

The 9th National Conference on NEXT GENERATION COMPREHENSIVE BREAST CENTERS OF EXCELLENCE

Advancing Comprehensive Breast Programs and Services to Maximize Competitive Advantage,
Improve Care Coordination, Implement Quality Measures and Exceed Patient Satisfaction

April 27-28, 2017 • Atlanta, GA

Key Topics Include:

- Optimizing coordination of care through dedicated navigation: navigating a patient from point of screening mammogram through to completion of breast cancer treatment and onward into survivorship to improve patient outcomes
- Leveraging state-of-the-art Comprehensive Breast Centers to provide the best possible care in prevention, early detection, diagnosis and treatment
- Mastering an interdisciplinary approach to achieve excellence in breast care and program management
- Determining the appropriate partners to ensure success within your interdisciplinary breast care program
- Maximizing breast care reimbursement and fully realizing the benefits of updated billing opportunities
- Exploring the most up-to-date technologies in diagnosis and treatment to improve efficiency and patient outcomes
- Overcoming the challenges of realizing a multidisciplinary program, hurdles confronted along the way and lessons learned
- Marketing the benefits of a breast program to maximize competitive advantage
- Negotiating individual organizations ideals with national recommendations for screening criteria
- Partnering with other facilities and organizations for collaborative initiatives to improve social awareness and population health
- Examining the process and benefits of the different accreditation programs for Breast Centers
- Employing survivorship integrated medicine and programs to increase patient engagement and overall satisfaction
- Incorporating patient advocacy and support groups into treatment plans to better serve patients and their families
- Metrics and measurements for the quality of care within a Breast Center

Content & Theme:

ACI is excited to announce our upcoming Comprehensive Breast Centers of Excellence conference April 27-28, 2017. A dedicated forum to learn and network with representatives from organizations nationwide that are prepared to deliver superior service to a growing population.

Our event will be an exploration of 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. The top breast centers in the country will showcase their successes and share strategies in achieving excellence in patient care as well as the business of breast cancer.

This year's conference will highlight and discuss a myriad of topics that are relevant to providing ideal patient care. Topics of interest that will be introduced and discussed are the use of up-to-date methods, treatments and equipment, as well as ways to improve our treatment options in effort to continue combating breast cancer. We will also explore the benefits and impact the newest recommendations by national organizations, and updates to billing and reimbursement policies.

This two-day, case-study-based industry event will focus on implementing comprehensive breast programs and services to maximize competitive advantage, meet increased demand and exceed patient satisfaction. The goal of this event is to bring industry leaders together, highlight the best practice achievements, and discuss the current issues and developments in breast care and the cancer community.

Sponsors Include:



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Confirmed Speakers Include:

Dana Knapp, Program Manager of Mammography Services,
UCHealth

UNIVERSITY OF COLORADO HOSPITAL

Jennifer Sili

MEMORIAL UNIVERSITY HEALTH CENTER

Vivian Palefsky

MEMORIAL UNIVERSITY HEALTH CENTER

William Burak

MEMORIAL UNIVERSITY HEALTH CENTER

Leann Perkins, Nurse Practitioner

**GREENVILLE HEALTH SYSTEM CANCER INSTITUTE CENTER FOR
INTEGRATIVE ONCOLOGY AND SURVIVORSHIP**

Regina Franco, Manager of CIOS and Oncology Support

**GREENVILLE HEALTH SYSTEM CANCER INSTITUTE CENTER FOR
INTEGRATIVE ONCOLOGY AND SURVIVORSHIP**

Tanya Abreu, President and Founder

WOW HEALTH GROUP

Reyna Colombo, Director of Rehabilitation Services

BEAUMONT HEALTH

Invited Speakers Include Representatives From:

