

*The International Institute
for Continuing Medical Education, Inc.
presents*

Breast Imaging in the Big Apple

**Program Director:
Michael N. Linver, MD, FACR**

**Faculty:
Christopher Comstock, MD
Gillian M. Newstead, MD, FACR
Ruth Rosenblatt, MD, FACR
Robert A. Schmidt, MD**

December 3-6, 2012

*New York Academy of Medicine
New York, New York*



Breast Imaging in the Big Apple

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*New York Academy of Medicine
1216 5th Avenue • New York, NY 10029-9957*

PROGRAM DIRECTOR:

Michael N. Linver, MD, FACR
Director of Mammography
X-Ray Associates of New Mexico, P.C.
Clinical Professor of Radiology
University of New Mexico
School of Medicine
Albuquerque, New Mexico

FACULTY:

Christopher Comstock, MD
Attending Radiologist
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New York, New York

Gillian M. Newstead, MD, FACR
Professor of Radiology
Director of Clinical Breast Imaging Services
University of Chicago
Chicago, Illinois

Ruth Rosenblatt, MD, FACR

Professor of Clinical Radiology
Weill Medical College of Cornell University
Chief, Breast Imaging
Weill Cornell Medical Imaging
New York, New York

Robert A. Schmidt, MD

Professor of Radiology
Director of Breast Imaging Research
University of Chicago
Chicago, Illinois

COURSE PURPOSE

This course provides a balanced overview of more traditional breast imaging, blended with the newest state-of-the-art breast imaging techniques and modalities. Special attention will be given to Breast MRI, Digital Mammography and PACS, Breast Ultrasound, as well as newly evolving technologies such as Molecular Breast Imaging, Tomosynthesis, Diffusion Weighted Imaging, Elastography and Whole Breast Ultrasound.

EDUCATIONAL OBJECTIVES

At the completion of this course, the participants will be able to:

- Review the basic principles of screening mammography for detecting early breast cancer.
- Outline the current applications of breast ultrasound in diagnostic, screening, and interventional settings for earlier detection and accurate diagnosis of breast cancer.
- Describe the major aspects of breast MR, including imaging techniques, image interpretation, biopsy techniques, and current indications, as an evolving new weapon in the war on breast cancer.
- Discuss the current medical and legal concerns regarding the missed breast cancer, in an effort to improve early detection of breast cancer.
- Delineate current and future applications of Digital Mammography and PACS in streamlining breast imaging practice.
- Appreciate the role of Molecular Breast Imaging, Digital Breast Tomosynthesis and Whole Breast Ultrasound in improving early detection of breast cancer in the future.

TARGET AUDIENCE

This course is intended for all radiologists 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.

DESIGNATION STATEMENT

The International Institute for Continuing Medical Education, Inc., designates this live activity for a maximum of **18.0 AMA PRA Category 1 credits™**. This includes 5.25 hours of Breast MRI, 4.5 hours of Full-Field Digital Mammography and 4.0 hours of Breast Ultrasound. Physicians should claim only the credit commensurate with the extent of their participation in the activity.

ACCREDITATION

The International Institute for Continuing Medical Education, Inc. is accredited by the Accreditation Council for Continuing Medical Education (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.

PROGRAM

MONDAY, DECEMBER 3

- 7:00 - 8:00 a.m. Registration & Continental Breakfast
8:00 - 8:45 a.m. The Screening Mammography Guidelines Controversy - Michael N. Linver, MD
8:45 - 9:30 a.m. High Risk Lesions: What To Do? - Robert A. Schmidt, MD
9:30 - 10:15 a.m. BI-RADS Lexicon for MRI - Gillian M. Newstead, MD
10:15 - 10:45 a.m. Break
10:45 - 11:30 a.m. The Missed Mammographic Lesion: Causes & Cures - Michael N. Linver, MD
11:30 - 12:15 p.m. Unknown Case Review with Audience Response - Drs. Linver, Newstead, & Schmidt
12:15 - 1:00 p.m. Panel Questions and Answers: Mammography: Still Useful After All These Years? - Drs. Linver (moderator), Schmidt, Newstead
1:00 p.m. Adjourn

