchers anticipate that number to grow to 20 million. This presentation will allow the participant to understand the survivorship care plan as a comprehensive road map outlining a personalized treatment summary and what lies ahead...in the "survivor zone."</p>	<p>The Complete Medical Audit: Quality and Cost Effectiveness <i>Michael N. Linver, MD, FACP</i> The Audit of one's breast imaging practice is the only definitive way to measure the quality of one's work. In light of the impending pay for performance regulations and continued plummeting reimbursement, the rule of the audit as a measure of quality and efficiency becomes even more important. In this session, a detailed review of the data required to perform a meaningful audit, well beyond the minimal data of limited value required under M.Q.S.A., will be discussed. Guidelines on how to use the data to improve performance by comparing the national benchmarks and to improve practice efficiency will also be presented.</p>	<p>Five Things That Keep Me Up at Night and What You Can Do to Sleep Better <i>Gregory Pilat, MBA</i> This session will explore five common operational issues challenging the effective and efficient operation of a breast imaging facility. Concepts discussed will include: the disparity in breast cancer mortality among white and minority women, how staff and radiologists' workflow defines how efficient a center can operate, the importance of critical results notification, and setting realistic goals for center operations and staff. Strategies to address these issues will be discussed.</p>		

Breakout Sessions

Clinical I

Clinical II


Imaging

Administration

12:15 - 1:30 pm	Lunch Time with Vendors in the Exhibit Hall		
1:30 - 2:00 pm	<p>Moderator: Cary Kaufman, MD, FACS</p> <p>Male Breast Cancer <i>Jennifer S. Gass, MD, FACS</i> Men comprise a tiny fraction of the breast cancer population, yet there are unique aspects to their care and treatment. This session will allow the attendee to more fully understand those traits including modes of presentation, genetic counseling, and treatment modalities.</p>	<p>Moderator: Karleen R. Habin, RN, BCCS, MPH</p> <p>Developing a Community Advisory Council <i>Colleen Johnson, RN, NP, CBPN-IC</i> This presentation will focus on the development of a community advisory council and its benefits to a breast program. Roles and responsibilities of members, including diversity and unique talents, and the impact that they can have on a breast program. Start-up, implementation, committee structure, and ongoing support will be addressed. Detailed description of the success of a community advisory council within a hospital based program will be presented.</p>	<p>Moderator: Jinnah A. Phillips, MD</p> <p>Moving Beyond Traditional Mammography: RT Career Development <i>Teresita Macarol, RT(R)(M)(QM), CBPN-IC</i> Are you ready to move on from traditional mammography? Looking for other career options, some that you didn't even think possible? Times have changed. Now, businesses are coming to view career development primarily as the employee's responsibility. The purpose of this talk is to make the RT aware of opportunities and career fulfillment.</p>
2:00 - 2:30 pm	<p>Second Opinion Pathology <i>Thomas J. Lawton, MD</i> This presentation will describe the potential value of pathology second opinions, how to obtain them and how to assess the credibility of the second opinion relative to the first. Surgical and adjuvant therapies as well as prognoses are increasingly dependent on accurate and complete reporting of pathology parameters. Errors in pathologic diagnoses can be resolved by obtaining expert second opinions. The value of second opinions and the processes involved are described in this lecture.</p>	<p>Building a Successful Breast Program: The Professional Advisory Board <i>F. Lee Tucker, MD, FCAP</i> In this presentation, Dr. Tucker will describe the role of a professional advisory board (PAB) in providing guidance and clinical oversight in the process of strategic planning, setting programmatic goals, establishing and monitoring professional and clinical metrics and effective communication with professional staff and the management team. The attributes of a dynamic PAB will be described with strategies for development of focused workgroups to achieve program goals.</p>	<p>Leadership, Passion and Making Your Flow Work <i>Sarah M. Friedewald, MD</i> The leadership role in the breast center is one of great importance and needs to be distinguished. The skill of creating ways for people to collectively contribute to make extraordinary things happen does not come easy. Learn effective traits and skills that are valued from all members of the breast center.</p>
2:30 - 3:00 pm	<p>Nipple Discharge: What You Know, What You Thought You Knew and What You Will be Interested in Knowing <i>Lawrence Gardner, MD, FRCS(c), FACS</i> This session will first briefly review the conventional wisdoms of nipple discharge. An update will then be presented on new perspectives and implications of the composition of nipple secretions and their therapeutic implications. Finally the audience will be asked to participate in a discussion of two challenging cases.</p>	<p>Patient Navigation: Can You Afford Not to Have Me? <i>Colleen Johnson, RN, NP, CBPN-IC</i> Navigation of patients is a very valuable component of breast care as a non-reimbursable service. It is difficult to cost justify adding/keeping a position. This course will give an overview of how to quantify the value of Patient Navigation.</p>	<p>Using Mobile Mammography and Telemammography to Expand Your Service Area Moderator: Yuri R. Parisky, MD with Debbie Clark, Allen B. Nalbandian, MD, and Debora Wright, RT(M), CBEC Learn how to develop new business by offering a mobile mammography program or receiving digital images from off site locations. Learn how to successfully market your services to those who need it most. Our panel of experts will explore alternatives to "brick and mortar" centers.</p>
3:00 - 3:30 pm	<p>Axillary Staging with Sentinel Node Biopsy: New Data Igniting an Old Controversy <i>Benjamin O. Anderson, MD</i> Sentinel node biopsy has led to the identification of low volume nodal disease. Often this raises the question of how best to manage the minimally positive sentinel node. Whether this should lead to further surgery, chemotherapy or extended field radiotherapy will be covered during this session.</p>	<p>Helpful Tips When Selecting and Working With Your Equipment Vendor <i>Gregory Pilat, MBA</i> This session will discuss some helpful tips when working with your vendors from imaging equipment selection through installation, training, maintenance and post sales support. Areas discussed will include: preparing for your vendor meetings and negotiations, how to review equipment quotations and agreements for material errors and omissions, and how to get the most out of your site visit or reference call. Discussion will include what you can do to ensure good post-sales support.</p>	<p>Improving Efficiency in Imaging for Technologists: Tricks of the Trade <i>Belinda L. Zaporinuk, RT(M), ARRT, CRT, CBEC</i> This session will provide technologists tools to improve efficiency in obtaining outside imaging with regards to consents, HIPPA, and noncompatible digital imaging. Identify the non-compliant patient and obstacles hindering patient compliance. Eliminate bottlenecks by sharing lesser known facts. How-to's on handling the challenging patient.</p>
3:30 pm	Inspiration Award Presentation - Cary S. Kaufman, MD, FACS (Followed by Break Time)		