- Abbot Northwestern Hospital
- Advocate Lutheran General Hospital
- Alta Bates Summit Medical Center – Carol Ann Read Breast Health Center
- American College of Oncology Administrators
- American Society of Breast Disease
- American Society of Breast Surgeons
- Anne Arundel Medical Center
- Association of Cancer Executives
- Baptist Health – Memphis
- Barnes-Jewish Hospital
- Beth Israel Deaconess Medical Center
- Breast Health Center – Sutter Roseville Medical Center
- City of Hope Cooper Finkel Women's Health Center
- Cleveland Clinic Breast Center
- Comprehensive Breast Cancer Institute of DSI
- Dana-Farber Cancer Institute
- Faulkner Hospital Comprehensive Breast Healthcare
- Florida Hospital Cancer Institute
- Forsyth Medical Center
- Fox Chase Cancer Center
- Franciscan Healthcare
- George Washington University Medical Center
- Gillette Centers of Women's Cancers
- Greater Baltimore Medical Center
- Gundersen Lutheran Medical Center – Norma J. Vinger Center for Breast Care
- H. Lee Moffitt Cancer Center and Research Institute
- Harvard Medical School – Dana Farber Cancer Institute
- Houston Northwest Medical Center Women's Atrium Diagnostic Center
- Iris Canro Diagnostic Center at Memorial Sloan Kettering Cancer Center
- Johns Hopkins Avon Foundation Breast Center
- Kettering Breast Evaluation Centers
- Knoxville Comprehensive Breast Center
- Long Beach Memorial Medical Center
- Magee-Women's Hospital and University of Pittsburgh Cancer Institute
- Massachusetts General Hospital
- MD Anderson Cancer Center
- Memorial Sloan-Kettering Cancer Center
- Monmouth Medical Center, Long Branch, NJ
- National Cancer Institute
- National Comprehensive Cancer Network
- Northwestern Memorial Hospital
- NY Presbyterian Hospital
- Parkland Health & Hospital System
- Redwood Regional Breast Center
- Saint John's Health Center, Santa Monica, CA
- Sidney Kimmel Comprehensive Cancer Center at Johns Hopkins
- St. John's Breast Center
- St. Luke's Breast Care Center
- Sutter Roseville Medical Center
- Swedish Breast Center
- Tacoma Radiology Associations Medical Imaging
- Tennessee Women's Health Initiative
- The Advisory Board
- The American Cancer Society
- Thomas Jefferson University Hospital
- University of California San Francisco Medical Center
- University of Illinois Chicago Medical Center
- University of Massachusetts Comprehensive Breast Center
- University of Michigan Breast Care Center
- UT Health Science Center
- Vanderbilt Breast Center

Who Will Attend:

Administrative and Clinical Leaders Representing Community Hospitals, Academic Medical Centers, Health Systems, and Long-Term Care Facilities. Primary titles include:

- CEOs, CMOs and COOs
- Breast Health Coordinators
- Director of Nursing
- Administrative Directors of Breast Centers
- Clinical Coordinators
- Medical Directors
- Breast Surgeons
- Directors/VPs of Oncology
- Directors of Breast Imaging
- Directors/VPs of Women's Health Services

Conference Day One • April 27th, 2017

8:00 AM REGISTRATION AND CONTINENTAL BREAKFAST

8:45 AM CHAIRPERSON'S WELCOME AND OPENING ADDRESS

9:00 AM OPENING KEYNOTE PRESENTATION

Speaker to be announced.

9:45 AM BREAST IMAGING CENTER STANDARDIZATION FOR OPTIMAL QUALITY, EFFICIENCY AND SAFETY

With the rapid expansion of Breast Imaging Departments to meet the needs emerging health care systems, standardization of protocols, clinical processes, and guidelines are necessary to achieving optimal clinical quality and reproducibility, workflow efficiency and patient safety. There are many challenges and benefits to developing these practice expectations.

