



A National Event on...

ESTABLISHING A COMPREHENSIVE BREAST CENTER OF EXCELLENCE

OCTOBER 6 – 7, 2011 – BOSTON, MA

Highlighting the Modern Trends, Pioneering Strategies and Best Case Studies from Leading Healthcare Organizations that Have Established Competitive Comprehensive Breast Centers Geared at Improving Patient Care, Streamlining Breast Cancer Services and Processes, and Providing the Highest Quality of Patient Care

*****ATTENDANCE IS LIMITED!!!*****

Julie Silver, MD
Assistant Professor
HARVARD MEDICAL SCHOOL

Amy Vance, BSPH, BSN, RN
Nurse Navigator
ANNE ARUNDEL MEDICAL CENTER – BREAST CENTER

Monique Willingham, MS, CRNP
Survivorship Nurse Practitioner
ANNE ARUNDEL MEDICAL CENTER – BREAST CENTER

Patrick Borgen, MD
Director, Brooklyn Breast Cancer Project,
Chairman, Department of Surgery
MAIMONIDES MEDICAL CENTER

Elizabeth Wiley, MS, CGC
Certified Genetic Counselor
JOHNS HOPKINS HOSPITAL

TOP REASONS TO ATTEND

- In-Depth Speaker-Attendee Interaction
- Outstanding Case-Studies
- Strategic & Educational Platform
- NQMCB & NAPBC Accreditation Process

Panel Discussion & Think-Tank Session Leaders

Matt Reigle, MBA
Principal
MATT REIGLE & ASSOCIATES

Kristin Petersen
Principal
TRUE NORTH HEALTHCARE

Tanya Abreu
President and National Program Director
SPIRIT OF WOMEN

Bonnie Rush, RT(R)(M)(QM)
President
BREAST IMAGING SPECIALISTS

Susan E. Pories, MD
Asst. Prof., Dept. of Surgery, Harvard Medical School, Attending Surgeon, Surgery
MOUNT AUBURN HOSPITAL

Crystal Dugger, RN, BSN
Regional Oncology Health Service Line Leader
MERCY HEALTH SYSTEMS

Beth-Ann Lesnikoski, MD FACS
Medical Director, Breast Institute
JFK MEDICAL CENTER – BREAST INSTITUTE

Diella Mrnaci
Lead Women's Technologist and MQSA Specialist
STAMFORD HOSPITAL

Please Send Pre-Event Questions to questions@mindstreamedu.com

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INTERACTIVE PANEL DISCUSSION

- Breast Center Certification Process
- US Preventive Task Force Recommendation for Screening Mammography
- Developing a Community Based Comprehensive Breast Program
- Developing a Service Line Focused Destination Center

INTERACTIVE ROUNDTABLE SESSION

- Share Best Vendor Companies
- Innovative Internet Marketing
- Next Steps For Your Program
- The Cost and Economics of a COE

www.mindstreamedu.com

Networking Reception
Sponsored By:
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October 7, 2011 – 5:00pm-7:00pm

EVENT PARTNERS:

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Spirit of Women



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CONFERENCE THEME:

Join us at our ***National Breast Centers of Excellence Event*** focused on exploring the latest developments for Adding, Updating and Sustaining a Comprehensive and Competitive Breast Program to increase patient volume, improve outcomes and excel in total patient breast cancer care. Collaborate with expert speakers, physicians and health care professionals who strive to offer timely and comprehensive breast care. Event participants will gain knowledge from Industry Experts on the benefits, outcomes and challenges involved with developing a Comprehensive Breast Center of Excellence. Explore techniques to better equip cancer centers with the latest strategies and advancements in medical technology through real case studies, research findings and organizational models from renowned cancer programs. Best practices and strategies are ever-changing – Keep up with your Healthcare Education and Join Us at This Event!

