

Team Approach to Breast Imaging Conference



Provides Category A credits, Nursing credits and
15.0 AMP PRA Category 1 Credit(s)TM

***Bring the team, one free technologist
registration with every Radiologist registration
(must register together)***

**September 12-13, 2014
in Duluth, MN
the Inn on Lake Superior**

Faculty

Gilda Cardeñosa, MS, MD, FACR

Michael Linver, MD, FACR



MTMI

Medical Technology
Management Institute



About this Conference

We face many challenges in breast imaging today. Communication among all the parties involved - the technologist, the radiologist and the patient - is one of the most critical, if we are to succeed in our goal of finding early breast cancer. This conference provides a template for how we can all do a better job in communicating, in medical imaging and in detecting early breast cancer. Those of us in breast imaging have been given a great gift, the ability to extend and improve women's lives through early breast cancer detection. We must nurture and cherish this gift by improving our skills, best done through a dedicated high-energy conference such as this. By so doing, we give real meaning to our lives and to those of the patients we serve. We can ask for no greater gift in life.

Who Should Attend

This program is intended for all radiologists, mammographers and x-ray technologists with a special interest in Breast Imaging.

Faculty

Michael Linver, M.D., F.A.C.R.

Dr. Linver is Director of Mammography for X-Ray Associates of New Mexico, P.C., in Albuquerque, and Clinical Professor of Radiology at the University of New Mexico. He has been a specialist in Breast Imaging for the past 25 years.

Dr. Linver is a busy lecturer on mammography, having presented over 700 lectures throughout the United States and 16 countries around the world. He is the author of over 50 published articles and chapters of textbooks on mammography, and is a strong political proponent of quality mammography. Toward this end, he spearheaded the successful campaign to enact mandated quality mammography screening legislation in New Mexico in 1990, and served on the original National Mammography Quality Assurance Advisory Committee to the FDA under MQSA from 1994 to 1997. He helped author the A.H.C.P.R. document, "Quality Determinants of Mammography", and co-chaired the American Cancer Society's consensus conference in Chicago on screening mammography guidelines for pre-menopausal women in 1997.

Gilda Cardeñosa, MS, MD, FACR

Dr. Cardeñosa 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" was published in the fall of 2013.

Sponsored by:



Seminar Schedule

Day One - Friday, September 12th	
7:30 am	Continental Breakfast and Registration
8:00 am	How to Talk to Patients Linver
8:45 am	Roles of the Radiology Technologist in the Care of Patients Linver
9:30 am	Informal Discussion and Break
10:00 am	Documentation: What, Where and How Cardenosa
10:45 am	Communication in Breast Imaging Procedures Cardenosa
11:30 am	Questions and Answers
12:00 pm	Lunch (provided)
1:00 pm	Technical Aspects of Tomosynthesis Linver
1:45 pm	Tomosynthesis and Work Flow Linver
2:30 pm	Informal Discussion and Break
3:00 pm	Triangulation and Problem Solving Cardenosa
3:45 pm	Ultrasound and MRI: Indications and Use in Problem Solving Cardenosa
4:30 pm	Questions and Answers
5:00 pm	Adjourn
Day Two - Saturday, September 13th	
8:00 am	RAD-PATH Common Breast Lesions Cardenosa
8:45 am	RAD-PATH Common Breast Cancers Cardenosa
9:30 am	Informal Discussion and Break
10:00 am	Grading and Staging of Breast Cancer Linver
10:45 am	Breast Cancer: Risk Factors Linver
11:30 am	Questions and Answers
12:00 pm	Lunch (provided)
1:00 pm	How to Avoid Delays in Diagnosis Cardenosa
1:45 pm	Pre-operative Wire Localizations Cardenosa
2:30 pm	Informal Discussion and Break
3:00 pm	Image Guided Breast Biopsies Linver
3:50 pm	The Screening Mammography Controversy Linver
4:30 pm	Questions and Answers
5:00 pm	Adjourn

Educational Objectives

At the completion of this conference attendees will be able to:

- Utilize new communication skills between the technologist and the patient.
- Improve communication skills between the technologist and the radiologist.
- Appreciate the role of breast tomosynthesis in breast cancer screening & diagnosis.
- Identify the appropriate use of breast imaging technologies in diagnostic problem solving.
- Understand the importance of imaging and pathology correlation in accurate breast cancer detection.
- Develop familiarity with the important risk factors for developing breast cancer.
- Acquire a more thorough knowledge of breast cancer grading and staging.
- Understand the techniques and applications of imaging-guided interventional breast procedures.
- Gain new insights into the Screening Mammography Controversy.



