Breast Imaging in the Desert: Current Strategies, Future Frontiers

November 6-10, 2006 Palm Springs, California
The Rancho Las Palmas Marriott Resort and Spa

March 23-25, 2007 Las Vegas, Nevada
Four Seasons Hotel Las Vegas

Presented by the Department of Radiology, University of California, San Francisco School of Medicine
Breast Imaging in the Desert
November 6-10, 2006
Rancho Las Palmas Marriott Resort & Spa • Rancho Mirage, California

Enrollment (All prices quoted in US Dollars)
Pre-registration is encouraged to ensure your space in this course.
Tuition: $895 for practicing physicians;
$745 for fellows, residents, technologists and nurses
(with a letter of verification).

Pre-register by September 8, 2006 and save $70 on your enrollment fee.
On-site Registration  Monday, November 6, 2006 at 7:00 a.m.
The Rancho Las Palmas Marriott Resort & Spa - Rancho Mirage, California

Breast Imaging in the Desert
March 23-25, 2007
Four Seasons Hotel Las Vegas • Las Vegas, Nevada

Enrollment (All prices quoted in US Dollars)
Pre-registration is encouraged to ensure your space in this course.
Tuition: $545 for practicing physicians;
$445 for fellows, residents, technologists and nurses
(with a letter of verification).

Pre-register by January 26, 2007 and save $50 on your enrollment fee.
On-site Registration  Friday, March 23, 2007 at 7:00 a.m.
Four Seasons Hotel Las Vegas - Las Vegas, Nevada

Faculty
R. James Brenner, MD, JD
Course Director
Professor of Radiology
Chief, Breast Imaging
University of California
School of Medicine at San Francisco

Carl J. D’Orsi, MD
Professor of Radiology
Chief, Breast Imaging
Emory University School of Medicine
Atlanta, Georgia

Jessica W.T. Leung, MD
Assistant Professor of Radiology
University of California
School of Medicine at San Francisco

Susan G. Orel, MD
Associate Professor of Radiology
University of Pennsylvania
School of Medicine
Philadelphia, Pennsylvania

Edward A. Sickles, MD
Professor Emeritus of Radiology
University of California
School of Medicine at San Francisco
Course Objectives

Through a series of lectures, panel discussions and workshops, UCSF Radiology presents two Breast Imaging courses for November 2006 and March 2007. These courses will provide a concentrated overview of the current status of breast imaging and recent developments in the subspecialty. Emphasis on the application of mammographic and sonographic techniques in breast cancer detection and diagnosis will be highlighted in each series of lectures.

This course is intended for radiologists who specialize in breast imaging, as well as for the breast imaging needs of general diagnostic radiologists. Course content is also appropriate for radiologic technologists interested in learning more about breast imaging from the radiologist's perspective.

- An understanding of the anatomic bases for pathologic processes which affect the breast;
- The rationale and expected outcomes for imaging surveillance of probably benign lesions of the breast;
- Methods to reduce the number of false-negative and false-positive mammography interpretations;
- An appreciation of the medical legal aspects of breast imaging practice;
- Interventional breast imaging procedures, including percutaneous sampling of nonpalpable lesions and assistance in diagnostic work-ups;
- An understanding of full-field digital mammography and computer assisted detection;
- A recognition of the indications, strengths and weakness of current breast magnetic resonance imaging (MRI);
- An understanding of the considerations applicable to screening with different breast imaging techniques;
- A basis for evaluation of the post-operative breast.

Optional Digital Mammography Course

At the November course, an optional course in digital-mammography will be available to registrants on Monday and Tuesday afternoons (following the regular sessions), for an additional 7.25 credits. With the lecture on Full-Field Digital Mammography from Wednesday morning (.75 credits), there is a combined total of 8 credits. The Digital Mammography Course description and schedule follows the November week-long course schedule.

