

Patient Centered Care In Breast Imaging Conference



DULUTH, MINNESOTA

SEPT 13-14, 2013

Supported With An Educational Grant by:

NXC Imaging

The Inn On Lake Superior

Register Online or By Phone

www.achievingqi.com or (616) 225-9711



17 CAT A CE's Available For Technologists

Up to 15.0 AMA PRA Category 1 Credit(s)[™] for Radiologists Available Through iiCME

International Institute for Continuing Medical Education, Inc.

ABOUT THE CONFERENCE

The goal of "Patient Centered Care in Breast Imaging Conference" is to empower Radiologists and Technologists with skills to be effective at every step of breast imaging care and establish patient centered care with their patients, referring providers and in their imaging teams. This course provides a balanced overview of breast imaging including newest state-of-the-art digital breast imaging techniques and procedures in the detection and diagnosis of breast disease. Special attention will be given to patient centered care communication skills. From the moment a woman puts on a patient gown, they may feel vulnerable. When communication is lacking, it can be deeply felt and can lead to distrust and increased anxiety. Organizing the delivery of patient care around the needs of the patient may seem like a simple and obvious approach, however, little is simple. Communicating effectively with patients, referring providers and the imaging team is key in providing quality patient care in Breast Imaging. Through compassion, coordination, communication, and information sharing exceptional patient centered care can be obtained. Connecting, Listening, Explaining, Assuring and Reviewing facilitates clear communication.

ABOUT THE SPEAKERS

Gilda Cardeñosa, M.D. FACR

Gilda Cardeñosa, MS, MD, FACR, is the Veronica Donovan Sweeney Professor of Breast Imaging and the Director of Breast Imaging for Radiology as part of the multidisciplinary Breast Health Center at Massey Cancer Center at Virginia Commonwealth University. She received her medical degree at The College of Physicians and Surgeons at Columbia University, NYC and her Radiology Residency at Massachusetts General Hospital, Boston, Massachusetts. Previously, Dr. Cardeñosa has served as the Medical Director at The Breast Center of Greensboro (North Carolina) and the Head of the Breast Imaging Section at the Cleveland Clinic Foundation (Ohio). Additionally, Dr. Cardeñosa was Medical Director at the Susan G. Komen Breast Center, of Saint Francis Medical Center, in Peoria, Illinois. Dr. Cardeñosa has served on major committees for the American College of Radiology and as a reviewer for major radiology journals. She is a Fellow of the American College of Radiology. She has written three textbooks on breast imaging (one of which is in a third edition). A fourth book entitled "Clinical Breast Imaging: The Essentials" is to be published in the fall of 2013.

Wendy Marshall, RT(R)(M)(QM)

Wendy has been involved in the field of mammography for more than 30 years. She has held a variety of positions including that of Section Leader in Mammography/Core Biopsy for the Dean Health System in Madison, WI. Currently she is the QA Compliance Technologist for four mammography facilities and continues to perform mammography. She has used her experience to lecture at various seminars and in-services, and has been an instructor for MTMI's Mammography course for Technologists since 1996, and recently joined the staff of AQI's mammography courses. She has assisted in training for a newly developed modern breast center in Bangkok, Thailand. She continues to visit Bangkok periodically to review imaging practices.

Gale Sisney, M.D. FACR

Gale Sisney, M.D. FACR received her MD at the University of Illinois at Chicago and Radiology residency at Northwestern University. She subsequently completed a Breast Intervention Fellowship in Denver, Colorado. She was the Director of Breast Imaging at the University of Colorado and Georgetown University Hospital. At the University of Colorado, she was an Investigator in the first Full Field Digital Mammography Screening Study (DOD grant). Her interests include innovative technologies including Breast Ultrasound and Breast biopsy and ablation techniques. She served as Director of Breast Imaging at the University of Wisconsin Hospital and Clinics.

PROGRAM APPROVAL

The Friday program will be accredited for a total of 9 Category A credits by the American Society of Radiologic Technologists (ASRT). The Saturday program will be accredited for a total of 8 Category A credits.

DESIGNATION STATEMENT

The International Institute for Continuing Medical Education, Inc. designates this live activity for a maximum of **15.0 AMA PRA Category 1 Credit(s)**[™]. Physicians should claim only the credit commensurate with the extent of their participation in the activity.