Accreditation

The Medical Technology Management Institute is accredited by the Accreditation Council for Continuing Medical Education to provide continuing medical education for physicians.

The Medical Technology Management Institute designates this live activity for a maximum of 15 *AMA PRA Category 1 Credits™* (7.5 each day). Physicians should claim only the credit commensurate with the extent of their participation in the activity.

Continuing Education

Category A/A+ CE credit is pending approval by the ASRT. An application for 8 credits per day has been filed



Nursing Credit

Provider approved by the California Board of Registered Nursing. Provider Number CEP#16205 for 8 contact hours for each day, a total of 16 contact hours.

Conflict of Interest Statement

It is the policy of MTMI to ensure balance, objectivity and scientific rigor in all sponsored CME activities. All faculty and planners are required to disclose any related financial interests. Disclosures are reviewed and all conflicts of interest resolved. Disclosures will be shared at the course.

Meeting Location and Accommodations

The Inn on Lake Superior

350 Canal Park Drive
Duluth, MN 55802
www.innonlakesuperior.com
Room Rate: \$134
reservations: 888-668-4352
front desk: 218-726-1111

Hotel provides:
• Deluxe Continental Breakfast
6:30-10:30 am
• Exercise equipment, indoor pool,
hot tub, sauna, rooftop heated pool.
• Bonfire on the shore with s'mores,
8-10 pm.

Make reservations by 8/13/14 and identify yourself as an MTMI/AQI attendee.

Become an MTMI Member

Membership includes:

- discounts on **MTMI** services
- member newsletter
- quarterly specials
- web access to **MTMI** records
- free replacement of certificates

Joining **MTMI** with this registration qualifies you for the member price. Check the membership box on the registration form or call **MTMI**. Annual membership dues for physicians are \$79 and technologists are \$39. **Program discount effective immediately.**

Registration

To register for this seminar:

- ☞ go to www.mtmi.net or ☞ complete the registration form attached and
- ✉ mail it with your tuition to MTMI, or
- ☎ call (800) 765-6864 using MasterCard or Visa, or
- ☎ fax the form to (262) 717-9171 w/credit card info

- Refunds, minus a \$50 processing fee, will be granted for cancellations received prior to 10 days before the program.
 - Cancellations received within 10 days of the program will receive a credit toward a future **MTMI** seminar, minus the \$50 processing fee. No refunds will be made after the program. Members of **MTMI** receive a 10% discount.
- MTMI** reserves the right to cancel any scheduled program because of low advance registration or other reasons. **MTMI's** liability is limited to a refund of any tuition fee paid.

*Your satisfaction with MTMI programs is guaranteed,
a guarantee we are confident you won't need to use.*



Registration Form: Team Approach to Breast Imaging Conference

Sept 12-13, 2014 in Duluth, MN

Please print clearly - this is how your name will appear on your certificate.

Radiologist's name:

_____ degree/title: _____

Home Address: _____

City: _____

State: _____ Zip code: _____ *e-mail: _____

Day phone: () _____ Eve. phone: () _____ FAX: () _____

Technologist's/Nurse's name:

_____ degree/title: _____

Home Address: _____

City: _____

State: _____ Zip code: _____ *e-mail: _____

Day phone: () _____ Eve. phone: () _____ FAX: () _____

* registration confirmation will be sent to this e-mail address -PRINT CLEARLY

Tuition (Member price)	Physicians		Technologists/Nurses	
	Early (14 days in advance)	Regular (within 14 days)	Early (14 days in advance)	Regular (within 14 days)
one day only <input type="checkbox"/> Fri <input type="checkbox"/> Sat	<input type="checkbox"/> \$285 (\$255)	<input type="checkbox"/> \$295 (\$265)	<input type="checkbox"/> \$159 (\$145)	<input type="checkbox"/> \$165 (\$150)
Both Friday & Saturday	<input type="checkbox"/> \$575 (\$545)	<input type="checkbox"/> \$595 (\$565)	<input type="checkbox"/> \$315 (\$290)	<input type="checkbox"/> \$325 (\$300)
MTMI membership	<input type="checkbox"/> \$79 Member discount effective immediately!		<input type="checkbox"/> \$39 Member discount effective immediately!	
Special Team Offer	<input type="checkbox"/> Radiologist paid registration -- -- --		<input type="checkbox"/> Free Technologist registration	



Credit Card # _____ MasterCard Visa AMEX American Express check enclosed

expiration date: _____ Signature: _____

Return to: MTMI ♦ W140N8917 Lilly Road ♦ Menomonee Falls, WI 53051
800-765-MTMI(6864) or 262-717-9797 for FAX 262-717-9171 or email custservice@mtmi.net
or register online at www.mtmi.net

Total:	_____
\$	_____