SOME TOPICS OF DISCUSSION INCLUDE:

- Creating a State of the Art Comprehensive Breast Center to Improve Patient Care & Efficiency
- Patient Advocacy & Navigation – An In-Depth Look at Implementing an Effective Patient Navigator Program
- NQMCB & NAPBC Accreditation Process
- How to Create a Breast Center of Excellence that Spans the Entire Continuum of Care
- Center Leadership, Clinical Management, Community Outreach, Professional Education & Quality Improvement
- How to Bill for Survivorship Care; Screening Recommendations for Breast Cancer Survivors
- Compliance Concerns; Policy Activities; Funding Complications
- Screening Recommendations for Childhood Cancer Survivors Treated with Chest Wall Radiation
- Strategies to Improve the Life and Care of Breast Cancer Patients and Their Families
- Technology's Impact on Hospitals and Health Systems Breast Cancer Programs
- Establishing a Genetic Counseling, Breast MRI, Nurse Navigator and/or Palliative Care Program
- Streamline Breast Cancer Services & Processes; Meet Staffing Shortages & Improve Overall Patient Care
- How to Obtain Accreditation from the American College of Surgeons National Accreditation Program for Breast Centers
- Alignment of Goals, Action Strategies & Behaviors, Ensuring Accountability
- How to Become a Flagship Program for the Women in Your Community to Identify Excellence in Breast Health
- Impact of Advanced Technology: Adding Emerging Technology to Your Programs/Service Lines
- Proven ideas to Enhance Your Centers Imaging Reputation in a Competitive Environment
- Enabling the Patient Experience with Technology, Application Delivery, IT and Business Processes
- Loyalty Strategies to Impel a Cooperative Referral Environment and Gain Market Share
- The Use of Teleservices to Outreach to the Community to Improve Outcomes and Increase Viability of Breast Services
- Establishing a Breast Health Outreach Program and initiated a Breast Health Education Program
- Imaging Technologies and Programs to Consider in Creating THE Breast Imaging Center of Choice
- Establishing a Standard of Care: Payer Acceptance, Avoiding Legal Negligence, Developing Strategic Partnerships
- Breast Cancer Data Collection on Quality Indicators for All Breast Cancer Diagnosis & Treatment Subspecialties
- Utilize Innovative Clinical Integration, Quality Outcomes & Cost-Effective Strategic Care to Gain a Competitive Advantage
- Top Marketing Strategies & Techniques – Learn How to Effectively Market Your Breast Program & Services
- Address Efficiency & Stress Related Issues that Impact the Quality of Patient Care, Staff Satisfaction & the Bottom Line
- Across a Multi-Hospital System – Patient Management & Clinical Tracking Software to Support Quality of Care Initiative
- Breast Accreditation Standards to Comply w/ Required Performance Criteria from Medicare, Medicaid & Private Insurers
- Discuss Common Indications for Dedicated Breast MR in the High Risk Clinical
- Market the Value of the High Risk Clinic to Referring Providers and Patients
- Analyze Innovative & Successful Operations, Marketing, & Physician Relations Strategies
- Diagnostic Mammograms or Higher-Level Breast Imaging

TO REGISTER: Please Call (414) 988-4055 or Visit Our Registration Page – www.mindstreamedu.com



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WHO WILL BE THERE?

This conference is ideally suited for physicians, nurses, administrators and other health professionals involved in the care of cancer patients. Senior Level Executives, Vice Presidents, Administrators, Directors and Managers within hospitals, health systems, federal and state agencies, as well as healthcare consultants are encouraged to attend. All Academic Medical Centers, Teaching Hospitals, Medical Laboratories, Comprehensive Cancer Centers, Community Hospitals and others are also encouraged to attend.

KEY TITLE(S) IN ATTENDANCE:

- CEOs, COOs, CFOs, CNOs
- Vice President Oncology Services
- Directors/Managers Oncology
- Administrators, Executive Directors
- Breast Surgeons, Breast Care Services, PET/CT Imaging
- Directors/Managers, Breast Imaging
- Marketing & Brand Strategy, Consultants
- Directors/Managers, Women's Health Services
- Oncology Service Line Directors/Managers
- Breast Health Coordinators, Patient Navigators
- Business Development, Strategic Planning, Market Research
- Administrative Director of Breast Center
- Senior Vice Presidents, Vice President Patient Services
- Nurse Practitioners, Registered Nurses
- Chief/Head, Medical Oncology
- Clinical Operations, Clinical Affairs
- Physicians, Physician Support Staff
- Breast Care Services, PET/CT Imaging
- Directors/Managers, Wellness Programs
- Delivery Service Executive
- Strategic Planning, Market Research
- Comprehensive Cancer Services
- Radiology, Nuclear Medicine, Molecular Imaging
- Genetics, Diagnostic Ultrasound

CONFERENCE DAY 1

8:00 AM – 8:30 AM	Registration, Continental Breakfast & Sponsor Exhibits
8:30 AM – 8:45 AM	Chairperson's Welcoming Remarks – Julie Silver, MD – Harvard Medical School
8:45 AM – 10:00 AM	EVIDENCE-BASED BREAST CANCER REHABILITATION: POST-ACUTE MEDICAL CARE OF SURVIVORS

