



National Recognition for Breast Centers of Excellence: Service Line Optimization

March 10-11, 2012
Planet Hollywood Resort & Casino
Las Vegas, NV

- **Partial List of Topics:**

- Critical Success Factors for Comprehensive Breast Centers
- Developing a Universal Breast Program for a Large Multi-center System
- Defined Benchmarks for Breast Centers of Excellence
- Improving Outcomes: The Intermountain HealthCare System
- Creating a Profitable Breast Center of Excellence: Tailored Service line Marketing
- Breast Diagnostic Imaging Quality Metrics
- Benefits and Cost-effectiveness of Breast Center Navigators
- National Quality Programs: The What, Why, and How of NAPBC, NQMBC& BICOE

- **Hear from the Recognized Authorities**

- **Ideal Audience:**

- Hospital CEO's & COO's
- Service Line Administrators
- Physicians involved with Breast Center Management
- Radiologists-Mammographers involved with Breast Centers
- Nurse Navigators
- Quality Managers
- Breast Imaging Supervisors
- Genetic Counselors
- Social Workers

Learn from the Experts who Developed
the Standards

NAPBC, BICOE and NQMBC

National Consortium of Breast Centers, Inc.

"The Only Breast Center of Excellence Program Endorsed by the NAPBC and the NQMB" 

NEW Course!
Includes a 200+ page syllabus!

National Recognition for Breast Centers of Excellence: Service Line Optimization

March 10-11, 2012

Saturday, March 10, 2012

8:00 - 8:30 am

An Overview of Quality Initiatives for Breast Centers and Breast Care Professionals

Cary S. Kaufman, MD, FACS

Quality care has become the new definition of value in healthcare. Initiatives to assess quality care exist for breast centers as a program and for each clinical discipline. Each program has a spectrum of measures designed to assess their own discipline. Most quality programs reside as stand-alone programs but in the future, synergy among programs will produce collaboration and increased consistency in quality care measurement. An overview of the quality assessment landscape helps choose which programs to engage.

8:30 - 9:00 am

Critical Success Factors in Developing a Comprehensive Breast Program

Jane Berz, MSN, RN

What does it take to create a successful breast program worthy of accreditations and certifications? This session will discuss the common denominators in highly successful breast programs as well as provide practical guidance on common mistakes to avoid. Salient issues such as addressing medical staff OncoPolitics, developing organizational structure and leadership, and participating in quality initiatives will be discussed so that the breast program "success" is measured and sustained.

9:00 - 9:30 am

Improving Breast Cancer Patient Outcomes through Quality Improvement: 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, pathologists, 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.

9:30 - 10:00 am - Break

10:00 - 10:30 am

Breast Imaging Center of Excellence (BICOE) - A Solid Foundation

Kathy Dittmar, RT(R)(M)

Every quality structure requires a solid foundation, including breast centers. Get out your tool box and prepare for achieving the ACR requirements for a BICOE. Nail down mammography processes, hammer out the work flow in breast ultrasound and measure quality of stereotactic procedures. Once you acquire the status of BICOE, you will have a clear blue print to follow as your breast center builds quality services as a center of excellence.

10:30 - 11:00 am

National Quality Measures for Breast Centers: Achieving NQMB Quality Center of Excellence Status

Lillie D. Shockney, RN, BS, MAS, CBPN-IC

Quality improvement is likely to occur when one compares itself with others. The NQMB was created to facilitate quality measurement documentation and delivers comparisons to all participants without charge. After formulating and choosing quality metrics, the NQMB has become a viable opportunity to improve breast center care. Data entry and comparison results are web-based and available promptly.

11:00 - 11:30 am

Results from the NQMB Provide Quality Benchmarks for Breast Centers

Cary S. Kaufman, MD, FACS

Since 2005, NQMB has collected quality data from participating breast centers to create a database useful for defining quality benchmarks. Each measure reveals a "threshold level" of care that most centers should surpass. This entry level of care is just the beginning. Improving quality requires "achievable goals" beyond threshold level to demonstrate excellence in care. Data from the NQMB provides quality guideposts for centers to incorporate in their overall quality program.