Issues in Young Adults

Moderator: Blake Cady, MD, FACS

4:00 - 4:30 pm	<p>Surgical Approach to the Young Breast Cancer Patient - John R. Keyserlingk, MD, FRCS(C), FACS When breast cancer is diagnosed in the Young Breast Cancer Patient, there is often an urgent need to consider genetic consultation to rule out the possibility of a genetic alteration that could introduce the pertinence of bilateral skin sparing mastectomies and immediate reconstruction(SSMIR). In this session, attendees will review the related issues, indications, advantages, and complications of current surgical procedures used in the management of the Young Breast Cancer Patient.</p>	 <p><i>Interact one-on-one with vendors while enjoying hors d'oeuvres and beverages.</i></p>
4:30 - 5:00 pm	<p>Medical Considerations for Breast Cancer in Younger Women - William M. Sikov, MD There are both similarities and differences in the challenges facing clinicians (as well as patients and their families) when dealing with breast cancers diagnosed in younger women compared to those diagnosed in women age 40 and over. During this session we will review the epidemiology and pathologic features of breast cancer in younger women and ongoing research in this subgroup of patients.</p>	
5:00 - 5:30 pm	<p>Radiation Therapy in Young Women - Julia White, MD Approximately 25% of all breast cancer is diagnosed in premenopausal women. This course will review the existing data regarding local treatment of breast cancer in young women. Special emphasis will be focused on radiation approaches to reduce long term late morbidity while maintaining optimal local regional cancer control.</p>	
5:30 - 7:00 pm	Reception with Vendors in the Exhibit Hall	

Breakfast Symposia

6:15 - 7:15 am	Breakfast Symposia
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Seeing the Big Picture

7:30 - 7:45 am	Introductory Comments by Moderator - <i>Lawrence Gardner, MD, FRCS(C), FACS</i>
7:45 - 9:15 am	<p>Interdisciplinary Tumor Board: Case Presentations Moderator: <i>Kristie Bobolis, MD, Medical Oncologist</i> Panelists: <i>Yuri R. Parisky, MD, Radiologist, Thomas J. Lawton, MD, Pathologist, Jennifer S. Gass, MD, FACS, Breast Surgeon, Barbara Rabinowitz, PhD, MSW, RN, Psycho-Social Therapist, Julia White, MD, Radiation Therapist, Lillie D. Shockney, RN, BS, MAS, CBPN-IC, CBCN, Nurse Navigator, and Alison T. Stopeck, MD, Medical Oncologist</i></p> <p>Clinical patient presentations do not fit textbook scenarios. A series of challenging cases will provide our panel the opportunity to demonstrate real time decision-making while interacting with colleagues representing numerous subspecialties including radiology, surgery, pathology, medical oncology, and radiation oncology. Additional supportive services vital to providing coordinated care for patients include nursing, social services and genetic counseling.</p>
9:15 - 9:45 am	<p>DCIS: What Is It? Should It Be Treated? - <i>COL Craig D. Shriver, MD, FACS</i></p> <p>Ductal Carcinoma In-Situ (DCIS) now makes up nearly 20% of all newly-diagnosed breast malignancies. The complex genetics, biology, and treatment options for this interesting disease will be identified and discussed. Controversies in management of DCIS will be addressed.</p>
9:45 - 10:45 am	Break Time with Vendors in the Exhibit Hall



*"I am glad I brought several members on my breast care team. Each one of us benefitted from this conference, and we learned about each others' roles and responsibilities. I envision enhanced communication and more efficiency after returning home."
 - Georgia*

Breakout Sessions

Clinical I

Clinical II

Imaging

Administration

10:45 - 11:15 am	<p>Moderator: <i>William M. Sikov, MD</i></p> <p>Breast Pathology for the Non-Pathologist <i>Thomas J. Lawton, MD</i></p> <p>This lecture will provide an overview of pathology report details and the relevance of them to the Nurse Navigation process.</p>	<p>Moderator: <i>Jennifer S. Gass, MD, FACS</i></p> <p>From Autonomy to Teamwork: Ingredients of the Successful Organization <i>Barry Silbaugh, MD, MS, FACPE</i></p> <p>This session will use examples from the engineering science of high reliability and safety to illustrate WHY teamwork is essential. We'll discuss characteristics of high performing teams, and responsibilities of team members and leaders. Finally, personal characteristics that contribute to safety - or don't - will be outlined.</p>	<p>Moderator: <i>John R. Keyserlingk, MD, FRCS(C), FACS</i></p> <p>Imaging Film Workshop <i>Jinnah A. Phillips, MD</i></p> <p>Review of basic mammography views for diagnosis and screening. Review of typical benign findings. How to recognize cancers. Importance of comparing and diagnosing films. Example of typical benign and cancer findings. How to assign an ACR lexicon.</p>
11:15 - 11:45 am	<p>Medical Oncology: Back to Basics <i>Don S. Dizon, MD, FACP</i></p> <p>Medical oncology continues to evolve at a rapid pace and breast cancer therapy continues to lead the way. Breast medical oncology is important to understand for the non-medical oncologists especially since patients value the opinion of all team members and may not rely solely on what the medical oncologist says. This talk will present an overview of principles and seminal trials that form the foundation of breast cancer therapeutics.</p>	<p>Interventional Breast Ultrasound: Empowering Patients with Options <i>Jay R. Parikh, MD, FRCP(c), FACPE, FACR</i></p> <p>Historically, ultrasound was used in breast centers to distinguish cystic versus solid masses. With improvements in ultrasound technology, ultrasound offers quick, multiplanar image-guided interventions that are generally well-tolerated by patients. Learn how ultrasound-guided procedures can empower patients and breast centers with more options than ever for diagnosis, staging and treatment.</p>	<p>Breast Imaging for the Non-Imager <i>William R. Poller, MD, FACR</i></p> <p>This session will explore the basics of breast imaging for the non-imaging navigator. Since the nurse navigator plays an important role in the management and flow through a breast center, basic imaging becomes an important part of their concerns. This is especially true for the varied breast interventional procedures. Basic breast images will be shown. There will be an emphasis on breast interventional procedures and associated images, so there is a basic understanding of which patient shall undergo what procedure - i.e. ultrasound or stereotactic core biopsy would be appropriate. Some basic MRI images of the breast will be shown as well as why a patient may need an MRI guided biopsy of the breast. The nurse navigator after this talk will be able to appreciate why breast imaging is a complicated and sometimes longer than expected process. She will discuss why mammography is only the beginning of what sometimes is a complicated course toward a preoperative workup before surgical or medical oncology intervention.</p>