EDUCATIONAL OBJECTIVES

Upon completion of this educational activity, the participant should be better able to:

- Understand current attributes of patient-centered care.
- Utilize new communication skills to deliver patient centered care.
- Identify new strategies to provide ready access and information to Breast Imaging patients.
- Discuss common and controversial breast lesions and abnormalities and their management.
- Understand appropriate screening and diagnostic images, positioning and communication of these needs to patients.

TARGET AUDIENCE

This course is intended for all radiologists and x-ray technologists with a special interest in Breast Imaging. The faculty is comprised of nationally recognized expert teachers of Breast Imaging with a broad breadth of experience and knowledge in this field.

ACCREDITATION STATEMENT

This activity has been planned and implemented in accordance with the Essential Areas and policies of the Accreditation Council for Continuing Medical Education through the joint sponsorship of the International Institute for Continuing Medical Education, Inc. and Achieving Quality Imaging. The International Institute for Continuing Medical Education, Inc. is accredited by the ACCME to provide continuing medical education for physicians.

DISCLOSURE STATEMENT

It is the policy of the International Institute for Continuing Medical Education, Inc. to comply with the Accreditation Council for Continuing Medical Education (ACCME) Standards for commercial support of CME activities. All faculty participants in IICME programs are required to disclose to the program audience any real or apparent conflict(s) of interest related to this meeting or its content. Faculty disclosure forms are included in the course syllabus and are available at the registration desk for participating review. In addition, faculty disclosure will be made at the beginning of each lecture.

DISCLAIMER

Achieving Quality Imaging, LLC, as sponsors of this meeting, claim no responsibility for the acts of any supplier to this meeting nor for the safety of any attendee while in transit to or from this event. The total amount of liability during the meeting will be limited to a refund of the attendance fee. Purchase non-refundable airline tickets at your own risk.

PROGRAM SCHEDULE

Friday, Sept. 13

9 Cat A CE's Assigned by the ASRT

Up To 8 AMA PRA Category 1 Credit(s)[™]

Dr. Sisney introduces the concepts of Patient Centered Care and the possible barriers of creating a culture of change. A review of patient centered communication skills and access to information and services will be explored.

Dr. Cardenosa will share real life experiences in Interventional procedures emphasizing information needed by the Radiologist, Technologists and Referring/ Treating Providers. She will share in- depth knowledge on the Radiology Pathology Correlation of benign, high risk, malignant and controversial breast lesions.

During Friday evening an optional hands on workshop will be offered. Gain experience on the newest state of the art technology, Digital Breast Tomography image acquisition and interpretation.

7:00 – 7:40 am	Coffee and Muffins
7:40 – 8:00 am	Welcome and Morning Announcements
8:00 – 8:50 am	What is Patient Centered Care? Introduction to Patient Centered Care Attributes
8:50 – 9:20 am	Do You Hear Me? Approaches to the patient centered communication
9:20 – 9:50 am	Do you need something special? Approaches to the patient with special needs
9:50 – 10:00 am	Morning Break
10:00 – 10:30 am	Why are they waiting? Approaches to patient access challenges
10:30 – 11:00 pm	What do you need to know? Approaches to Patient Education
11:00 – 12:00 pm	What do I tell the patient and referring physician? Image Guided Biopsy Procedures
12:00 – 12:40 pm	Lunch
12:40 – 1:10 pm	What are common benign breast lesions and how are they managed?
1:10 – 1:40 pm	What is DCIS and other high risk lesions and how are they managed?
1:40 – 1:50 pm	Afternoon Break
1:50 - 2:40pm	What are the common malignant breast lesions and how are they managed?
2:40 - 3:10 pm	What are unusual breast lesions and how are they managed?
3:10 - 4:00pm	What lesions are controversial and how are they managed?
4:00 - 5:00pm	Panel Discussion with Q&A
5:00 - 5:30pm	Optional Hands on Workshop – Breast Tomosynthesis Image Acquisition and Interpretation
5:30 - 7:00pm	Cocktail Reception

PROGRAM SCHEDULE

Saturday, Sept. 14

8 Cat A CE's Assigned by the ASRT

Up To 7 AMA PRA Category 1 Credit(s)[™]

Dr. Sisney will address screening efficacy, and benefit-risk assessment of breast density, radiation risk, and false-positive results. Dr. Cardenosa will continue by reviewing everyday breast imaging challenges of triangulation and localization of breast lesions and the assessment of imaging detected calcifications, masses and other breast abnormalities. A review of the indications and value of supplementary mammographic images will be discussed followed by a demonstration of common positioning errors, and corrections and with an emphasis on communication to the patient during the exam. The conference will conclude with a discussion of strategies for setting the stage and implementing a Patient Centered Care Team and a question and answer session on the emerging role of breast imaging radiologists and technologists in Patient Centered Care.