11:30 am - 12:00 pm

Extracting Data and Using the National Quality Metrics for Breast Centers

Kathy Dittmar, RT(R)(M)

Measuring operational performance provides data to evaluate quality of care provided and opportunities for performance improvements. Obtaining the data necessary for comparison presents a challenge to our centers. Developing operations that facilitate data collection is important when considering these programs. Once data are obtained, comparison of services to peers on a national is your opportunity to take a look in the mirror and know how your center is structured, understand your clinical performance, and understand what influences outcomes

12:00 - 2:00 pm - Lunch on Your Own

Course Directors

Cindy Burgin

Cary Kaufman, MD, FACS

Claudia Z. Lee, MBA

Separate Tuition Required

Hear from the Experts Who Develop the Standards!

Saturday, March 10, 2012

Sunday, March 11, 2012

2:00 - 2:30 pm

Getting to the Profitability Finish Line: But at What Cost to Quality Outcomes?

Marie M. LaFargue, MPH

This session will unravel the process of service line integration and share best practices for breast center success and sustainability. The presentation will outline 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. In this quest for quality/profitability congruence, the discussion will offer practical resources as well as decision-making considerations for aligning physician relations initiatives; the inclusion of breast services with overall organizational and/or health system strategic initiatives; and identify resources that might help minimize the impact of lives lost, the delay of care delivery for the growing uninsured, and the specific resources available and on the horizon to fill the gaps along the continuum of care.

2:30 - 3:00 pm

Build It and They Will Come: Creating a National Breast Center of Excellence Model

Teresa Heckel, BS, RT(R)(T), FABC

This session will describe the journey of Catholic Health Initiatives in developing a national model for excellence in breast care. As a large, 75-hospital, national health system, CHI decided to "raise the bar" in breast care - developing tools, resources and a roadmap for their facilities in creating their comprehensive breast programs. We will discuss the infrastructure that has been developed to support the facilities in their quest to provide high quality breast care. We will also share the roadblocks and obstacles. The lessons learned are just as applicable to a local or regional healthcare system with multiple breast centers as they are to a national network.

3:00 - 3:30 pm

Strategies for Implementation of Quality Metrics for Breast Diagnostic Imaging and Treatment in a System-Wide Breast Program

Brett Parkinson, MD, FACR

There are many established metrics that measure quality in breast imaging and breast surgery. However, there is very little information on the "How To" for implementation of these metrics within a multi-hospital system breast program. This session will address the roll-out of an implementation process that establishes these metrics as a standard of care for all facilities within a hospital system.

3:30 - 4:00 pm

Navigation: Quality Metrics

Colleen Johnson, RN, NP, CBPN-IC

The field of navigation touches all aspects of health care but is especially important in the field of oncology as patients and loved ones enter into the complex care delivery system of cancer care. Numerous uncontrolled and small single site studies have suggested that navigation services can improve patient outcomes. Navigation has become a "standard of care" and is being demanded as a "must have service" by consumers. Administrators are faced with demonstrating the empirical evidence of its benefits and cost effectiveness. Development of processes and successful outcome measures that allow for careful evaluation of navigation programs is critical for successful implementation and longevity. This lecture will define the navigator role and present vetted measures to assess both outcomes of care and benefits of care with patient navigation.

4:00 - 4:30 pm

Advocacy: The Breast Center's Lifeline to the Patient

Paula Kim

Advocacy, individually or collectively, is based on making a difference. There are numerous advocacy groups with a focus on breast cancer that are actively influencing healthcare legislation, access issues for the underserved, personal and family support, community awareness, fund development, expansion of clinically relevant research and patient care. This presentation will discuss how comprehensive breast programs can best utilize the influence and commitment of advocacy groups and, in return, serve as an educational entity to these groups.