Breakout Sessions

Clinical I

Clinical II

Imaging

Administration

11:45 am - 12:15 pm	<p>Moderator: William M. Sikov, MD</p> <p>Surgical, Systematic, and Radiation Treatment of Breast Cancer</p> <p>Julia White, MD</p> <p>Overview of surgical, systemic and radiation treatment of breast cancer for nurses involved in patient care, navigation and counseling.</p>	<p>Moderator: Jennifer Gass, MD, FACS</p> <p>Bone Health</p> <p>Alison T. Stopeck, MD</p> <p>Bone health is a significant issue for patients undergoing therapy for breast cancer. Methods of assessing bone health will be discussed as well as therapeutic options for managing bone loss. Data regarding use of bisphosphonate and reduced risk of breast cancer will be discussed. Newer agents on development will also be discussed.</p>	<p>Moderator: John R. Keyserlingk, MD, FRCS(C), FACS</p> <p>“Technographers” Understanding Breast Ultrasound</p> <p>Leora Lanzkowsky, MD</p> <p>This session will provide a review of basic ultrasound physics, breast ultrasound indications and applications, and correlating the mammogram with the breast ultrasound. Learn the basic scan protocol. Certification needed to perform ultrasound.</p>
12:15 - 12:45 pm	<p>Surgical Oncology for the Non-Surgeons</p> <p>Dennis R. Holmes, MD, FACS</p> <p>The diagnosis and management of breast cancer are continually evolving. In this session, non-surgeon healthcare providers will be provided with an overview of the current and emerging approaches for breast cancer detection, treatment, and follow-up.</p>	<p>Neoadjuvant Therapy For Resectable and Locally Advanced Breast Cancer</p> <p>William M. Sikov, MD</p> <p>An increasing number of patients with larger (T2-3 or node-positive) but potentially resectable tumors are being offered neoadjuvant chemotherapy or endocrine therapy. During this session we will review the rationale for and potential drawbacks of neoadjuvant therapy, what could be considered standard regimens based on cancer subtype, and vital questions being addressed by clinical trials. Methods for evaluating response to neoadjuvant therapy and suggestions for dealing with patients who fail to achieve a satisfactory clinical or pathologic response will also be addressed.</p>	
12:45 - 2:00 pm	<p>Lunch Time with Vendors in the Exhibit Hall</p>		

Taking Care of You

Moderator: Michael L. Krychman, MD, FACOG

2:00 - 2:30 pm	<p>Being the “Best You” is an Ownership Issue - Barbara Rabinowitz, PhD, MSW, RN</p> <p>Remembering to and knowing how to support yourself at the beginning of, right through the middle of, and on through the end of the very hard days healthcare providers face will be the focus of this session. These skills were, perhaps, considered a luxury and niceties in the not so distant past. In the current era, these skills are essentials.</p>
2:30 - 3:00 pm	<p>Clinical Leadership: The Heart of Health Care in the 21st Century - Barry Silbaugh, MD, MS, FACPE</p> <p>This session will define clinical leadership, demonstrate why it is vital to health system success, and discuss the characteristics of good clinical leaders. It will also cover how to develop leadership skills and compare/contrast the worlds of medicine and management.</p>
3:00 - 3:30 pm	<p>Turning Talent into Performance: Developing the Breast Center Team - Jane Berz, MSN, RN</p> <p>This session will discuss key aspects of team development related to breast centers. Specific tools available for leaders to implement in the team building process will be identified and discussed. Discussion focus will be centered on creating a culture in the Breast Center which is excellence driven.</p>
3:30 - 3:45 pm	<p>Stretch Break</p>

Imaging Technology Update

Moderator: Jay R. Parikh, MD, FRCP(C), FACPE, FACR

3:45 - 6:45 pm	<p>Breast Self-Examination Trainer Certification (special registration required)</p> <p>This program is designed to designate medical professionals with a BSE Trainer Certification. Details of the Breast Self-Examination Trainer Certification Program may be found on page 11 of this guide.</p>
3:45 - 4:15 pm	<p>Imaging Surveillance: Mammography, Ultrasound, MRI --- Expected Outcomes and Potential Liability</p> <p>R. James Brenner, MD, JD, FACR, FCLM</p> <p>The multitude of lesions identified through screening mammography, most of which do not represent malignancy, requires a deliberate management approach to decide which abnormalities lend themselves to an imaging diagnosis and which require a tissue diagnosis. Because any noncystic mass or group of detected microcalcifications on mammogram and ultrasound, or any enhancing focus on contrast MRI may not be benign, criteria are established to help guide such recommendations in a cost-effective manner. Such criteria have generally been validated for mammography and are undergoing current investigation and analysis for ultrasound and MRI. Proper application of surveillance strategies under appropriate circumstances provide both the clinician and patient with an approach that reconciles the difficulty of subjecting all detected lesions to biopsy while avoiding adverse consequences of delayed diagnosis of breast cancer.</p>
4:15 - 4:45 pm	<p>Digital Tomosynthesis - “The Next Frontier” - Gary M. Levine, MD</p> <p>Even high quality conventional 2D mammography has limitations in women with mammographically dense breasts. This session will highlight a number of new technologies being developed to address this limitation and improve early detection in women with dense breasts. Digital tomosynthesis, can be thought of as a 3D digital mammogram. Tomosynthesis may prove effective in decreasing the mammographic screening call-back rate and improving the PPV at biopsy.</p>
4:45 - 5:15 pm	<p>Introducing New Imaging Technologies: Medicolegal Considerations for the Breast Center Team</p> <p>R. James Brenner, MD, JD, FACR, FCLM</p> <p>This session will help the attendee understand the criteria employed by courts in deciding how the use of technological advances are judged in terms of standard of care. Beyond the medical consequences of employing new technology, the attendee will be better positioned to decide how such products should be introduced by having a basic understanding of how the legal process and courts view the incorporation of such technologies in terms of potential liability and medical malpractice.</p>
5:15 pm	<p>Conference ends for the day (dinner and evening with friends)</p>

