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

Sponsors Include:

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**Confirmed Speakers Include:**

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**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.

**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
**MINIMIZING ERRORS IN BREAST PATHOLOGY: DIAGNOSTIC ISSUES AND CLINICAL IMPLICATIONS**

During the last several years, significant advances have been made in breast cancer research, education, and treatment. Pathologists have played a critical role in realization of the above-mentioned changes. Recent studies have demonstrated some degree of discordance in breast biopsy diagnosis, not only among general pathologists, but also among expert breast pathologists. Clearly, the new era in breast cancer therapy requires a change in the role of pathologists. Changing the role from morphologists to clinicians/scientists is the fundamental step in improving the quality of breast pathology. We must begin to modify our training from perception of competency to a performance-based conception and to foster the concept that breast pathology is the foundation of appropriate breast cancer therapy.

- Provide an overview of the role of pathologists in the delivery of personalized breast health care
- Highlight the challenges associated with optimal practice of breast pathology
- Suggest strategies that can help minimize errors in breast pathology

*Shahla Masood*, Medical Director  
**UF Health Jacksonville Breast Center**

### 9:45 AM
**SUSAN G. KOMEN GREATER ATLANTA: THE IMPORTANCE OF PROVIDING ACCESS TO QUALITY BREAST CANCER CARE FOR ALL PEOPLE**

The presentation will focus on current breast cancer disparities in the United States and how breast centers can be part of the solution for lowering mortality rates for all patients, including the indigent patient population.

*Discussion will include:*
- An overview of the work being done by Susan G. Komen in communities around the world
- A case study of African-American breast cancer disparities in Atlanta – why the disparities exist and some possible solutions
- The role of breast centers and the importance of community partnerships in ensuring access to quality breast cancer care for all people

*Cati Diamond Stone*, JD, Executive Director  
**Susan G. Komen Greater Atlanta**

### 10:30 AM
**MORNING REFRESHMENT BREAK AND EXHIBITS**

*Sponsored by: Konica Minolta*

### 11:00 AM
**NOVEL IMAGING TECHNOLOGIES IN THE STATE OF THE ART BREAST CENTER AND SCREENING FOR BREAST CANCER: THE TRUTH, THE MEDIA AND MY PATIENTS.**

This presentation will cover 2 critical aspects of the role of breast imaging in the state of the art breast center. This presentation will discuss tomosynthesis, the role of MRI, molecular breast imaging, screening breast ultrasound and the contrast enhanced mammography. The second part of this presentation will discuss the current and constantly changing screening recommendations and how to deal with all the controversies so often presented in the media.

- Understand the latest technologies in breast imaging
- How to optimally integrate the latest technologies
- Current breast cancer screening recommendations
- Risk based breast cancer screening

*Rachel Brem*, Breast Cancer Program Leader, GW Cancer Center  
**The George Washington University**

### 12:00 PM
**LUNCHEON FOR DELEGATES, SPEAKERS AND SPONSORS**
COMMUNITY HEALTH WORKER & NURSE NAVIGATOR: PARTNERSHIP TO IMPROVE COMMUNITY HEALTH

The utilization of patient navigation in the healthcare system is growing. Patient navigators can include lay persons such as Community Health Workers and clinically licensed individuals such as Nurse Navigators. Developing a navigation team bringing together the expertise of the Community Health Worker and Nurse Navigator will identify barriers to care and optimize coordination of care.

- What is a Community Health Worker?
- Identify Navigation Domains
- Learn and discuss roles and responsibilities of Community Health Worker and Nurse Navigator
- Impact of Navigation Model

Donna Cameron, BS, RN, CBCN®, Women’s Health Nurse Navigator
Eastern Connecticut Health Network
10:30 AM

MORNING REFRESHMENT BREAK AND EXHIBITS
Sponsored by: Elekta

11:00 AM

INDUSTRY INTELLIGENCE BRIEFING ON THE NEW HEALTHCARE CONSUMER: WHAT YOU ABSOLUTELY NEED TO KNOW RIGHT NOW TO PROTECT YOUR BREAST PROGRAM

In the wild west of U.S. healthcare, base-pricing, bundling, and changing diagnostic screening guidelines are hammering at the foundation of most freestanding diagnostic breast programs. Will yours survive the increasing pressure of reform? In this practical and fast-paced presentation, veteran healthcare strategist Tanya Abreu, will share critical industry trends and market intelligence on how to attract and leverage the new healthcare consumer as your best ally for success.