4:30 - 5:00 pm

Pearls to Take Home

Moderator: Cary S. Kaufman, MD, FACS

Panelists: Jane Berz, RN, MS, Kathy Dittmar, RT(R)(M); Teresa Heckel, BS, RT(R)(T), FABC; Colleen Johnson, RN, NP, CBPN-IC; Paula Kim; Marie M. LaFargue, MPH; Brett Parkinson, MD, FACR and Lillie D. Shockney, RN, BS, MAS, CBPN-IC

Theory is stimulating and provocative but may not be readily applicable to your facility. We will discuss real-world practical suggestions to begin upon your return to achieve measurable success. Each speaker will answer the question, "So what do I do now?"

8:00 - 8:30 am

Program Overview - Why Integration of Breast Care Services Matter

Shahla Masood, MD, FCAP, MIAC

Whether treating benign breast disease or breast cancer, a multidisciplinary approach is important when treating patients with diseases of the breast. This presentation will provide a historic perspective that led to the development of the National Accreditation Program for Breast Centers and discuss why integrated breast care is important to the patient.

8:30 - 9:00 am

Building a Multidisciplinary Team - A Structure to Provide Continuity of Care

Terry Sarantou, MD, FACS

Patients diagnosed with diseases of the breast require the skill of many professionals from different specialties. Building a multidisciplinary team requires a leader, or a leadership team, that understands the importance of continuity of care, which should occur within the breast center. The multidisciplinary breast conference, which is the cornerstone of a comprehensive breast center, is an opportunity for all team members to discuss patient care.

9:00 - 9:45 am

NAPBC Components and Standards - Incorporating Multidisciplinary Breast Care as a Culture of Care

Scott H. Kurtzman, MD, FACS

The care of the patient diagnosed with breast disease requires a systematic approach to address and support the entire continuum of care. The NAPBC has defined the standards that promote the delivery of high quality breast care. These standards will be discussed.

9:45 - 10:00 am - Break

10:00 - 10:30 am

The Role of Survivorship Programs - Continuity of Care for Breast Cancer Patients

Barbara Rabinowitz, PhD, MSW, RN

Survivorship Programs afford the breast cancer patient a wide range of post treatment resources that provide support in many ways. This emerging concept has received a very warm reception in the cancer care community and augments the concept of multidisciplinary care. Survivorship components pertinent to breast centers will be discussed that create a value-added service.

10:30 - 11:00 am

The Importance of Genetic Evaluation and Counseling in a Breast Center

Mary E. Freivogel, MS, CGC

Genetic evaluation, testing and counseling are three distinct areas within the genetic arena and each has its role when treating breast cancer patients. Genetic evaluation extends beyond the breast cancer patient and requires skilled professionals to counsel patients who are at risk for the development of breast cancer and breast cancer-related syndromes. There are several options to integrate genetic evaluation and counseling into a breast center.

11:00 - 11:30 am

NAPBC Surveyor Perspective - Is the NAPBC Making a Difference?

F. Lee Tucker, MD, FCAP

The NAPBC surveyor is in a unique position to see many different types of breast centers and how they are positioned to comply with the NAPBC standards. This exposure provides the surveyor with a variety of perspectives that can be shared with the breast center leadership, including guidance and education, to support the NAPBC standards based on each center's unique structure. Lessons learned from other surveys will be discussed.

11:30 am - 12:00 pm

Applying for NAPBC Accreditation - The Process of Organizing through Survey

Cindy Burgin, Manager, National Accreditation Program for Breast Centers (NAPBC)

Preparation for accreditation survey facilitates a comprehensive review of a breast center organization. Learn how to apply for NAPBC accreditation and the process for organizing for survey. This discussion will take you through the pre-application and how to prepare for survey using the actual application. It will also include information on what to expect on the day of survey including post-survey activities.