Breakfast Symposia

6:15 - 7:15 am **Breakfast Symposia**

Survivorship

Moderator: Gary M. Levine, MD

7:30 - 7:45 am **Introductory Comments & General Membership Meeting - Don S. Dizon, MD, FACP, NCBC President**

7:45 - 8:15 am **My Breast Center is....Good, Better...Best!
How Optimizing Your Program's Organizational Model Will Drive Success**
F. Lee Tucker, MD, FCAP

In this presentation, Dr. Tucker will illustrate why breast centers require a specialized leadership structure and potential gains from matching the model to the program. By building support among the staff and top organizational leadership, he will show how the program will benefit from increased visibility and support from the lay community, successfully compete for scarce organizational resources, optimize care delivery, and improve the breast health of the communities served.

8:15 - 8:45 am **Coping with the "New Healthcare:" The Old Rules Still Apply**
Gerald Kolb, JD

What can be done about the drop in patient volume? What should we do about the "New Recommendations"? How can we add new technologies? How will we need to react to healthcare reform? The author will use his 15 years of experience working with breast centers to examine the current uncertainty and challenges in healthcare. Attendees will learn that focus on the mission and sound strategy are still the keys to success.

8:45 - 9:15 am **Across the Spectrum of Personalized Medicine:
A Unique Role for the Mid-Level Provider in the Breast Health Clinic Continuum**
Lucy R. Langer, MD, MSHS

Personalized medicine is the future of breast health care. This presentation will provide a detailed example of how a mid-level provider in breast health care can be used to evaluate and manage the individual patient's personal risk. Risk models and management approaches will be discussed.

9:15 - 9:45 am **Reducing Disparities: The Chicago Quality Improvement Project - A Model for Your Community - Eileen Knightly, RN, BSN, MHA**
Today in Chicago, an African American women is twice as likely as a white woman to die from breast cancer. Twenty years ago, there was no racial health disparity related to breast cancer in Chicago. Advances in breast cancer care have not improved mortality for African American women in Chicago. Chicago's response may be a model to decrease the disparity in other communities.

9:45 - 10:15 am **Break**

Futuristic

Moderator: Shireen L. Braner, PA, RT(R)(M)(QM), CBEC, CBPN-IC

10:15 - 11:15 am **Imaging Women with Dense Breast Tissue:
Description of the Problem and a Promising Solution**
Laszlo Tabar, MD, FACP (Hon)

Regular screening of asymptomatic women with mammography has repeatedly been shown to reduce mortality from breast cancer. The capabilities and limitations of mammography as a single screening tool are well established. This lecture presents the imaging problem caused by the dense portion of the breast and reviews innovative ultrasound screening techniques as a potential adjunctive screening methodology to solve this problem.

11:15 - 11:45 am **Gene-A-Palooza:
Implementation of a Multidisciplinary Genetic Tumor Conference in the Community Setting**
Larry Geier, MD

Cancer genetics is taking on increasing importance in the real-time decision-making involved in the care of breast cancer patients. In order to provide a forum for discussion of such patients, we developed a community-based multidisciplinary "Genetic Tumor Conference" designed to focus on identification and management of patients with hereditary forms of cancer. Participation and acceptance among providers from various disciplines has been enthusiastic, leading to improved patient care.

11:45 am - 12:45 pm **Lunch and Last Time with Vendors**

Futuristic (continued)

Moderator: Teresita Macarol, RT(R)(M)(QM), CBPN-IC

12:45 - 1:15 pm **How Genomics Will Impact and is Impacting our Tomorrows**
COL Craig D. Shriver, MD, FACS

In this session, the role of molecular profiling in patients with early stage breast cancer will be reviewed. Predictive and prognostic value of available tests will be reviewed as well as how this information is combined with histopathology, tumor size, and immunohistochemistry to determine optimal adjuvant therapy.

1:15 - 1:45 pm **The Lost Art of Talking with the Patient: How To Do It Well**
Michael N. Linver, MD, FACP

Talking with the patient is one of the most important and undervalued services we deliver. If done well, a critical bond with the patient can be established, creating trust and comfort for the patient. This is especially valuable in communicating with the newly diagnosed cancer patient. A discussion of useful verbal and body language and the importance of infusing these skills with compassion and empathy will be presented. Special emphasis will be placed on the art of delivering bad news, a challenge for all health care providers.