Julie Silver, MD, Assistant Professor, **HARVARD MEDICAL SCHOOL**

(Case-Study Focused)

Cancer rehabilitation is an emerging part of the cancer care continuum. Similar to other rehabilitation models, cancer rehab should involve a multi-disciplinary team with core rehab professionals including physicians (physiatrists), nurses and physical/occupational/speech therapists. Though cancer survivors are often counseled to “accept a new normal” this may come at a time when there is still healing that may be accomplished. Rehabilitation interventions are typically part of the care continuum for other serious illnesses and injuries such as stroke, spinal cord injury, traumatic brain injury, orthopedic and cardiac conditions and trauma. This presentation will cover the evidence-based benefits of cancer rehab and how it can be inserted effectively into the cancer care continuum—helping survivors to heal optimally before accepting a new normal.

- Identify the Most Common Rehabilitation Issues that Breast Cancer Survivors Face
- Explain the Evidence-Based Interventions for Common Rehabilitation Problems in Breast Cancer Survivors
- Define the Difference Between Impairment and Disability
- Describe When Metastatic Work Ups are Appropriate Versus Treatment for Musculoskeletal and Neurologic Non-Malignant Problems

10:00 AM – 10:20 AM	Morning Break, Refreshments & Sponsor Exhibits
10:20 AM – 11:10 AM	PUTTING THE HEALTH BACK INTO THE US HEALTHCARE: BREAST CENTERS AS MODELS IN ACCOUNTABLE CARE AND MEANINGFUL USE



Tanya Abreu, President, **SPIRIT OF WOMEN**

(Case-Study Focused)

This provocative session looks at both the history of mammography centers in the United States and the future of them as a platform as much socio-political as clinical. PUTTING HEALTH BACK INTO HEALTHCARE will explore the possibility that the best models in women's imaging centers that exist today are the best precursors for better healthcare tomorrow.

- Understand the Importance of Continuing to Provide Specific Services & Programs to Patients After the Completion of Their Treatment
- Consider the History of Breast Centers as the History of "Preventive" Medicine in the United States
- Explore the Possibilities of Expanding Breast Centers into True Women's Prevention Programs
- Review the Core Attributes of Accountable Care Organizations in Current Healthcare Reform Efforts and Consider Comprehensive Breast Centers as a Successful ACO Precursor
- Discuss the Meaningful Use Model and its Application to Breast Imaging Past, Present and Future

11:10 AM – 12:00 PM	HOW TO CREATE A BREAST CENTER OF EXCELLENCE WITH NAPBC ACCREDITATION
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Crystal Dugger, RN, BSN, Regional Oncology Health Service Line Leader, **MERCY HEALTH SYSTEMS**

(Case-Study Focused)

A great breast program will not only diagnose cancer but also have all the many resources for treatment in the inpatient and outpatient setting, nurse navigation, and survivorship. This presentation describes how to create a breast panel leadership team and set up a multidisciplinary conference. The main goal of the presentation is to assist facilities in developing a breast program that helps patients from discovery to recovery.

- Proven Ideas to Enhance Your Breast Centers Imaging Reputation in a Competitive Environment
- Create a Breast Center of Excellence that Spans the Entire Continuum of Care
- American College of Surgeons National Accreditation Program for Breast Centers
- Become a Flagship Program for the Women in Your Community to Identify Excellence in Breast Health
- Components Required to Ensure all Breast Health Needs Are Met for the Patient Including the High Risk Patient and the Cancer Patient. (Genetic Counseling, Breast MRI, Nurse Navigator, Palliative Care Program)

12:00 PM – 1:00 PM	Networking Luncheon & Sponsor Exhibits
1:00 PM – 1:50 PM	BECOMING THE BREAST CENTER OF CHOICE THRU THE USE OF ADVANCED TECHNOLOGIES

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Bonnie Rush, RT(R)(M)(QM), President, **BREAST IMAGING SPECIALISTS**

(Case-Study Focused)

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Breast imaging is no longer a stalling leader but a means to gain market share leading to increased downstream revenues. Advanced imaging technologies can lead to greater patient, staff and referrer satisfaction positioning your center as THE Breast Center of choice. We will focus on approaches implemented by successful imaging centers that have allowed them to thrive not just survive. Case studies will aid in our understanding of a leaner and kinder form of providing excellence in imaging services.