- Identify challenges and possible barriers of developing standardization across a health system
- How to create framework for standardization and design of imaging protocols
- Formation of a committee to provide development and ongoing monitoring and maintenance of the implemented standardization

Dana Knapp, Program Manager of Mammography Services, UCHealth

UNIVERSITY OF COLORADO HOSPITAL

Dana has been in the radiology field for over 20 years with the last 15 years being spent in Mammography. Dana graduated from Colby-Sawyer College in New London N.H and Bellevue University in Bellevue Nebraska. She has a Bachelor's Degree in Healthcare Administration as well as being a Certified Radiology Administrator from the American Hospital Radiology Association. She was Manager of the UCH Breast Imaging Department, Lone Tree Breast Center and The Pink Life Saver Mobile Mammography Coach for 8 years and is presently Program Manager of Mammography Services for UCHealth. Dana is truly passionate about breast imaging and early breast cancer detection and is very active in organizations devoted to education and finding a cure!

10:30 AM

MORNING REFRESHMENT BREAK AND EXHIBITS

Sponsored by: Konica Minolta



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11:00 AM MEMORIAL UNIVERSITY HEALTH CENTER PRESENTATION

Jennifer Sili

MEMORIAL UNIVERSITY HEALTH CENTER

Vivian Palefsky

MEMORIAL UNIVERSITY HEALTH CENTER

William Burak

MEMORIAL UNIVERSITY HEALTH CENTER

12:00 PM LUNCHEON FOR DELEGATES, SPEAKERS AND SPONSORS

1:30 PM THE GREENVILLE HEALTH SYSTEM CANCER INSTITUTE CENTER FOR INTEGRATIVE ONCOLOGY AND SURVIVORSHIP LIFETIME CLINIC: MANAGING BREAST CANCER SURVIVORS FOR LIFE

The presentation will focus on how the GHS lifetime clinic got started in 2012 to give the medical, radiation and surgical oncologist and place to refer their cancer survivors to have them managed for life after they have completed their treatment and immediate follow up. The lifetime clinic serves as a new oncology home for cancer survivors where the focus is on surveillance for cancer recurrence, screening for new cancers, and address lifestyle changes for healthy living. Discussion will include support services that are available to all lifetime clinic patients (oncology rehab, nutrition, social support, genetic counseling, lymphedema management, and a calendar of activities.)

- The benefits of an oncology home to a breast cancer survivor
- How an integrative approach to life long follow up benefits survivors
- Decreases patient volume for oncologist
- Relieves the PCP of responsibility of the cancer survivor population
- The important of lifestyle modification in remaining cancer free

Leann Perkins, Nurse Practitioner

GREENVILLE HEALTH SYSTEM CANCER INSTITUTE CENTER FOR INTEGRATIVE ONCOLOGY AND SURVIVORSHIP

Leann has a master's degree in nursing. She has been a nurse practitioner for 13 years. She spent 6 years working in internal medicine, followed by 3 years in an acute oncology setting. She has worked in CIOS (Center for Integrative Oncology and Survivorship) for 3 ½ years with cancer survivors and began taking lifetime clinic referrals 3 years ago, and has grown the clinic to approximately 500 patients.

2:15 PM

BUILDING A SURVIVORSHIP PROGRAM

The Commission on Cancer has mandated by 2018 that all cancer survivors have a survivorship care plan. Developing a survivorship program requires leadership in cancer centers that embrace the need for skilled staff to provide this service as well as a skilled oncology team to deliver high quality survivorship care. There are many lessons learned regarding development of such programs that are helpful to share as best practices. Strategic collaboration of community organizations in each community are also helpful. The use of a survivorship breast registry has also been very helpful to utilize as a resource counsel for questionnaires and focus groups. Future directions focusing on spirituality and sexual health are also needed as well as research to support how to implement best.

- Understand current issues pertaining to implementation of the survivorship program with an emphasis on breast cancer
- Comprehend current requirements for COC certification in survivorship
- Learn and discuss future directions in survivorship breast cancer care
- Survivorship breast registry and the utilization as a resource counsel

Regina Franco, Manager of CIOS and Oncology Support

GREENVILLE HEALTH SYSTEM CANCER INSTITUTE CENTER FOR INTEGRATIVE ONCOLOGY AND SURVIVORSHIP

Gina Franco has worked in oncology since 1981. She has been a NP since 1990 and received her graduate degree in Case Management from the University of Alabama in 2003. She has worked in academic, private and acute cancer care settings. She has now implemented two survivorship programs, one at a community cancer center and the other at a large integrated system that is the largest in South Carolina. Gina is manager of the Center for Integrative Oncology and Survivorship (CIOS) at the Greenville Health System Cancer Institute. She has worked on several national survivorship committees for the Oncology Nursing Society, Commission on Cancer and Southwest Oncology Group (SWOG). CIOS now operates several clinics for survivorship care, oncology rehabilitation, genetic, nutrition and psychosocial counseling.

