

BREAST IMAGING UPDATE

March 4–6, 2016 / San Francisco, California

This course is designed for the clinical radiologist who specializes in breast imaging or who practices general diagnostic radiology including breast imaging. It is intended to provide an overview and update on clinically relevant topics in diagnostic imaging of the breast including recent developments in the subspecialty. This course also fulfills the continuing medical education requirement for MQSA in breast imaging.

A practical approach is emphasized, which includes formal didactic lectures covering core topics in breast imaging with concepts reinforced by interactive workshops in a small group setting. Lectures on similar core topic areas will be covered by different faculty to provide participants with a broader perspective on the different approaches for problem-solving in breast imaging.

An opportunity for completion of **13.5 Self-Assessment activities (SAM)** will be offered at this course. As of January 1, 2013, updated MOC Part 2 requirements: 75 CME credits every three years, at least 25 of which must be self-assessment activities (SA-CME, which includes SAMs). For more information: www.theabr.org/moc-dr-comp2.

At the completion of this course, the attendee should be able to:

1. Compare the considerations applicable to screening with different breast imaging techniques, including mammography, ultrasound and MRI;
2. Apply the rationale and expected outcomes for imaging surveillance of probably benign lesions of the breast;
3. Understand and apply the appropriate use of BI-RADS and become more familiar with recent updates;
4. Assist in diagnostic work-ups using interventional breast imaging procedures, including percutaneous sampling of nonpalpable lesions;
5. Recognize the indications, strengths and weaknesses of current breast magnetic resonance imaging (MRI) techniques

Enrollment

Pre-registration is encouraged to ensure your space in this course. Pre-register by January 8, 2016 and **save \$75** on your registration fee.

TUITION \$1000 for all medical professionals; registration discounts are available for qualifying attendees, please review the registration form on page 15

ON-SITE REGISTRATION Friday, March 4, 2016 at 7:00 am
Marriott Union Square, 480 Sutter Street at Powell – San Francisco, California

SYLLABUS An electronic syllabus and paper notebook will be provided onsite. Printable PDFs of presentations will be available online one week prior to the course, so attendees can print out and bring pertinent presentations with them.

You must provide an email address with your registration to receive advance syllabus information. Paper copies of presentations will not be provided onsite.