- What Imaging Technologies to Consider in Creating THE Breast Center of Choice
- Proven Ideas to Enhance Your Breast Centers Imaging Reputation in a Competitive Environment
- Discuss Processes to Enhance Workflow While Boosting Satisfaction Ratings
- Develop a Cooperative Referral Environment Thru the Use of Advanced Technologies
- Outreach to the Underserved and Improve Outcomes to Increase Viability of Breast Center Program

1:50 PM – 2:40 PM SCREENING AFTER CANCER TREATMENT

Susan E. Pories, MD, *Assistant Professor, Department of Surgery, Harvard Medical School, Attending Surgeon, Surgery, MOUNT AUBURN HOSPITAL AND BETH ISRAEL DEACONESS MEDICAL CENTER*

(Case-Study Focused)

This presentation will address screening recommendations after cancer treatment for breast cancer survivors and childhood cancer survivors treated with chest wall radiation.

- Screening Recommendations for Breast Cancer Survivors
- Screening Recommendations for Childhood Cancer Survivors Treated with Chest Wall Radiation
- Compliance Concerns; Strategies for Improvement

2:40 PM – 3:00 PM Afternoon Break, Refreshments & Sponsor Exhibits

3:00 PM – 4:30 PM STRATEGIC INTERACTIVE PANEL DISCUSSION – Led By Matt Reigle, MBA

SESSION LEADER: Matt Reigle, MBA, *Principal, MATT REIGLE & ASSOCIATES*

SESSION PANELISTS:

Crystal Dugger, RN, BSN, *Mercy Health Systems*

Susan E. Pories, MD, *Mount Auburn Hospital and Beth Israel Deaconess Medical Center*

Patrick Borgen, MD, *Maimonides Medical Center*

Critical Topics of Discussion:

- Breast Center Certification Process
- Developing a Community Based Comprehensive Breast Program
- US Preventive Task Force Recommendation for Screening Mammography
- Developing a Service Line Focused Destination Center

4:45 PM – 5:00 PM Chairperson's Closing Remarks – End of Day Questions ----END OF DAY 1----

5:00 PM – 7:00 PM WELCOME RECEPTION – Sponsored By PRIORITY CONSULT

CONFERENCE DAY 2:

8:00 AM – 8:30 AM Registration, Continental Breakfast & Sponsor Exhibits

8:30 AM – 9:30 AM INTERACTIVE THINK-TANK SESSION – Led By Kristen Petersen

SESSION LEADERS: Kristin Petersen, *Principal, TRUE NORTH HEALTHCARE* **AND** **Matt Reigle, MBA**, *Principal, MATT REIGLE & ASSOCIATES*

This interactive think-tank session will offer an exclusive and strategic platform for all participants to brainstorm, share ideas and decipher what is needed to accomplish the next step towards excellence within your service line and organization. Openly discuss business models, technological innovations, policy activities, innovative marketing strategies and other factors that have the greatest impact on the development and excellence of your programs. *****Audience Participation Is Highly Encouraged.**

Topics of Discussion:

- Top 3 Characteristics that Differentiate Your Program
- Top 3 Challenges Your Program Will Encounter in the Near Future
- Create a Network of Breast Center Experts
- Where are You Breaking Down in Delivery
- Accountability & Collaboration With Physicians

9:30 AM – 10:20 AM ESTABLISHING A COMPREHENSIVE BREAST CENTER OF EXCELLENCE: THE BROOKLYN EXPERIENCE

Patrick Borgen, MD, *Director, Brooklyn Breast Cancer Project, Chairman, Department of Surgery, MAIMONIDES MEDICAL CENTER*

(Case-Study Focused)

*****More Thorough Description & Topics to Be Provided Shortly*****

- Review of NQNBC & NAPBC Accreditation Process
- Differences Between Growing a Program at an Iconic Cancer Center vs. Starting a Program from Ground Up

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10:20 AM – 10:30 AM Morning Break, Refreshments & Sponsor Exhibits

10:30 AM – 11:10 AM SERVICE LINE STRATEGY & DEVELOPMENT – UNDERSTANDING LEAN PRINCIPLES

Matt Reigle, MBA, Principal, MATT REIGLE & ASSOCIATES AND Kristin Petersen, Principal, TRUE NORTH HEALTHCARE

(Case-Study Focused)

