

ADVANCED RADIATION ONCOLOGY & IMAGING: STREAMLINING DIAGNOSIS & TREATMENT

May 13-14, 2010 • Boston, Massachusetts

Gain Knowledge From Experts on the Opportunities to Add and Expand Oncology Imaging Services to Better Detect, Diagnose and Treat Cancer. Explore Techniques to Better Equip Oncology Imaging/Radiology Departments with the Latest Advancements in Medical Technology through Real Case Studies, Research Findings and Organizational Models from Renowned Cancer Institutes. Topics include:

LEARN ABOUT:

- Best practices for advanced oncology imaging services and operations
- Choosing the most up to date and cost-effective imaging equipment to achieve more efficient workflow and improved patient care
- Integrating and streamlining your hospital's imaging services to increase customer satisfaction and operational efficiency
- Providing a comprehensive array of imaging services to increase patient volume and improve outcomes
- Expanding your Oncology department to accommodate increased patient volume, staff, technologies and future growth
- Understanding and overcoming radiology challenges including: increased competition, demand for services, rapidly changing technologies and cuts in reimbursement
- Emerging trends in Oncology Imaging: An overview of advancements in Image Guided Radiation Therapy (IGRT), Intensity Modulated Radiation Therapy (IMRT), PET/CT, MRI, CAD, TomoTherapy, PACS and more
- Strategies for ensuring optimal reimbursement while improving compliance
- Measuring the ROI and profitability of your Imaging Department

SPEAKERS INCLUDE:

Anna Liisa Brownell, PhD, Associate Professor, MASSACHUSETTS GENERAL HOSPITAL/ ATHINOULA A. MARTINOS BIOMEDICAL IMAGING CENTER

Dr. Eleanor Harris, Associate Professor, H. LEE MOFFITT CANCER CENTER

Kathy Ouellette-Piazza, BS, RT(R)(M)(CT), Former CT Operations Manager, MASSACHUSETTS GENERAL HOSPITAL, Boston MA; Director of Clinical Solutions, Bracco Diagnostics, Princeton New Jersey

Gordon J. Harris PhD, Associate Professor of Radiology HARVARD MEDICAL SCHOOL; Director, 3D Imaging Service MASSACHUSETTS GENERAL HOSPITAL, Boston, MA

Andre A Konski, MD, MBA, MA, Clinical Research Director, Radiation Oncology, Clinical Director, Prostate Cancer Risk Assessment Program, FOX CHASE CANCER CENTER, Philadelphia, PA

Cindy C. Parman, CPC, CPC-H, RCC, Principal and Co-Founder, CODING STRATEGIES, INC.

Chris Petillo, Director, PACS Information Technologies NYU MEDICAL CENTER, New York, NY

Dr. Edmund Simon, Radiation Oncologist, CANCER TREATMENT CENTERS OF AMERICA AT WESTERN REGIONAL MEDICAL CENTER

Kathy Tabor McEwan, Executive Director of Imaging, Department of Radiology, BOCA RATON COMMUNITY HOSPITAL, Boca Raton, FL

And Many More!

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DAY 1: MAY 13, 2010

7:20 AM REGISTRATION, CONTINENTAL BREAKFAST AND EXHIBITS

7:50 AM CHAIRPERSON'S WELCOMING REMARKS

8:00 AM INTEGRATING YOUR IMAGING DEPARTMENT (CT) INTO A CANCER CENTER TO IMPROVE PATIENT OUTCOMES

This presentation will describe a pilot program that the CT dept designed in conjunction with the Cancer Center at MGH. This presentation will define: what a Cancer center imaging patient is, how to integrate the imaging department (CT) into the Cancer Center, and how this program benefits both departments. Most importantly, how much the patients benefited from this program will also be discussed.

ATTENDEES WILL LEARN HOW TO:

- Learn about integrating departments for the benefit of the oncology patients
- Improve workflow and patient satisfaction in the imaging dept.
- How to implement such a program

**Kathy Ouellette-Piazzo, BS, RT(R)(M)(CT), Former CT Operations Manager, MASSACHUSETTS GENERAL HOSPITAL, Boston, MA
Director of Clinical Solutions, Bracco Diagnostics, Princeton New Jersey, NJ**

9:00 AM PET IMAGING OF THE CENTRAL NERVOUS SYSTEM (CNS); PHYSIOLOGY AND BIOCHEMISTRY IN HEALTH AND DISEASE

Brain imaging using positron imaging techniques was introduced already in 1951 by Dr. Gordon Brownell to detect malignancies, their location and extend for therapeutic procedures based on blood brain barrier rupture.

After introducing of F-18 labeled fluorodeoxyglucose the concept of FDG-PET was born and detection of malignancies was based on glucose metabolism and these techniques allowed grading of brain tumors.

Presently PET imaging with specific radioligands allow evaluation of pathophysiological processes and targeted therapy.

Future PET imaging system includes also CT or MRI enabling localization of pathophysiological processes with high anatomical accuracy.