3:00 PM

AFTERNOON REFRESHMENT BREAK AND EXHIBITS

3:30 PM

BREAST CENTERS PRESENTATION #1

Speaker to be announced.

4:30 PM

INTERACTIVE PANEL DISCUSSION: EMERGING TRENDS AND FUTURE CHALLENGES FOR BREAST CENTERS

Participate in this lively interactive exchange between all presenting faculty and conference attendees. Presenters will provide a short summary of key points from their original programs and open the floor to questions and comments from participants. Registrants are encouraged to submit questions prior to this live event.

5:15 PM

END OF DAY ONE**Conference Day Two • April 28th, 2017**

9:00 AM

REGISTRATION AND CONTINENTAL BREAKFAST

9:30 AM

CHAIRPERSON'S WELCOME AND OPENING ADDRESS

9:45 AM

BREAST CENTERS PRESENTATION #2

Speaker to be announced.

10:30 AM

MORNING REFRESHMENT BREAK AND EXHIBITS

11:00 AM

WOW HEALTH GROUP PRESENTATION

Tanya Abreu, President and Founder

WOW HEALTH GROUP

Tanya Abreu is co-founder and President of WOW Health Group forging new models in physician success and healthcare consumer championship. Prior to WOW, she served for 15+ years as the co-founder and Chief Vision Officer for Spirit Health Group, the nation's only think tank comprised exclusively of hospitals and clinical providers focused on accelerated business performance and innovation in women's health.

12:00 PM

LUNCHEON FOR DELGATES AND SPEAKERS

1:30 PM

BEAUMONT HEALTH PRESENTATION

Reyna Colombo, Director of Rehabilitation Services
BEAUMONT HEALTH

2:15 PM

BREAST CENTERS PRESENTATION #3

Speaker to be announced.

2:45 PM

AFTERNOON REFRESHMENT BREAK AND EXHIBITS

3:30 PM

INTERACTIVE PANEL DISCUSSION: DEVELOPING AND IMPLEMENTING COMPREHENSIVE BREAST PROGRAMS

Participate in this lively interactive exchange between all presenting faculty and conference attendees. Presenters will provide a short summary of key points from their original programs and open the floor to questions and comments from participants. Registrants are encouraged to submit questions prior to this live event.

4:15 PM

CHAIRPERSON'S CLOSING REMARKS

4:30 PM

END OF CONFERENCE

About ACI

Active Communications International, Inc. (ACI) is a leader in conference planning and production. With offices in Chicago, London, Pune, Portland, Poznan and Milwaukee, we produce world-class events focusing on areas of most relevance to our served industry sectors. We are dedicated to deliver high-quality, informative and value added strategic business conferences where audience members, speakers, and sponsors can transform their business, develop key industry contacts and walk away with new resources.

Mission Statement:

ACI's mission is to unite key industry influencers and leaders to build strong relationships and enable our clients to achieve operational efficiencies, maintain competitive advantage in the marketplace, and increase their profitability.

Quality:

ACI invites senior-level executives and key industry leaders to share their insights and real-life working experiences with our audience. Our unique conference format offers an intimate and time-efficient educational development platform where our attendees can meet one-on-one with the people that can assist them in achieving their goals.

Research:

ACI offers cutting-edge conferences that are developed through extensive research and development with industry experts to bring you the latest trends, forecasts, and best practices.

Experience:

Our team of experienced conference producers and managers know you and your business demands. ACI has the resources, knowledge, and experience to create the events you need to remain on the forefront of your industry.