UCSF Faculty

Heather I. Greenwood, MD

Course Co-Chair

Assistant Professor of Radiology

Kimberly M. Ray, MD

Course Co-Chair

Assistant Professor of Clinical Radiology

Associate Chief, Breast Imaging

Rita I. Freimanis, MD, FACR

Professor of Clinical Radiology

Jessica H. Hayward, MD

Assistant Professor of Radiology

Amie Y. Lee, MD

Assistant Professor of Radiology

Cindy S. Lee, MD

Assistant Professor of Radiology

Edward A. Sickles, MD, FACR

Professor Emeritus of Radiology

Lori M. Strachowski, MD

Clinical Professor of Radiology, and of Obstetrics,

Gynecology and Reproductive Sciences

Chief, Ultrasound, San Francisco General Hospital

Guest Faculty

Daniel B. Kopans, MD, FACR

Professor of Radiology

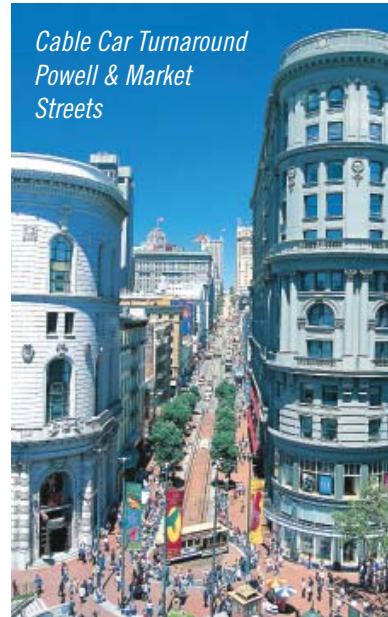
Harvard University Medical School

Boston, Massachusetts

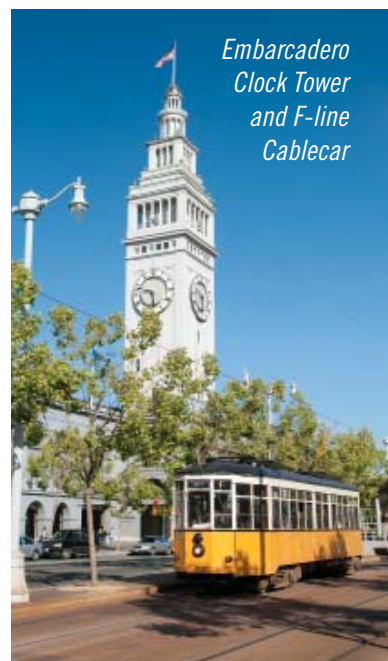
Geraldine B. McGinty, MD, MBA, FACR

Assistant Professor of Clinical Radiology

Weill Cornell Medical College, New York



*Cable Car Turnaround
Powell & Market
Streets*



*Embarcadero
Clock Tower
and F-line
Cablecar*

MARCH BREAST IMAGING PROGRAM

FRIDAY, MARCH 4, 2016

Moderator: Heather I. Greenwood, MD

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|---------|---|--------------------------|
| 7:00 am | Registration and Continental Breakfast | |
| 7:25 | Welcome and Introductions | Kimberly M. Ray, MD |
| 7:30 | The Anatomical and Histological Basis of Breast Imaging Findings: Form Follows Function | Daniel B. Kopans, MD |
| 8:15 | An Organized Approach to Diagnostic Mammography | Edward A. Sickles, MD |
| 9:00 | Reducing Screening Recall Rates | Geraldine B. McGinty, MD |
| 9:45 | Recess | |
| 10:00 | The New (5th) Edition of BI-RADS (Mammography) | Edward A. Sickles, MD |
| 10:45 | SAM Session Questions and Panel Discussion | Faculty Panel |
| 11:30 | Recess | |
| 1:00 pm | Digital Breast Tomosynthesis: From Concept to Care | Daniel B. Kopans, MD |
| 1:45 | Invasive Lobular Cancer: an Imaging Challenge | Edward A. Sickles, MD |
| 2:30 | The Male Breast | Rita I. Freimanis, MD |
| 3:15 | Recess | |
| 3:30 | Demonstrating the Value of Radiologists and Getting Paid for It | Geraldine B. McGinty, MD |
| 4:15 | SAM Session Questions and Panel Discussion | Faculty Panel |
| 5:00 | Adjourn | |

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 **18.75 AMA PRA Category 1 Credits™**. Physicians should claim only the credit commensurate with the extent of their participation in the activity.

Additional MQSA / ACR credits include: 7.5 in digital mammography, 2.75 in breast MRI, 2.5 in breast ultrasound, and 1.5 in tomosynthesis. Registrants will review 20 mammography cases.

This educational activity also qualifies for credit for physician assistants (PA) and registered nurses (RN). Please check with your state licensing board to ensure compliance.

Technologists (RT) This activity has been approved for 22.5 Credits in Category A by the American Society of Radiologic Technologists (ASRT).

This educational activity meets the requirement under California State Assembly Bill 1195, continuing education and cultural and linguistic competency.

* **SAM Credits:** All didactic lectures qualify for Self-Assessment Credit, each half-day session will end with a SAM quiz based on content from all of the preceding lectures (except for the workshop sessions on Saturday).

SATURDAY, MARCH 5, 2016

Moderator: Kimberly M. Ray, MD

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|---------|---|-------------------------|
| 7:00 am | Continental Breakfast | |
| 7:30 | Ultrasound BIRADS Update | Lori M. Strachowski, MD |
| 8:20 | Management of Palpable Breast Lesions | Amie Y. Lee, MD |
| 8:40 | Ultrasound-Guided Biopsy | Cindy S. Lee, MD |
| 9:00 | Rad-Path Correlation with High Risk Lesions | Lori M. Strachowski, MD |
| 9:45 | Recess | |
| 10:00 | Concurrent Workshops - Session A | Workshop Faculty |
| 11:30 | Recess | |
| 1:00 pm | SAM Session Questions and Panel Discussion | Faculty Panel |
| 1:45 | Concurrent Workshops - Session B | Workshop Faculty |
| 3:15 | Recess | |
| 3:30 | Concurrent Workshops - Session C | Workshop Faculty |
| 5:00 | Adjourn | |