TUESDAY, DECEMBER 4

- 7:30 - 8:00 a.m. Continental Breakfast
8:00 - 8:45 a.m. Breast MRI: Image Acquisition - Gillian M. Newstead, MD
8:45 - 9:30 a.m. How Breast MRI Changed Our Practice: Lessons Learned - Michael N. Linver, MD
9:30 - 10:15 a.m. Breast MRI: Image Interpretation - Gillian M. Newstead, MD
10:15 - 10:45 a.m. Break
10:45 - 11:30 a.m. MRI Guided Breast Biopsy - Christopher Comstock, MD
11:30 - 12:15 p.m. Breast MRI: Clinical Applications - Gillian M. Newstead, MD
12:15 - 1:00 p.m. Panel Questions and Answers: Breast MRI: The Once and Future King? - Drs. Newstead (moderator), Comstock, Linver, Schmidt
1:00 p.m. Adjourn

WEDNESDAY, DECEMBER 5

- 7:30 - 8:00 a.m. Continental Breakfast
8:00 - 8:45 a.m. Digital and PACS Workflow: Making Things Work! - Christopher Comstock, MD
8:45 - 9:30 a.m. Multimodality Assessment of New Breast Cancer - Gillian M. Newstead, MD
9:30 - 10:15 a.m. Breast Ultrasound: Our New Best Friend, Again? - Christopher Comstock, MD
10:15 - 10:45 a.m. Break
10:45 - 11:30 a.m. Interventional Breast Ultrasound - Robert A. Schmidt, MD
11:30 - 12:15 p.m. Molecular Breast Imaging: Our Future? - Michael Linver, MD
12:15 - 1:00 p.m. Panel Questions and Answers: The Future of Breast Imaging: Which Tools Will Win? - Drs. Schmidt (Moderator), Comstock, Linver, Newstead
1:00 p.m. Adjourn

THURSDAY, DECEMBER 6

- 7:30 - 8:00 a.m. Continental Breakfast
8:00 - 8:45 a.m. Exciting New Tools: Tomosynthesis and Elastography - Christopher Comstock, MD
8:45 - 9:30 a.m. Profile of Screen-Detected Breast Cancers - Ruth Rosenblatt, MD
9:30 - 10:15 a.m. Medicolegal Issues - Robert A. Schmidt, MD
10:15 - 10:45 a.m. Break
10:45 - 11:30 a.m. Imaging the Breast Cancer Survivor - Ruth Rosenblatt, MD
11:30 - 12:15 p.m. Talking with Patients: Ways to Gain Their Trust - Michael N. Linver, MD
12:15 - 1:00 p.m. Panel Questions and Answers: Back to Basics: Staying Centered on the Patient, and On Quality - Drs. Linver (Moderator) Comstock, Rosenblatt, Schmidt
1:00 p.m. Meeting Adjourns

FEES, REFUNDS & REGISTRATION

FEES: The fee for **Breast Imaging In The Big Apple** (Monday - Thursday, December 3-6, 2012) is \$950 for physicians if your registration is postmarked by November 3, 2012. After that date, the fee is \$995. For Residents, Fellows, Retired, Military, the fee will be \$850.00 and \$895.00 after November 3, 2012. For any Technologists/ Allied Health Prof. the fee is \$750.00 or \$795.00 if your registration is postmarked after November 3, 2012. A letter of verification from the Department Chairman must accompany the application of anyone wishing to qualify for the reduced rate. Enrollment will be confirmed on the basis of registration fee. We do not process registration without payment. We cannot guarantee course materials on site for a registration received after November 3, 2012.

REFUNDS: Cancellations received in writing by November 3, 2012, will receive a refund minus a \$75 handling fee. There will be no refunds for cancellations received after that time.

REGISTRATION: Registration will take place on Monday from 7:00-8:00 a.m. in the foyer of the Room 20A.

PLEASE NOTE: If the course is sold out when we receive your registration, you will be notified immediately. Registrants using the online secure payment system will receive a registration confirmation notice from IICME, Inc. via e-mail. Registrants mailing or faxing in their registrations will receive a registration confirmation notice from IICME, Inc. via regular mail approximately two weeks after their registration is received. **SORRY, BUT WE ARE UNABLE TO CONFIRM YOUR REGISTRATION BY FAX.**

HOTEL INFORMATION:

THE HOTEL WALES

1295 Madison Avenue • New York, NY 10128

Reservation: 866-925-3746 • Ph: (917) 639-4870

Room Rate: \$365.00 Classic Queen • Group Code: IICME / Group ID: #1345

Room rates are exclusive of applicable NY Sales Tax (14.75%), NY City Occupancy Tax which is currently \$2.00 (Standard Room) and \$4.00 (Suite) per room/per night, and Hotel Unity Fee of \$2.00. The Hotel Wales features the following complimentary amenities: 24 hour beverage service: Coffee, Cappuccino, Espresso, and Tea, New York Time Delivery Monday - Friday, Business Center: Services offered include internet access and faxes, and complimentary 24 Fitness Studios. The reservation cut-off date for group rates is **OCTOBER 17, 2012**, after the cut-off date reservations will be based upon availability and book at the most available rate. Individuals have two days (48 hours) by 3:00 pm to cancel their reservation without penalty. After this time, guest will be subjected to one nights room and tax.