Survivorship Symposium

Moderator: Barbara Rabinowitz, PhD, MSW, RN

1:45 - 2:15 pm	<p>Survivorship: Impact on Patient and Provider of An Evolving Patient/Provider Paradigm <i>Barbara Rabinowitz, PhD, MSW, RN</i></p> <p>With the good news on statistically significant increases in longer survival comes the challenges regarding the impact of this volume of patients on their physicians. How this is managed is variable and, in truth, very much still evolving. This session will address the impact on the professional/patient relationship and offer some thoughts on the direction in which breast center teams and individual physicians seem to be heading.</p>
2:15 - 2:45 pm	<p>When a Man Gets a "Woman's" Cancer <i>Brian R. Shappell, MBA</i></p> <p>This presentation will focus on thirteen years of personal experiences of a male breast cancer survivor as well as anecdotal stories from other male survivors. The talk will focus on initial diagnosis and treatment, observations and insights about male membership in breast cancer support groups, survivorship issues for males, and public reaction to men proudly wearing pink. The presenter will also address his involvement with advocacy for breast cancer research.</p>
2:45 - 3:15 pm	<p>Treatment Impact I: Confronting Chemobrain: Survivors' Reports of Cognitive Impairment and Coping Strategies <i>Nelli Boykoff, MD</i></p> <p>Mild cognitive impairment following chemotherapy is one of the most commonly reported post treatment symptoms by breast cancer survivors. Recent research has shown that chemobrain significantly impairs a proportion of survivors. This session will take an in-depth look at the effects that cognitive impairment has on women's personal and professional lives and will discuss the various coping mechanisms that women have found useful in dealing with this cognitive dysfunction.</p>
3:15 - 3:45 pm	<p>Treatment Impact II: Cancer Related Fatigue Measurement and Applications <i>David Cella, PhD</i></p> <p>This presentation will summarize recent options for measuring fatigue in cancer patients. Item response theory methods enable flexible options for brief and precise assessment. These options will be shared with examples as to how they can help define and describe fatigue in cancer patients and the impact it has on their lives.</p>
3:45 - 4:15 pm	<p>Updates in Sexual Medicine for the Breast Cancer Patient <i>Michael L. Krychman, MD, FACOG</i></p> <p>Lowered sexual interest is a common complaint for women living with breast cancer. Several issues including etiological factors and treatment paradigms must be individualized to help the health care professional assess, diagnose and treat those who are presently suffering in silence. This lecture will help the health care professional address sexual libido concerns for women and their partners.</p>
4:15 - 4:45 pm	<p>Impact of Parents' Cancer on Children: What About My Kids? (Second Question Asked By Parents With Breast Cancer) <i>Linda Corsini, MSW, RSW</i></p> <p>This presentation will provide an overview of what the psychosocial oncology literature tells us regarding the impact of parents' cancer on their children. Developmental issues regarding what children understand about serious illness, their reactions and how parents respond will be presented. Coping strategies will be presented for breast cancer center staff to help parents with cancer.</p>
4:45 - 5:15 pm	<p>What Happens Now? Survivorship and Long Term Follow-up of Breast Cancer Patients <i>Cathy Cole, RNC, NP, MPH, CHES, CBEC</i></p> <p>Healthcare providers continue to play a role in the long term follow-up of breast cancer survivors. This presentation will provide practitioners with the tools to recognize the needs of the breast cancer survivor, develop a long term strategy to meet those needs, and enable the participant to act as an advocate for the survivor.</p>
5:15 - 5:30 pm	<p>Summary/Evaluations/Challenge for Continuation <i>Barbara Rabinowitz, PhD, MSW, RN and Michael L. Krychman, MD, FACOG</i></p>
5:30 pm	<p>2011 National Interdisciplinary Breast Center Conference Concludes</p>



*"This was an intense but rewarding conference. The networking group was fabulous. I leave knowing I made new friends I will keep throughout the years."
 - Detroit, MI*



Exhibitors

Academy of Oncology Nurse Navigators, Inc
 Agendia, Inc.
 Amoena USA Corporations
 Armor Mobile Systems
 Biopsy Sciences
 Bioptics, Inc.
 Breast Patient Navigator Certification Program
 Cancer Support Community
 Dilon Technologies
 DR Systems, Inc.
 Faxitron X-Ray LLC
 FUJIFILM Medical Systems USA
 Genomic Health
 GE Healthcare
 Hitachi Medical Systems America, Inc
 Hologic, Inc.
 iCAD, Inc.
 Imaging Technology News
 Insight Healthcare Information Systems
 Jones & Bartlett Learning LLC
 Kubtec (KUB Technologies, Inc.)
 Lange Productions, Inc.
 LifeCell
 MagView Information Systems
 Mammography Reporting Systems

Myriad Genetics
 National Accreditation Program for Breast Centers
 National Coalition of Oncology Nurse Navigator
 Naviscan, Inc.
 NovaRad
 NQMBC™
 PACSGEAR
 PenRad Technologies Inc.
 Pharmaceutical Innovations, Inc.
 Pink Ribbon Program
 Planmed, Inc.
 Priority Consult
 QSUM Biopsy Disposables LLC
 Radiology Today
 Sectra
 Siemens Medical Solutions USA, Inc
 St. John Companies, Inc.
 SonoCine
 Sony Electronics, Inc.
 Spirited Sisters, Inc.
 Supertech, Inc.
 Susan G. Komen for the Cure
 Trulife
 Volpara
 Vector Surgical
 Women's Imaging Specialist of America

Visit the NCBC website www.breastcare.org to view a list of all exhibitors to date.

Underwriters

The NCBC would like to acknowledge and thank the following underwriters for their educational grants in support of the 2011 Conference. This is a list of underwriters as of the time of this printing.

Hologic, Inc.	Myriad Genetics
Kubtec	SuperTech, Inc.
MagView Information Systems	Cancer Support Community
Mammography Reporting Systems	Radiology Today



Exhibit Schedule

The vendor exhibits offer a valuable resource to all attendees interested in the latest treatment and technologies.

Sunday	Monday	Tuesday	Wednesday
Pre-Conference Welcome 12:00 - 2:00 PM	Morning Break 9:30 AM - 10:15 AM Lunch 12:15 PM - 1:30 PM Special Vendor Reception 5:30 PM - 7:00 PM	Morning Break 9:45 AM - 10:45 AM Vendor Lunch 12:45 PM - 2:00 PM	Morning Break 9:45 AM - 10:15 AM Final Time with Vendors 11:45 AM - 12:45 PM

Learn

Network

Relax

Your Invitation

You are invited to submit an abstract for the 21st Annual National Interdisciplinary Breast Center Conference. This is an opportunity to share research, programs and results with other breast health care professionals. The goal of this session is to facilitate communication among the various breast care centers and advance knowledge that will prove to be useful to our members. Last year there were more than 50 posters from the United States, Canada, Europe and Asia.

There are two categories of abstracts with subcategories. Please choose the category and subcategory that best fits your abstract.