These activities are sponsored in part by support from:
Hologic, Inc.
Johnson and Johnson
Toshiba America Medical Systems

These activities are sponsored in part by gifts in-kind from:
Diversified Diagnostic Products, Inc.
Program

Friday, March 23, 2007
7:00 am  Registration and Continental Breakfast
7:20  Introductions and Announcements
7:30  Pathophysiology of Breast Disease: Why Things Look the Way They Do  R. James Brenner, MD, JD
9:30  Recess
10:00  Current Concepts in Digital Mammography and CAD  Carl J. D’orsi, MD
11:00  Recess
11:15  Workshop Session A  Course Faculty
12:15 pm  Lunch (on own)
1:30  Medical Legal Aspects in Breast Cancer Evaluation  R. James Brenner, MD, JD
2:30  Reducing False-positives and False-negatives  Edward A. Sickles, MD
3:30  Recess
4:00  Rationale and Outcomes in Surveillance Imaging  Edward A. Sickles, MD
4:30  Medical Legal Issues in Breast Imaging  Faculty Panel
5:30  Adjourn

Saturday, March 24, 2007
7:00 am  Continental breakfast
7:30  Issues in Screening  Carl J. D’orsi, MD
8:00  Innovations in Ultrasound: Technical and Screening  Jessica W.T. Leung, MD
8:30  Breast MRI  Susan G. Orel, MD
9:30  Recess
10:00  Update in Percutaneous Biopsy and Treatment  Jessica W.T. Leung, MD
11:00  Recess
11:15  Workshop Session B  Course Faculty
12:15 pm  Lunch with the Experts (lunch provided)
1:30  The Post-operative Breast  Susan G. Orel, MD
2:00  New and Evolving Technologies
230  Issues in Screening and Patient Throughput: Who and How?  Faculty Panel
3:15  Recess
3:45  Workshop Session C  Course Faculty

Sunday, March 25, 2007
7:00 am  Continental Breakfast
7:30  Workshop Session D  Course Faculty
8:45  Workshop Session E  Course Faculty
9:45  Recess
10:15  Triaging of Patients: When to Use BIRADS 3  Faculty Panel
11:00  Adjourn
Schedule of Workshops

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<td>A</td>
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Brenner: Evaluation of Lesions Initially Seen in One View Only
Sickles: Mammographic Interpretation at the Viewbox
Leung: Interventional Cases: Problems and Solutions
Orel: Breast MRI and MRI Biopsy
D’Orsi: Breast Imaging Challenging Cases

Note: Registrants will be assigned to one of these three groups at the beginning of the Course. Each registrant will attend all five workshops. Dr. Sickles’ workshop is based on 20 “unknown” cases that will be mounted on viewboxes. Registrants should plan an adequate block of time to preview these cases prior to attending this workshop (cases will be available for viewing starting at 7 am on Friday morning).

Accreditation

The University of California, San Francisco School of Medicine (UCSF) is accredited by the Accreditation Council for Continuing Medical Education (ACCME) to provide continuing medical education for physicians. UCSF designates this educational activity for a maximum of 17.5 AMA PRA Category 1 Credits™. Physicians should only claim credit commensurate with the extent of their participation in the activity.

Nurses: For the purpose of recertification, the American Nurses Credentialing Center accepts AMA PRA Category 1 Credit issued by organizations accredited by the ACCME.

Technologists: This program is approved for AMA-CMA credit and will be accepted toward meeting the continuing education requirements of the ASRT. Technologists may report 17.5 ECE points in Category B if they attend the entire program (Category A pending).

This course meets the criteria for 17.5 credits in Category 1. The approved credits also satisfy FDA requirements for mammography education (under the Mammography Quality Standards Act) as follows: 17.5 credits in Category 1 for mammography and 1 credit in Category 1 for digital mammography. The hours also can be applied to voluntary ACR accreditation programs as follows: 1 credit in Category 1 for breast ultrasound and ultrasound-guided biopsy, and 1.5 credits in Category 1 for stereotactic-guided biopsy. Registrants will review 20 mammography cases.
Las Vegas Accommodations

To help plan your trip see this website: www.visitlasvegas.com For restaurant reservations at all Las Vegas venues, call the Four Seasons concierge 702-632-5300.

Four Seasons Hotel Las Vegas
www.fourseasons.com/lasvegas
3960 Las Vegas Boulevard, Las Vegas, NV
Reservation Line, 866-536-9403

The only retreat of its kind within this dynamic magnet for travelers, Four Seasons Hotel Las Vegas is an oasis of tranquility and refinement within walking distance of world-class entertainment and five-star dining.