Attendees will learn how to:
- Understand how cultural influences such as technology, wealth, and aging affect the core business of diagnostic healthcare
- Recognize the new “connected female consumer” and how she processes, accepts, or rejects the experience of healthcare
- Learn how the science of UX (user experience) is growing beyond website planning and into general consumer expectation

Tanya Abreu, President and Founder
WOW Health Group

12:00 PM

LUNCHEON FOR DELGATES AND SPEAKERS

1:30 PM

DESIGN AND IMPLEMENTATION OF AN ONCOLOGY REHABILITATION AND WELLNESS PROGRAM

This presentation will describe Beaumont Hospital Oncology Rehab Program. The program started at one hospital and expanded to two other hospitals. The presentation will highlight the importance of the cancer survivorship program, specifically the rehab component. The oncology program was developed first for breast cancer patients and expanded to other types of cancer. The presentation will outline the important role of the rehab professional working within the multidisciplinary oncology team.

Attendees will learn how to:
- Incorporate rehabilitation services in today’s value base environment
- Describe the importance of using “PRISM” (Prevention, Intervention and Sustainable Wellness) and ICF (International Classification of Functioning, Disability and Health)
- Connect the role of rehab professionals to the WHO (World Health Organization as a new paradigm in rehab care

Reyna Colombo, Director of Rehabilitation Services, Troy
Beaumont Health

2:15 PM

AFTERNOON REFRESHMENT BREAK AND EXHIBITS

3:00 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.

3:45 PM

CHAIRPERSON’S CLOSING REMARKS

4:00 PM

END OF CONFERENCE
### Speaker Biographies

**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.

**Rachel Brem, Breast Cancer Program Leader, GW Cancer Center**
**The George Washington University**
Dr. Rachel Brem is the Director of the Breast Imaging and Interventional Center and Professor of Radiology at the George Washington University as well as the Breast Cancer Program Leader at the GW Cancer Center. Dr. Brem’s research interest has been novel technologies for the improved detection of early curable breast cancer including computer aided detection, molecular breast imaging and automated whole breast ultrasound. Dr. Brem has published over 100 manuscripts and chapter in prestigious medical journals. Dr. Brem is a Founder of the Brem Foundation to Defeat Breast Cancer which she now serves on the Board of Directors as well as the Chief Medical Officer.

**Donna Cameron, BS, RN, CBCN®, Women’s Health Nurse Navigator**
**Eastern Connecticut Health Network**
Donna Cameron has worked in various areas of women’s health since 1980. Donna has been in the role of Women’s Health Nurse Navigator since 2011, and received her certification as a Clinical Breast Care Nurse (CBCN ®) in 2015. She has assisted in implementing a holistic approach to women’s health care for ECHN, and has worked to incorporate integrative medicine services as part of a women’s plan of care. Donna has been the Clinical Nurse Navigator of ECHN’s CT Early Detection & Prevention Program (CEDPP) since 2011. ECHN’s CEDPP was the pilot site to implement a new navigation team model of care to provide women’s health services to uninsured and underinsured women in the community.

**Reyna Colombo, Director of Rehabilitation Services, Troy**
**Beaumont Health**
Reyna is the Director of the Rehabilitation Department at Beaumont Troy. Her leadership and management expertise has led to the development of multiple rehabilitation clinics and a variety of specialty programs designed to improve health and wellness among patients. Ms. Colombo is actively engaged in collaborative research projects with Oakland University. Her efforts and passion helped develop and implement Beaumont’s Cancer Survivorship and Rehabilitation Program. This program is designed to provide a comprehensive rehabilitation model for cancer survivors. This includes Prevention, Intervention and Sustainable Wellness “PRISM”.