12:00 - 12:30 pm

Marketing Your NAPBC Accreditation

Connie M. Bura, Administrative Director - American College of Surgeons

Marketing your accomplishments is important. Accreditation positions your center as a leader in the community for the provision of quality breast care and offers the opportunity to share information about the resources and services your center provides. Patients are seeking this level of recognition and are looking for care that is provided by skilled professionals with a multidisciplinary approach.

Jane Berz, MSN, RN

Jane has over 30 years of progressive health care experience in clinical nursing, nurse navigation, nursing education, nursing administration, and executive health care administration. She has developed a high level of communication and project management skills during her career in community and teaching hospitals, as well as private physician practices. Jane's strengths. . . [read more....](#)

Connie Bura, BA

Connie Bura is the Administrative Director of Cancer Programs in the Division of Research and Optimal Patient Care at the American College of Surgeons in Chicago, Illinois. Ms. Bura is responsible for . . . [read more....](#)

Cynthia A. Burgin

Manager March 2007-Present
National Accreditation Program for Breast Centers
Develop, implement and evaluate the processes and . . . [read more....](#)

Kathy L. Dittmar, RT(R)(M)

Kathy Dittmar is the Director of Women's Services with Memorial Health Care System, which includes comprehensive Breast Services, Continence Center, Two Mobile Mammography Units, Outreach and Center For Cancer Support. In this capacity she is responsible for . . . [read more....](#)

Mary E. Freivogel, MS, CGC

Since 2001, Mary Freivogel has had a wide range of experience in both the operational and clinical aspects of cancer genetic counseling. Her career has included positions in . . . [read more....](#)

Teresa Heckel, BS, RT(R)(T). FABC

Teresa Heckel has more than 26 years of progressively responsible experience in the oncology field; 19 years as a cancer services leader. Currently serving as the National Cancer Programs Manager for Catholic Health Initiatives (CHI), Teresa is responsible for . . . [read more....](#)

Colleen Johnson, RN, NP, CBPN-IC

Women's Health Care Nurse Practitioner for 30 years, specializing in breast disease and breast center development for 20+ years. She has been instrumental in the development of many . . . [read more....](#)

Cary S. Kaufman, MD, FACS

Cary Kaufman was trained at UCLA and the University of Washington. His is an Associate Clinical Professor at the University of Washington and the Medical Director of the Bellingham Regional Breast Center. As a breast surgeon and in practice for over 30 years, his professional life . . . [read more....](#)

Paula Kim

President, CEO, TRAC-Translating Research Across Communities; Fellow, George Mason University, Department of Communication, The Center for Health and Risk Communication.
Paula Kim is an advocate and proponent of multidisciplinary . . . [read more....](#)

Scott H. Kurtzman, MD, FACS

Scott H. Kurtzman, M.D FACS, Chairman of Surgery and Program Director Waterbury Hospital, Waterbury, CT., Prof. of Surgery University of Connecticut School of Medicine
Honors and Awards received . . . [read more....](#)

Marie M. La Fargue, MPH

Marie M. La Fargue, MPH has made a major impact in the healthcare industry over the 26-year span of her career. She earned both her Bachelor of Arts in Psychology and a Master of Public Health, specializing in Health Services Management, at UCLA. She is an internationally recognized service line integration thought leader who . . . [read more....](#)

Claudia Z. Lee, MBA

Claudia Z. Lee, MBA, President of C. Z. Lee & Associates, has three decades of Comprehensive Breast Center experience, from planning through implementation. She has provided senior management leadership for . . . [read more....](#)

Shahla Masood, MD, FCAP, MIAC

Dr. Shahla Masood is a Persian born physician, who currently holds the positions of Professor and Chair of the Department of Pathology at University of Florida College of Medicine – Jacksonville and Chief of Pathology and Laboratory Medicine at Shands Jacksonville. She is also the Director of the Pathology Residency Training Program, as well as . . . [read more.....](#)