Workshop Sessions Registrants will be divided into three groups at the beginning of the course, and each group will rotate through all three workshops. Dr. Sickles' workshop is based on 20 "unknown" cases that will be displayed on digital workstations. 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 8 am on Friday).

| | |
|--|---------------------------------------|
| <i>Challenging Breast Cases: Multi-Modality</i> | <i>Drs. R. Freimanis & C. Lee</i> |
| <i>Cancer Screening Boot Camp: Everything You Need to Know But Wish You Didn't</i> | <i>Dr. Daniel Kopans</i> |
| <i>Mammographic Interpretation at the Digital Workstation: Challenging Cases</i> | <i>Dr. Edward Sickles</i> |

SUNDAY, MARCH 6, 2016

Moderator: Heather I. Greenwood, MD

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|---------|--|--------------------------|
| 7:00 am | Continental Breakfast | |
| 7:30 | Breast MRI BIRADS Update | Heather I. Greenwood, MD |
| 8:05 | Imaging Nodal Involvement in Breast Cancer | Jessica H. Hayward, MD |
| 8:40 | Practical Approach to Tomosynthesis Interpretation | Kimberly M. Ray, MD |
| 9:15 | Recess | |
| 9:30 | Payment Policy Basics for Breast Imaging | Geraldine B. McGinty, MD |
| 10:15 | "Overdiagnosis": There is None, So Why Does Everyone Think This is a Big Problem? | Daniel B. Kopans, MD |
| 11:00 | SAM Session Questions and Panel Discussion | Heather I. Greenwood, MD |
| 11:30 | Adjourn | |

Air Travel

UCSF Radiology has negotiated fare discounts with United and Delta Airlines for course attendees (up to 5% on coach, 10% on first class fares). You may use the following tour codes to book on your own, either by phone or online (Delta and United both charge a fee for phone bookings):

| Airline | Website / Phone | Code |
|---------|-------------------------------|------------|
| Delta | www.delta.com 800-328-1111 | NMLQD |
| United | www.ual.com 800-426-1122 | ZVGJ386709 |

Flights can be arranged to either San Francisco (SFO) or Oakland (OAK) airports. BART subway service is the least expensive airport transfer option, and stops at the Powell Station, five blocks from the Marriott.

SFO: www.flysfo.com OAK: www.oaklandairport.com
BART (Bay Area Rapid Transit): www.bart.gov
MUNI (SF Municipal Transit): www.sfmta.com

Car Rental

Hertz Car Rental, 800-654-2240 or www.hertz.com
Meeting code: CV# 01SY0262, Breast Imaging Update.

A rental car is not necessary for your stay in the city; however, arrangements have been made with Hertz for special rates during this UCSF meeting, with pick up options at SFO, OAK or downtown.



Marriott Union Square Book Your Hotel Early

480 Sutter Street at Powell / **800-228-9290** or 415-398-8900

Book online: www.marriott.com/sfous with Group Code: ucsuca

Reservation deadline: Thursday, Feb. 11, 2016 / Room rate: \$260 single/double
When making your accommodation decision, please take into consideration that staying at the host hotel helps UCSF meet its contractual obligations and keeps registration fees reasonable.

The Marriott's premier location in the heart of Union Square is ideal in that many of the city's shopping areas and attractions are within walking distance, and the Powell Street Cable Car to Fisherman's Wharf stops right outside of the hotel. The Hotel offers 400 over-sized guest rooms including luxurious suites, many which have spectacular San Francisco bay and city views. Additionally, guests can enjoy the fitness center and utilize the business center.

Call the hotel directly at the number above, and mention that you are attending the UCSF Radiology Breast Imaging course to receive the special rate. Reservation requests made after the deadline will be extended accommodations on a rate- and space-available basis only. A major credit card is required to guarantee the reservation.