AIR TRAVEL DISCOUNTS

American Airlines is pleased to offer all attendees the following special discounted fares for domestic flights:

- 5% off applicable fares, AA/oneworld only
- 10% off full coach fares, AA/oneworld only
- 10% off business fares, AA/oneworld only
- 10% off first class fares, AA/oneworld only
- 10% off premium fares, AA/oneworld only

To take advantage of these offers, please call American Airlines directly and refer to the following authorization number. Call 1-800-433-1790

— Authorization Number **53D2AX**

RENTAL CARS: HERTZ CV#01VA0148

Hertz is our official rental car supplier. Special low rates have been negotiated to reduce your travel costs. Call the Hertz Convention Control Center at (800) 654-2240. Refer to the CV# above.

SPECIAL NOTE TO THE DISABLED

The International Institute for Continuing Medical Education, Inc. wishes to ensure that no individual with a disability is excluded, denied services, segregated or otherwise treated differently than other individuals because of the absence of auxiliary aids or services. If you need any auxiliary aids or services identified in the Americans with Disabilities Act, please indicate so on your registration form.

EASY WAYS TO ENROLL

FAX: Fax your completed registration to (205) 467-0195. Please be sure to include your MasterCard, VISA, American Express or Discover information, including signature and expiration date. Please note that when using American Express, you will be charged a fee of 3.25%. This is all that is necessary; please do not mail a duplicate form.

MAIL: Mail the completed registration form, including credit card information or your check payable to the course code listed in the Course Enrollment Section for the program you plan to attend to: International Institute for Continuing Medical Education, Inc., P.O. Box 350, Springville, AL 35146.

INTERNET: Visit our web site to register online using our SSL encrypted secure server, preview other courses or request brochures. <http://www.iicme.net> EMAIL: info@iicme.net

FOR MORE INFORMATION

Contact the International Institute for Continuing Medical Education, Inc., Monday - Friday, 8:30 a.m. to 5:00 p.m. CST; P.O. Box 350, Springville, AL 35146; Tel. (205) 467-0290, ext. 101 or 102; Fax (205) 467-0195. E-mail: info@iicme.net – Internet address: <http://www.iicme.net>

DISCLAIMER

The International Institute for Continuing Medical Education, Inc., as the sponsor of this meeting claims 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.

COURSE ENROLLMENT:

BREAST IMAGING IN THE BIG APPLE

Please make your check payable to the course code listed for the meeting you plan to attend. All foreign payments must be made by a draft on a United States bank. Mail to: The International Institute for Continuing Medical Education, Inc., P.O. Box 350, Springville, AL 35146. FAX (205) 467-0195.

☐ DECEMBER 3-6, 2012 NEW YORK, NY

Course Code: IICME-BIBA120312 • IICME Tax ID #- 582226876

_____ Practicing Physician (before November 3, 2012)	\$950
_____ Practicing Physician (after November 3, 2012)	\$995
_____ Resident/Fellow (before November 3, 2012)	\$850
_____ Resident/Fellow (after November 3, 2012)	\$895
_____ Military/Retired (before November 3, 2012)	\$850
_____ Military/Retired (after November 3, 2012)	\$895
_____ Technologist/Allied Health Prof. (before November 3, 2012)	\$750
_____ Technologist/Allied Health Prof. (after November 3, 2012)	\$795
_____ Sixth Meeting (will be verified by IICME)	FREE

One registrant per form, please; photocopy for others. Please print.

First Name _____ MI _____ Last Name _____

Please circle your title: MD DO PhD MPH RN RT(R) RT(R)(M)

Address _____

City State ZIP _____

Home Phone (_____) _____ Office Phone (_____) _____

Fax Number (_____) _____ Email _____

CREDIT CARD: Visa MasterCard Discover American Express Please note that when using American Express, you will be charged a fee of 3.25%.

Account No. _____ Expiration Date _____

Cardholders Billing Address _____

Signature _____ For \$ _____



Special Requirements: If you are physically challenged and have any special needs, please list them here.

**OFFICE
USE ONLY**

REC'D _____ CONF: _____

AMT: \$ _____ CHK: _____