**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 1991. 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 and private 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.

**Shahla Masood, Medical Director**
**UF Health Jacksonville Breast Center**
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 UF Health Jacksonville. She is also the Director of the Cytopathology and Breast Pathology Fellowship Training Program. In addition, Dr. Masood is the Medical Director of UF Health Breast Center. An internationally recognized expert in breast cancer diagnosis and prognosis, Dr. Masood has fostered the concept of an integrated multidisciplinary approach in breast cancer care, research, and education. She is the founder and Editor-in-Chief of The Breast Journal, the founder and past president of the “International Society of Breast Pathology,” the Director of the “Annual Multidisciplinary Symposium on Breast Disease”, and “The Breast Cancer Public Forum”. Dr. Masood is heavily involved in the study of minimally invasive procedures such as fine needle aspiration biopsy and ductal lavage in providing diagnostic and prognostic information in high risk and breast cancer patients. She defined the cytomorphology of high-risk proliferative breast disease in the early 1990s and has pioneered the concept of cytomorphology as a breast cancer predictor. Dr. Masood is the author of several textbooks, book chapters, and numerous publications. She is a frequent speaker at national and international symposiums and consensus meetings. She is also a member of the board of trustees of several prestigious scientific societies and organizations at local, regional, national and international levels. Dr. Masood has received numerous awards and recognition for her scientific work, her contribution to advancing global breast health education and her efforts to improve the quality of breast health care. She is the recipient of "The 2010 Breast Health Global Initiative Award," “Courage to Teach Award” from National Accreditation Council for Graduate Medical Education, and Florida Times Union “Eve Award,” to name a few. She has been named as one of the Top Doctors in America, Top Doctors in Cancer and one of the 20 Top Most Influential Professors in Oncology at an international level. In 2015, Dr. Masood was honored in Rome, Italy by Susan G. Komen Italia, a partnership between Susan G. Komen and the Catholic University in Rome for her widespread contributions to breast cancer advocacy, and initiation of the Italian “Race for the Cure” in 2000. Dr. Masood is a patient advocate, a partner in community affairs and an accomplished artist and gourmet chef. She is the mother of two accomplished physicians, Dr. Ali Kasraeian, a urologist, and Dr. Sina Kasraeian, an orthopedic surgeon.
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.

Cati Diamond Stone, JD, Executive Director
SUSAN G. KOMEN GREATER ATLANTA
Cati is a breast cancer survivor who left her practice as a litigation attorney to work for Komen after battling later stage breast cancer. She has a law degree from the University of Alabama and an undergraduate degree from the University of Southern Mississippi. Susan G. Komen Greater Atlanta is one of the largest Komen affiliates, and it fights breast cancer on two fronts: locally in Metro Atlanta by providing breast health services to those who could not otherwise afford them, and globally by funding cutting-edge research to find the cures. Komen Atlanta was recently named the Komen “Affiliate of the Year,” and it has raised over $44 million toward the execution of its mission since 1991.

Venue Information
Twelve Centennial Park
400 West Peachtree St NW
Atlanta, GA 30308
Originally opened in 2007, TWELVE Centennial Park is currently under renovation and will become part of Autograph Collection late 2017. Enjoy an upscale urban experience in downtown Atlanta in a spacious setting that feels like home. TWELVE Centennial Park places you in the heart of Atlanta, yet provides a getaway from it all. Our expansive designer suites provide the amenities of home, while our discreet, professional staff is effortlessly accessible, but never overbearing. This upscale hotel is 0.5 miles from The World of Coca-Cola and across the street from a rapid-transit stop. The stylish 1 and 2 bedroom suites feature free WiFi, flat-screen TVs in the living and sleeping areas and DVD players. All rooms have laptop safes and desks with ergonomic chairs as well as full kitchens with stainless steel appliances. The fine-dining American restaurant has an outdoor terrace. There’s a rooftop pool deck and a fitness center.

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.