To Participate

To participate, email your abstract to the NCBC office at NCBCabstracts@breastcare.org by the **due date, January 21, 2011**. Faxed submissions will not be accepted. Submission(s) will be peer reviewed and the abstract author(s) notified of acceptance for poster display at the 2011 Conference. Many conference guests visit posters and look forward to discussions with the authors and representatives. All ideas are welcome for consideration. Our peer review panel will invite one author from each of the two major categories to present their abstract orally during the oral poster presentation on Sunday, March 13. Met with tremendous success in 2010. The National Consortium of Breast Centers' Conference will once again host a special Wine and Cheese Poster Reception on the evening of Sunday, March 13.

Abstract and Poster Requirements

1. Abstracts will appear as submitted. Please type carefully and remember to proofread before submission. Send in an abstract of your work (not the poster) by the due date of January 21, 2011. Abstracts will have a character limit of 2500 characters using a 10- or 12-point font and should not require more than one 8.5 x 11 page.
2. Titles should include significant words, which reflect the content of the abstract. Abstracts should adequately describe the objectives, methods, results and conclusions of the research.
3. Each abstract submission **MUST HAVE** the category and subcategory noted on it.
4. Abbreviations may be used in the title and text of abstracts if they are defined. Spell out the term in full at first mention and follow with the abbreviation in parentheses.
5. All abstracts must have: a) title; b) authors' names; c) designation of the primary author; and d) contact information on who is the primary contact for the abstract and poster exhibit, including e-mail address, cell phone and fax numbers. All abstracts must have at least one representative as a registered attendee at the conference.
6. All abstracts submitted via e-mail to ncbcabstracts@breastcare.org will be considered. No actual posters should be sent for consideration. Faxed submissions will not be considered.
7. Notification of abstract acceptance will be made to the designated contact person within three weeks following receipt of submission.
8. Exhibits must fit on presentation board measuring 4 feet tall x 8 feet long.
9. The primary contact person, as designated per item #5 above, is responsible for setting up poster(s) by 2 p.m., Sunday, March 13, 2011 and removing the poster(s) by 8:00 a.m. on the last day of the conference, Wednesday, March 16, 2011. Neither the NCBC, nor their representatives assume responsibility for posters.
10. All submissions accepted will appear on the NCBC website and will be listed in the printed conference syllabus
11. Presenters selected for oral presentation will be notified in early February.

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All accepted abstracts will be placed on the NCBC website under "2011 Conference Abstracts". In addition, the NCBC will have the opportunity to publish select abstracts in the American Journal of Clinical Oncology (AJCO). By submitting an abstract it is understood that the primary author has the permission of the coauthors to reproduce the abstract as written. A separate copyright transfer agreement will be sent to all authors at a later date if an abstract is accepted for publication in the AJCO.

Abstract/Poster Categories

Category I - Office Operations, Administration and Programs

- A. Office Operations
 1. Clinical Processes
 2. Prospective Breast Conference: Development and Management
 3. Office Procedures: Scheduling, Registration, Film Retrieval, Storage, Billing & Coding
 4. Imaging Efficiency, Productivity & Profitability
- B. Administration
 1. Staffing: Selection Process, Justification, etc.
 2. Financial Resources
 3. Fund Raising
- C. Programs
 1. Psychosocial: Support Group, Peer Volunteers, Counseling, etc.
 2. Education & Outreach
 3. Patient Navigator
 4. High Risk Program

Category II - Clinical Care, Treatments and Processing

- A. Radiology
 1. Breast Radiology
 2. Mobile Screening/Mobile Mammography
- B. Breast Surgery
 1. Minimally Invasive Surgery
 2. New Approaches
 3. Nodal Evaluations
- C. Medical Oncology
 1. Chemotherapy
 2. Hormonal Therapy
 3. Medical Decision Making
- D. Radiation Oncology
 1. Traditional vs. Partial Breast Radiation
 2. New Radiation Technologies
- E. Complementary and Integrative Care
 1. Herbs and Vitamins
 2. Massage Therapy/Reflexology
 3. Yoga/Reiki
 4. Mind/Body Interactions
 5. Sexual Health
 6. Nutrition
 7. Spirituality
- F. Novel Care Processing
 1. Rad/Path Conference
 2. Benign Biopsy Conference
 3. Triple Test Correlation
 4. Medical Audit: Expanded Beyond Regulations
 5. Same Day Diagnosis
- G. Nursing
 1. Innovative Nursing Roles
 2. Nursing Care of Breast Patients



Deadline

All abstracts must be submitted by midnight PST on January 21, 2011!

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Faculty Disclosure

Current guidelines state that participants in continuing medical education should be aware of any affiliation or financial interest that could affect the speaker's presentation(s). Faculty members have completed conflict of interest declarations and those potential conflicts will be listed in the course syllabus.

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General Information

Meals: The registration fee includes all breakfasts, lunches, breaks and receptions, Sunday – Wednesday. Each registrant will be provided a package of meal/drink and special reception tickets with their registration materials. If a meal ticket is lost a replacement may be purchased at \$25 per meal or \$100 for all meal tickets. Drink tickets will not be replaced. Exhibitors should reference their exhibitor package for ticket details. Family or friends that would like to attend breakfast or lunch may do so at the above rate.

Sunday Evening Wine and Cheese Poster Reception: This event is designed to allow guests to view all posters on display and interact with the authors and presenters. We hope conference guests use this time to learn about ground-breaking new programs and treatment techniques being implemented by breast health care facilities worldwide.

Exhibit Hall: An array of specialized technology, equipment, products, and services will be on display for breast centers, group practices, and practitioners of breast health care. Exhibits will be open during non-lecture times (during breaks, meals and receptions). Visit the NCBC website www.breastcare.org to view a list of all exhibitors to date. See Page 20 for a full list of Exhibitors.

Monday Evening Vendor Reception: This reception is designed to allow guests to visit the exhibits, learn about new products and services, socialize and establish new relationships with professional peers from around the country. We hope conference guests use this time to meet fellow professionals with whom they may share time together enjoying the sites of Las Vegas.

Recommended Dress: Business casual. Temperatures in meeting rooms and personal comforts vary greatly. As meeting rooms usually seem cold, please bring a sweater or jacket to compensate.