Reservations must be cancelled with 24-hours advance notice or a one-night's stay will be charged. Room rates are subject to all state and local taxes, currently 16.25% (subject to change). Check-in is 4:00 pm; check-out is 12:00 noon. Maximum occupancy per room is 4 persons. Nightly parking is \$53 standard-size vehicle and \$63 oversize (with in & out privileges, plus taxes, subject to change).



REGISTRATION

REGISTRANT INFORMATION (PLEASE PRINT)

Name _____
First Last Degree

Address _____

Tel _____ Fax _____
Area code Area code

E-mail _____

You must provide an email address with your registration to receive advance syllabus information. Paper copies will not be provided on site.

Would you like to receive general UCSF Radiology CME email notices? Yes No

Month/Day of Birth for record verification: _____ / _____ / X X
month day

METHOD OF PAYMENT Check, payable to **UC Regents.**
 Visa Mastercard American Express

Card No. _____

Exp. Date _____ Signature _____

Cancellation A refund of the enrollment fee, less \$75, will be made upon receipt of a written request only (fax or email). No refunds will be made after the following dates: *January course: 12/23/15; March course: 2/19/16.*

Payment may be made by credit card or by check or money order drawn on a U.S. bank in U.S. currency. We regret that we cannot accept checks drawn on foreign banks. Enrollment confirmation will be mailed to you within two weeks of receipt of the application. In the unlikely event that the program is cancelled, UCSF Radiology will refund the registration fee in full, but cannot be responsible for any hotel or travel costs.

Four easy ways to register:

1. **Online** at www.cme.ucsf.edu
2. **Fax** this form to 415-502-1795
3. **Mail** this form to UCSF Office of CME, PO Box 45368, SF, CA 94145-0368
4. **Phone** using Visa, Amex or MC, 415-476-5808, 8:30 am - 4:00 pm (Pacific time)

JANUARY 10-15, 2016 (RAD16 013)

*By 11/20/15 After 11/20/15 Loyalty Discount applies only to **live** courses attended*

| | | | |
|-------------------------------|-------------------------------|--|------------------------------------|
| <input type="radio"/> \$1,125 | <input type="radio"/> \$1,200 | Standard Registration | No UCSF Rad pd course 2015 cal yr |
| <input type="radio"/> \$1,005 | <input type="radio"/> \$1,080 | Silver Status 10% discount | 1 UCSF Rad pd course 2015 cal yr |
| <input type="radio"/> \$ 885 | <input type="radio"/> \$ 960 | Gold Status 20% discount | 2 UCSF Rad pd courses 2015 cal yr |
| <input type="radio"/> \$ 765 | <input type="radio"/> \$ 840 | Platinum Status 30% disc | 3+ UCSF Rad pd courses 2015 cal yr |
| <input type="radio"/> \$195 | | Optional Mini-Course - Tue, Jan 12 Afternoon | |

January discount only: also attending Body Imaging Jan 17-22, 2016 - \$100

Daily Fee: 1/10 Sun 1/11 Mon 1/12 Tue 1/14 Thr 1/15 Fri
\$300 per (no discounts, cancellation policy applies)

MARCH 4-6, 2016 (RAD16 028)

*By 1/8/16 After 1/8/16 Loyalty Discount applies only to **live** courses attended*

| | | | |
|------------------------------|-------------------------------|----------------------------|------------------------------------|
| <input type="radio"/> \$ 925 | <input type="radio"/> \$1,000 | Standard Registration | No UCSF Rad pd course 2015 cal yr |
| <input type="radio"/> \$ 825 | <input type="radio"/> \$ 900 | Silver Status 10% discount | 1 UCSF Rad pd course 2015 cal yr |
| <input type="radio"/> \$ 725 | <input type="radio"/> \$ 800 | Gold Status 20% discount | 2 UCSF Rad pd courses 2015 cal yr |
| <input type="radio"/> \$ 625 | <input type="radio"/> \$ 700 | Platinum Status 30% disc | 3+ UCSF Rad pd courses 2015 cal yr |

Daily Fee: \$400 - 3/4 Fri \$400 - 3/5 Sat \$200 - 3/6 Sun
(no discounts, cancellation policy applies)

The March course (only) will be approved for ASRT Category A Credit.