7:00 – 7:40 am	Coffee and Muffins
7:40 – 8:00 am	Morning Announcements
8:00 – 8:30 am	How well does mammography diagnose breast cancer? Screening Efficacy
8:30 – 9:00 am	What are the benefits and risks of mammography? Benefit-risk assessment
9:00 – 9:50 am	What is a quality breast image? Assessing image quality
9:50 – 10:00 am	Morning Break
10:00 – 10:50 am	How do I get the best screening exam? Patient conversations during exams
	POSITIONING DEMONSTRATION WITH LIVE MODEL AND MAMMOGRAPHER
10:50 – 11:40 pm	What are those Calcifications? Information for patients, techs and referring providers
11:40 – 12:30 pm	Lunch
12:30 – 1:20 pm	What is that mass? Info for patients, techs and referring physicians
1:20 – 2:10 pm	Can we standardize work ups for patients?
2:10 – 2:20 pm	Afternoon Break
2:20 – 2:50 pm	Where is the lesion? Triangulation and localization of breast lesions
2:50 - 3:50 pm	How do I get the best diagnostic exam? Patient conversations during diagnostics
3:50 - 4:10 pm	Q&A Session

There will be a Hologic Tomosynthesis unit and workstation on site, both days, for demonstration.

CONFERENCE & HOTEL INFORMATION

The Inn on Lake Superior

350 Canal Park Drive
Duluth, MN 55802

(218) 726-1111
www.InnOnLakeSuperior.com

Hotel Room Rate \$131

The Inn is located on the shores of beautiful Lake Superior. It is also in the heart of Canal Park amidst a variety of shops and restaurants, that create a resort atmosphere. The Inn is within free shuttle service from the Duluth International Airport.

The hotel offers the following amenities:

- Complimentary Deluxe Continental Breakfast, 6:30 - 10:30am
- Exercise Equipment, Indoor Pool, Hot Tub, Sauna, and Rooftop Heated Outdoor Pool, Open Year Round!
- Bonfire on the Shore with S'mores, 8:00 - 10:00pm

When calling in reservations, please ask for the "Achieving Quality Imaging '13 Room Block".

The room block does sell out, so we suggest you reserve early.

The room block will be dropped on August 13, 2013. So call early!



AQI wishes to thank NXC Imaging for their educational grant.

CANCELLATION POLICY

To receive a full refund, requests must be made by September 6, 2013. Cancellations made after September 6, 2013 will receive a refund minus a \$25 administrative fee. Sorry but there will be no refunds for no shows.

ACHIEVING QUALITY IMAGING REGISTRATION FORM

Duluth, MN Sept. 13-14, 2013

PLEASE PRINT OR TYPE CLEARLY

Name: _____

This is how your name will appear on your certificate.

Badge Name: _____

This is how your name will appear on your badge.

Home Address: _____

City: _____

State: _____ Zip: _____

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Facility Name _____

Facility Address: _____

City: _____

State: _____ Zip: _____

Work Phone: () _____

Circle One:

- Personal Check Facility Check Credit Card



Expiration Date: _____

cc# : _____

Security Code: _____

Fri Only (Techs) _____ \$165 9 Cat A - Lunch Included

Fri Only (Rads) _____ \$300 8 Cat 1 - Lunch Included

Fri Workshop _____ No Charge

Sat Only (Techs) _____ \$165 8 Cat A - Lunch Included

Sat Only (Rads) _____ \$300 7 Cat 1 - Lunch Included

Fri/Sat (Techs) _____ \$300 17 Cat A - Lunch Included

Fri/Sat (Rads) _____ \$550 15 Cat 1 - Lunch Included

PAYMENT METHODS

We accept checks, Visa, and Mastercard. Checks should be made payable to Achieving Quality Imaging. Only cash is accepted if paying at the door. Walk-ins are welcome but pre-registration is strongly recommended to assure syllabus materials and pre-printed certificates. We can't make syllabus materials on site for walk-ins. You may fax or send your registration to:

PLEASE ENCLOSE PAYMENT TO:

ACHIEVING QUALITY IMAGING
7195 Nugent Avenue, Rockford, MI 49341

Online Registration & Payment Available at www.achievingqi.com

Credit Card Payments Over the Phone May Also Be Called In.

P: 1-616-225-9711

F: 1-616-691-1503