Registration Materials: Each attendee will receive a conference syllabus, which will contain speaker information, conference logistic information, exhibitor and sponsor listings and other pertinent information. **The full course syllabus will be made available on the NCBC website in February 2011.**

Disability Statement: If you have a disability, please contact the NCBC office by January 24, 2011 to notify the staff of any special needs in order to help us better serve you.

Group Rates

Why come alone? Bring a few colleagues and take advantage of our attractive group rates:

3-Person Packages			Regular Rate	Less Discount	Group Rate	Per Person
3A*	All 3 Individuals are NCBC Members	3 @ \$449	\$1,347	\$100	\$1,247	\$416
3B*	2 of the 3 are NCBC Members	2 @ \$449 & 1 @ \$539	\$1,437	\$100	\$1,337	\$446
3C*	1 of the 3 is an NCBC Member	1 @ \$449 & 2 @ \$539	\$1,527	\$100	\$1,427	\$476
3W	Individuals are Non-NCBC Members	1 @ \$699 & 2 @ \$539	\$1,777	\$100	\$1,677	\$559

4-Person Packages			Regular Rate	Less Discount	Group Rate	Per Person
4A*	All 4 Individuals are NCBC Members	4 @ \$449	\$1,796	\$200	\$1,596	\$399
4B*	3 of the 4 are NCBC Members	3 @ \$449 & 1 @ \$539	\$1,886	\$200	\$1,686	\$422
4C*	2 of the 4 are NCBC Members	2 @ \$449 & 2 @ \$539	\$1,976	\$200	\$1,776	\$444
4D*	1 of the 4 is an NCBC Member	1 @ \$449 & 3 @ \$539	\$2,066	\$200	\$1,866	\$467
4W	Individuals are Non-NCBC Members	1 @ \$699 & 3 @ \$539	\$2,316	\$200	\$2,116	\$529

5-Person Packages			Regular Rate	Less Discount	Group Rate	Per Person
5A*	All 5 Individuals are NCBC Members	5 @ \$449	\$2,245	\$300	\$1,945	\$389
5B*	4 of the 5 are NCBC Members	4 @ \$449 & 1 @ \$539	\$2,335	\$300	\$2,035	\$407
5C*	3 of the 5 are NCBC Members	3 @ \$449 & 2 @ \$539	\$2,425	\$300	\$2,125	\$425
5D*	2 of the 5 are NCBC Members	2 @ \$449 & 3 @ \$539	\$2,515	\$300	\$2,215	\$443
5E*	1 of the 5 is an NCBC Member	1 @ \$449 & 4 @ \$539	\$2,605	\$300	\$2,305	\$461
5W	Individuals are Non-NCBC Members	1 @ \$699 & 4 @ \$539	\$2,855	\$300	\$2,555	\$511

*At least one member must be a full or lead member for 2011. All others may be associate members with the member site. Contact the NCBC if membership status needs to be identified.

Benefits of Conference Registration: In addition to the benefits of learning, networking and earning CMEs or CEUs, all non-members registering for the conference will receive one full year (2011) membership in the NCBC. Each facility/site will also receive membership. Individuals will receive a certificate of membership and full membership benefits. Sites will be listed on the internet with contact information, a descriptive paragraph, a picture and a list of patient services provided by the facility.

Hotel Reservations: All hotel reservations are handled by the NCBC. Our contract with the Planet Hollywood Resort & Casino requires us to meet a minimum number of rooms reserved by our conference guests. By meeting this minimum, a potential room rental fee in the tens of thousands of dollars, is waived. We have met our contract minimums in the past, and with your help, anticipate meeting the minimum again in 2011. We ask conference guests to make their hotel room reservations with the Planet Hollywood Resort & Casino and use our housing company, Prestige Meeting and Travel Planning, LLC. Hotel registrations may be made by fax, online or by mail by completing page 27 - the conference registration form's housing section.

Breakfast Symposia: Back by popular demand! Enjoy breakfast each morning while learning about new and upcoming products from some of your favorite exhibitors such as **HOLOGIC, INC.** and **SIEMENS HEALTHCARE.**

Evening Networking: (for individuals attending the conference alone or wanting to meet peers from around the country) The Evening Networking Program has been very successful. If you are attending the conference without your coworkers, friends or significant others and would like to experience what Vegas has to offer, but not alone, this is the group to join! This year Julie Susi from Mercy Hospital in Portland, Maine and Ann Livingston from Sinai Grace Hospital Mammography Center in Detroit, Michigan, will bring together conference attendees who will be attending by themselves or want to meet peers from around the country. Julie plans to organize individuals into small networking groups to enjoy Las Vegas in the evenings after the day-long conference. If you are attending the conference alone and would like to network with a group of fellow peers contact Julie Susi at susij@mercyme.com or call the NCBC office at 574-267-8058 and let her know your arrival date and time. Based upon your arrival information, you will be invited to a meeting to organize and break off into groups according to interests, i.e. dancing, exercise, dinner, shows, gambling, shopping, etc. It's a sure way to network and have lots of fun.

Conference Registration

21st Annual National Interdisciplinary Breast Center Conference
Planet Hollywood Resort & Casino, Las Vegas, Nevada - March 12-16, 2011
Special Pre-Conference Courses on March 12 & 13

Up to 36.5 AMA PRA Category 1 Credits™
45 BRN Credits and 24 RT Category A Credits

Registration Information (one form per attendee)

First Name	Last Name	Professional Initials <i>i.e., MD, RT, RN</i>	Name on Badge	Professional Title
Facility Name			Department/Suite Number	Member ID# Member Site ID#
Facility Mailing Address*			City	State Zip
Work Phone	Home Phone	Cell Phone	Fax Number*	

*Fax number or e-mail address MUST be provided to receive confirmation

Attendee Email*

Send confirmation to this email*

Pre Conference Courses & Certifications

Hereditary Breast and Ovarian Cancer

\$_____ \$100 for conference registrants
 \$_____ \$200 for non-conference registrants

Breast Center Approvals: Assuring Quality Breast Programs

\$_____ \$100 for conference registrants
 \$_____ \$200 for non-conference registrants

Clinical Breast Examiner Certification

\$_____ \$895 Clinical Breast Examiner Course with CBE Certification limited to the first 28 registrants. Clinical Breast Examiner Certification will be provided to attendees meeting proficiency.