Brett Parkinson, MD, FACR

Dr. Parkinson, a Fellowship Trained Breast Radiologist, is the Medical Director for the Breast Clinical Program at Intermountain Healthcare in Salt Lake City, Utah. He received his MD degree from . . . [read more....](#)

Barbara Rabinowitz, PhD, MSW, RN

Dr. Rabinowitz completed her doctorate in Clinical Social Work at Rutgers University and completed a postdoctoral certification as a sex therapist. Dr. Rabinowitz, who is also a registered nurse, served most recently as . . . [read more....](#)

Terry Sarantou, MD, FACS

Terry Sarantou, MD is a surgical oncologist on the academic faculty at the Blumenthal Cancer Center of the Department of General Surgery at the Carolinas Medical Center in Charlotte, North Carolina(2008-present). He also currently . . . [read more....](#)

Lillie D. Shockney, RN, BS, MAS

Mrs. Lillie Shockney is a registered nurse with a BS degree in HealthCare Administration from Saint Joseph's College and a Masters in Administrative Science from the Johns Hopkins University. She has worked at Johns Hopkins since 1983 and served as . . . [read more....](#)

F. Lee Tucker, MD, FCAP

Dr. Tucker is the founding President of Virginia Biomedical Laboratories LLC, providing expert breast pathology and research consultation and direct-to-patient pathology interpretation and navigation services. Dr Tucker formerly was Medical Director of the Carilion Breast Care Center and founding director of the Carilion High-Risk Breast Genetics Clinic in Roanoke, Virginia. He served as . . . [read more....](#)



Register For:

Breast Centers of Excellence: Service Line Optimization

First Name	Last Name	Credentials (i.e. MD, RT, RN)	Name on Badge	Professional Title
Facility Name		Department/Suite Number		NCBC Member ID# (if applicable)
Mailing Address		City	State	Zip
Work Phone	Home Phone	Cell Phone	Fax Number	

ALL FIELDS REQUIRED Attendee Email Send confirmation to this email

National Recognition for Breast Centers of Excellence: Service Line Optimization

March 10 and 11, 2012 - Planet Hollywood Resort & Casino, Las Vegas, Nevada

National Recognition for Breast Centers of Excellence: Service Line Optimization

(Includes 200+ page Syllabus on thumb drive)

\$ _____ \$469 Tuition Fee for NCBC members or 3^{1/2} day NCBC Annual Conference Registrants
 \$ _____ \$599 Tuition Fee for non-NCBC members or non-conference registrants

*Less Costly
More Authoritative*

3 1/2 Day Conference

March 11-14, 2012 - Planet Hollywood Resort & Casino, Las Vegas, Nevada

Individuals with an NCBC Membership

\$ _____ \$479 for any 2012 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.
 \$ _____ \$569 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 2012 membership with full benefits.

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

Individuals with out NCBC Membership

\$ _____ \$729 for the first person of a non-member site. Fee includes registration and 2012 individual and site membership with full benefits.
 \$ _____ \$569 for each additional registrant from a non-member site. Fee includes registration and 2012 associate membership with full benefits.

Total Registration Fee and Payment Method

Please enter your total below:

\$ _____
 NCBC tax ID number 22-2721653
 Payment must accompany registration.

Credit Cards (only these credit cards are honored)

VISA MasterCard Discover American Express
 Card # _____ CVV# _____ Expiration Date _____

Checks

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

Check Check being processed

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

Authorized Signature

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 16, 2012 are subject to room availability at the prevailing room rate. Hotel cancellations after February 16, 2012 will be charged first night room charges. Room rates good March 4-18, 2012 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, 2012. Please make sure credit card expiration date will be valid through 03/12.

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

Card # _____ Expiration Date _____

Print card holder's name on credit card: _____

Authorized Signature: _____

Six Easy Ways to Submit Registration

U.S. Mail
P.O. Box 1334, Warsaw, IN 46581-1334

Phone 574-267-8058
Fax 574-267-8268

Online www.breastcare.org
E-mail ncbc@breastcare.org

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