More Thorough Description & Topics to Be Provided Shortly

11:10 AM – 12:00 PM PRESENTATION TITLE TBA

Sponsored By:



Diella Mrnaci, Lead Women's Technologist and MQSA Specialist, STAMFORD HOSPITAL

(Case-Study Focused)

More Thorough Description & Topics to Be Provided Shortly

12:00 PM – 1:00 PM Networking Luncheon & Sponsor Exhibits

1:00 PM – 1:50 PM TBA

Beth-Ann Lesnikoski, MD, FACS, Medical Director, JFK MEDICAL CENTER – BREAST INSTITUTE

(Case-Study Focused)

Beth-Ann will review breast care center work-stream and personnel required to establish a Breast Center of Excellence. She will cover the value and requirements with JFK's timeline to accomplish each level of NQMCB & NAPBC Participation. She will also discuss the NAPBC accreditation process and review JFK's contingencies for accreditation.

- Review of our NAPBC Accreditation Process
- How to Establish a Specialty Care Center
- Importance of the Interface Between Breast Imaging & Breast Surgery
- The Value of Marketing & Community Outreach
- How to Assemble a Strategic Team to Help Collect Data Across all Disciplines

1:50 PM – 2:40 PM A PATH TO BREAST CANCER SURVIVORSHIP

Amy Vance, BSPH, BSN, RN, Breast Center Navigator AND M Monique Willingham, MS, CRNP, Nurse Practitioner, ANNE ARUNDEL MEDICAL CENTER – BREAST CENTER

(Case-Study Focused)

Currently 67% of adults diagnosed with cancer today will be alive in five years and in the year 2020 the expected amount of cancer survivors is 20 million. The Institute of Medicine 2005 consensus report from cancer patient to cancer survivor: Lost in Transition recommends a cancer summary and care plan for each patient, the Commission on Cancer will incorporate this process in accreditation by 2015. This presentation will outline the implementation of a survivorship program for breast cancer survivors by reviewing the program development path.

- Define Cancer Survivorship
- Discuss the Evidence Based Data on Cancer Survivorship
- Review the Cancer Survivorship Program Development Path
- Identify Key Components in the Clinic Visit

2:40 PM – 2:50 PM Afternoon Break, Refreshments & Sponsor Exhibits

2:50 PM – 3:40 PM UNDERSTANDING CANCER GENETICS AND THE ROLE THEY PLAY

Elizabeth Wiley, MS, CGC, Certified Genetic Counselor, JOHNS HOPKINS HOSPITAL

(Case-Study Focused)

Approximately 5-10% of cancers are hereditary, and genetic testing is an increasingly significant component of prevention, early detection, and treatment of cancers. Certified genetic counselors play an important role in cancer centers by counseling and educating individuals at risk for a hereditary cancer syndrome, facilitating genetic testing, and coordinating follow-up care. There are various approaches to implementing genetic programs, so medical centers are able to integrate genetic counselors in a manner that complements their healthcare delivery model.

- Overview of Cancer Genetics
- How Genetic Testing Plays a Role in Cancer Prevention and Early Detection
- Benefit of Utilizing a Certified Genetic Counselor to Perform Genetic Counseling & Facilitate Genetic Testing
- Review Models of Implementing Cancer Genetics Programs in Hospitals

3:40 PM – 4:00 PM Chairperson's Closing Remarks – End of Day Questions ---END OF CONFERENCE---

---END OF CONFERENCE---

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CONFERENCE INFORMATION:

Pre-Event Speaker Questions:

To ensure that our speakers answer as many questions as possible, please email some of your pre-event speaker questions to info@mindstreamedu.com. Please provide the speaker name and question in your email. Questions – Must be received no later than September 30, 2011.

CONFERENCE VENUE & GROUP HOTEL:

[Boston Marriot Copley Place](#)

110 Huntington Avenue, Boston, MA
Boston, MA 02116
(617) 236-5800
Room Rate: \$349.00 per night

Registration Pricing	Early Registration	Normal Registration Expires 10/01/2011	Onsite Registration	Event Documentation
Attendees	ENDED	\$1,495	\$1,595	\$299

(Attendee registration includes entrance to event, all catered meals, panel discussions, think-tank sessions, networking reception (if available) and event documentation)

PAYMENT: Payment must be received within 5 days of registering if paying by corporate check. Credit card payments are processed immediately. You will receive a paid or unpaid invoice shortly after registering