Breast Patient Navigator Certification (BPNC)

\$_____ \$300 for 2011 NCBC members
 \$_____ \$395 for non-NCBC members or BPNC members
 \$_____ \$150 for 2009 Navigator beta program attendees

BSE Trainer Certification (Tuesday, 3:45 - 6:45 p.m.)

Breast Trainer Certification Course is limited to the first 40 registrants. Certification will be awarded to attendees meeting proficiency.

\$_____ \$100 for conference registrants
 \$_____ \$200 for non-conference registrants

3 ½ Day 2011 Conference Fees

Fee Includes: Meals, Receptions, Syllabus and Wednesday's Survivorship Symposium!

Individuals with a NCBC Member Site

\$_____ \$449 for any 2011 NCBC member who is a full, professional or associate member employed by a member site. Member ID # must be noted above to get member rate.

\$_____ \$539 for each additional person registering from a site that is a full member, but where registrant is not a member of the NCBC with a member ID number. Fee includes registration and 2011 membership with full benefits.

• New members - please call the NCBC office for package pricing

Individuals with a Non-NCBC Member Site

\$_____ \$699 for the first person of a non-member site. Fee includes registration and 2011 individual and site membership with full benefits.

\$_____ \$539 for each additional registrant from a non-member site. Fee includes registration and 2011 associate membership with full benefits.

\$_____ \$609 for NCBC associate member with ID number is registering from a site that is not a full NCBC member.

Corporations or Small Businesses Not Exhibiting

\$_____ \$2,000 per person employed by corporation or small businesses that provides products or services to breast health care professionals or facilities. Please call the NCBC office prior to registering for special offers and further details.

How Did You Hear About This Conference?

- Postcard or letter in the mail Insert in other material in the mail
 E-mail from the NCBC NCBC website
 Magazine ad (please list magazine title) _____
 Other (please list) _____

Discounts, Late Fees & Registration Exchanges

Special Group Rate

\$_____ For groups of three or more attending from the same facility there are special group rates. For a price sheet, contact the NCBC office at 574-267-8058. Individuals in groups must be processed together. List Names in group: _____

Late Fee

\$_____ After February 15, 2011 add a \$100 Processing Fee.

If Registering Under Another Person's Membership

If registering using the 2011 individual membership of another person in your facility who will not be attending, please identify:

- 1) the name of that person _____
- 2) their member ID# _____ and the member SITE ID # _____.

If these numbers are not known, please put N/A and we will look them up in our database.

Total 2011 Conference Registration Fee

Please enter your total below:

\$ _____

NCBC tax ID number 22-2721653

Conference Registration Payment

Payment must accompany registration.

Credit Cards (only these credit cards are honored)

VISA MasterCard Discover American Express

Card # _____ CVV# _____

Expiration Date _____

Card holder's name as it appears on credit card (please print) _____

Authorized Signature _____

Checks

Make checks payable to: **NCBC or National Consortium of Breast Centers, Inc.**

Check enclosed Check being processed

Conference Cancellation

On or prior to December 31, 2010, full conference refund less a \$50 processing fee will be given. If membership dues were sent, as part of registration, dues are not refunded. **No refunds after January 1, 2011.**

Six Easy Ways to Submit Registration

U.S. Mail

P.O. Box 1334, Warsaw, IN 46581-1334

Fed EX

1017 E Winona Ave Suite A, Warsaw, IN 46580

Phone

574-267-8058

Online

www.breastcare.org

Fax

574-267-8268

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21st Annual National Interdisciplinary Breast Center Conference
Planet Hollywood Resort & Casino, Las Vegas, Nevada - March 12-16, 2011
Special Pre-Conference Courses on March 12 & 13

Attendee Hotel Information

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Professional Title _____

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Work Phone _____ Home Phone* _____ Cell Phone* _____

Fax* _____

Attendee Email Address* _____ Send Confirmation to This Email Address: _____

*Fax number **or** e-mail address **MUST** be provided to receive housing confirmation. *Please provide a phone number where you can be reached 24/7 in case there is an issue with your housing (cell and home)

Room Request Information

REDUCED ROOM RATES! The room rate has been reduced to only \$150 per night for a single or double occupancy. For a third person in the room (limit 3 people per room) add \$30 to double room rate plus 12% tax per room, per night. With tax, the totals are \$168 for a single or double and \$201.60 for a triple. Reservations booked after February 17, 2011 are subject to room availability at the prevailing room rate. Hotel cancellations after February 17, 2011 will be charged first night room charges. Room rates good March 6 - 20, 2011 based upon availability. To cancel housing reservations, contact the NCBC office at 574-267-8058 or Prestige Meeting and Travel Planners, LLC at 574-306-2345.

Arrival Date _____ Departure Date _____ Number in Room King* 2 Doubles* Smoking Non Smoking

Name of 2nd Person in Room _____ Name of 3rd Person in Room _____

Special Accommodation Requests _____

* Room type is not guaranteed. Room type is confirmed upon check-in.

Hotel Payment Information

To confirm room, the first night's deposit and taxes **MUST** be guaranteed with a credit card. Credit cards will be billed by Planet Hollywood Resort & Casino on or after March 1, 2011. Please make sure credit card expiration date will be valid through 03/11.

Credit Card: _____ (Circle One) AM EX MasterCard Visa Discover

Card # _____ Expiration Date _____

Print card holder's name on credit card. _____

Authorized Signature _____

Submit Hotel Reservations to:

U.S. Mail

National Consortium of Breast Centers, Inc.
P.O. Box 1334, Warsaw, IN 46581-1334

FedEx

National Consortium of Breast Centers, Inc.
1017 E. Winona Ave., Warsaw, IN 46580

- **Voice:** 574-267-8058
- **Fax:** 574-267-8268
- **Email:** NCBC@breastcare.org



National Consortium of Breast Centers

PO Box 1334 Warsaw, IN 46581-1334

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www.breastcare.org



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