A block of rooms has been reserved at the Four Seasons for this conference. You may also call the hotel directly at 702-632-5100 and mention that you are attending the UCSF Radiology meeting to receive the conference room rates:

- $295 Superior Room
- $395 Strip View Room
- $30 Each additional guest (3 or more)

Reservations must be made by Tuesday, February 20, 2007; after that date, rooms are offered at the conference rates on a space-available basis. A credit card number is required to guarantee your reservation. The rate of one night’s accommodations will be charged for reservations cancelled less than 30 days prior to arrival. Charges are subject to all applicable state and local taxes. Parking is $14 per night.

Airline Discounts

UCSF Radiology has negotiated special fares with American, Hawaiian and United Airlines for radiology course attendees. You may use the following tour codes to book on your own:

American 800-433-1790 code: 15273
United 800-521-4041 code: 510CF

You may also use our designated travel agency, which may be able to book discounts with other airlines:

- Montgomery Travel – the Official UCSF Radiology travel agency
  800-391-2287 or 415-391-2287 Pacific time

Car Rental

Arrangements have been made with Hertz Rent-a-Car for special rates during these UCSF meetings, as well as one week before and after each meeting. Call the Hertz Convention Desk at 800-654-2240; be sure to tell the agent the meeting name (Breast Imaging) and number: CV # 01SY0203

Can’t make the November or March Breast Imaging courses?
Mark your calendar for
July 29 - August 3, 2007 in Kona, Hawaii!
Bring your family!
Registration

We encourage you to enroll early, as only full payment guarantees a space in this course.
You may pre-register in one of the following ways:

Register online now at http://cme.ucsf.edu

By fax: Fax your enrollment form to 415-502-1795. Please include your Visa, Mastercard or American Express number, expiration date and the name on the card. Don’t forget to sign the enrollment form.

By mail: Mail your completed enrollment form, along with your credit card number or check, payable to U.C. Regents, to: UCSF Office of CME, P.O. Box 45368, San Francisco, CA 94145-0368

By phone: Call 415-476-5808 and identify the meeting name. Please have your Visa, Amex or Mastercard information available.

Registrant Information Please print.

Name ________________________________________________________________________________

First Last Degree

Address ______________________________________________________________________________

_____________________________________________________________________________________

City State Postal Code

_____________________________________________________________________________________

Country (if outside the U.S.)

Phone ____________________________________       Fax ____________________________________

Area Code Area Code

E-mail ________________________________________________________________________________

Month/Date of Birth    __________ / __________ / X X

for record verification

Course Registration

RAD 07 012
Breast Imaging in the Desert
November 6-10, 2006
Rancho Las Palmas Marriott Resort & Spa

EARLY ENROLLMENT DEADLINE: Friday, September 8, 2006

Check one (Early) (Full)

☐ MDs $825 $895

☐ RN, RT, RDMS, residents, fellows (with letter of verification from employer) $675 $745

☐ Digital Mammography $275

Method of Payment

☐ Check enclosed, payable to UC Regents.

Please charge my:  ☐ Visa  ☐ Mastercard  ☐ Amex

Card No. ____________________________________________

Exp. Date __________________________________________

Authorized Signature

Course Registration

RAD 07 028
Breast Imaging in the Desert
March 23-25, 2007
Four Seasons Hotel Las Vegas

EARLY ENROLLMENT DEADLINE: Friday, January 26, 2007

Check one (Early) (Full)

☐ MDs $495 $545

☐ RN, RT, RDMS, residents, fellows (with letter of verification from employer) $395 $445

Method of Payment

☐ Check enclosed, payable to UC Regents.

Please charge my:  ☐ Visa  ☐ Mastercard  ☐ Amex

Card No. ____________________________________________

Exp. Date __________________________________________

Authorized Signature

Enrollment confirmation will be mailed to you within two weeks of receipt of the application.

Course Cancellation: A refund of the enrollment fee, less $75, will be made upon receipt of a written request only. After these dates, no refunds will be made:

November 2006 meeting: October 27, 2006 • March 2007 meeting: March 16, 2007