Attendees will learn how to:

- plan diagnostic imaging approach
- select the right radioligand for PET imaging of specific pathology
- integrate physiological and biochemical information

**Anna Liisa Brownell, PhD, Associate Professor,
MASSACHUSETTS GENERAL HOSPITAL/ ATHINOULA A. MARTINOS BIOMEDICAL IMAGING CENTER**

Anna-Liisa Brownell, PhD, is a medical physicist and neuroscientist working on the development of novel functional imaging techniques for the central nervous system. After completing her PhD and residency in Medical Physics in 1974 at the University of Helsinki, she served as a Chief Medical Physicist at the University Central Hospital of Helsinki, Finland. In 1986 she moved to the US for a visiting scientist position at the Massachusetts Institute of Technology and established a year later an Experimental PET Imaging Laboratory at the Massachusetts General Hospital. Her laboratory is recently fused with Athinoula A. Martinos Biomedical Imaging Center at the Massachusetts General Hospital. Dr. Brownell was promoted to Associate Professor in Radiology in 2000 at the Harvard Medical School. She has developed several experimental animal models, imaging ligands and techniques especially using positron emission tomography (PET) to investigate different pathologies in the CNS. All her work has been supported by the research grants from the National Institutes of Health, Department of Energy and Department of Defense.

10:00 AM MORNING REFRESHMENT BREAK

10:30 AM THE LATEST IN PACS AND ONCOLOGY IMAGING

Data from state of the art imaging modalities is exponentially growing. The average study size for most CTs and MRs are well into the thousands of images. This is not different in the oncology specific modalities of CT and MR PET. PACS systems need to be able to efficiently transfer, process, and store these images so they are available on demand for the Oncologist. This presentation will explore these specific needs and discuss area to explore when building a PACS system for an oncology based imaging service.

ATTENDEES WILL LEARN HOW TO:

- The pitfalls of planning for PACS storage of Oncology data sets.
- The concerns of the Radiologist in interpreting these data sets efficiently.
- The mechanisms and issues with clinical distribution of oncology data.

Chris Petillo, Director, PACS Information Technologies, NYU MEDICAL CENTER, New York, NY

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11:30 AM IMAGE GUIDED RADIOTHERAPY FOR BREAST CANCER

High rates of local control in breast conservation therapy for early stage disease have been achieved. Recent advances in radiation therapy in this group of patients have focused on alternate fractionation schemes and refinement of techniques in order to improve target localization and reduce normal tissue toxicity. Image guided radiotherapy has been established for other tumor sites, but is just being explored for breast cancer treatment, and has the promise to improve outcomes and reduce late toxicity.

- Understand the indications for image guided radiotherapy
- Understand the technical requirements to perform image guided radiotherapy for breast cancer
- Understand the impact of radiation dose and fractionation on local control, acute and late toxicity

Dr. Eleanor Harris, Associate Professor, H. LEE MOFFITT CANCER CENTER

Dr. Eleanor Harris received her degree in Molecular Biology at Princeton University and her medical degree at the University of Louisville School of Medicine. Dr. Harris completed her Internship at MacNeal Hospital in Chicago and completed Residency in Radiation Oncology and a Research Fellowship in Cell and Molecular Biology at the University of Pennsylvania. Dr. Harris is currently an associate professor of Radiation Oncology at the Moffitt Cancer Center, and is on the faculty of the University of South Florida. She is the Clinical Director and Residency Program Director for the Department of Radiation Oncology at Moffitt Cancer Center.

Dr. Harris is the Service chief of Breast and Gynecologic clinical and research programs for the department. She conducts clinical research in Breast and Gynecologic cancers, and has an interest in long term toxicities of radiation and emerging technology and biologic solutions to reduce late toxicity. She is a former committee member on the Gynecologic Oncology Group (GOG) Cervix and Vulvar Cancers Committee. She has mentored dozens of undergraduates, medical students and residents in clinical research projects, and is a former PI on a Department of Defense training grant for undergraduates research in Radiation Oncology for breast cancer.

Dr. Harris has been an active member of several ASTRO committees for several years, including the Government Relations and Education committees, as well as the residency program director's group (ADROP). She is currently the vice-chair of the ASTRO Emerging Technologies Committee.

12:30 PM CONFERENCE NETWORKING LUNCHEON

1:45 PM DEVELOPMENT OF A CENTRALIZED SERVICE FOR STANDARDIZED TUMOR MEASUREMENTS AT A MULTI-INSTITUTIONAL COLLABORATIVE CANCER CENTER

Reliable tracking of changes in lesion size or metabolism is essential for clinical trials that use radiological measurements as surrogate endpoints. However, the current state of practice does not typically include quantitative, longitudinal measurements provided in a reliable, efficient, and reproducible manner. In response to these issues, a centralized service for standardized tumor measurement was developed at the Dana-Farber/Harvard Cancer Center. The mission of the Tumor Imaging Metrics Core (TIMC) is to provide standardized, longitudinal radiological measurements for clinical trials. Results of the longitudinal analyses are presented as a multimedia report on a password-protected secure Web-based system that physicians can easily access by personal computer, while protecting the privacy of the patient.

ATTENDEES WILL LEARN HOW TO:

- Identify the current shortcomings of tumor metrics for clinical trials.
- Recognize the advantages of a centralized service for standardized tumor measurement.
- Determine the disease groups that would benefit from a centralized tumor measurement service.
- Identify the necessary guidelines in developing a centralized tumor measurement service.
- Display longitudinal tumor measurements on a password-protected secure Web-based system.

Gordon J. Harris, PhD, Associate Professor of Radiology, HARVARD MEDICAL SCHOOL; Director, 3D Imaging Service, MASSACHUSETTS GENERAL HOSPITAL, Boston, MA

2:45 PM INTERACTIVE ROUND TABLE DISCUSSION: EMERGING TRENDS, STRATEGIC OPPORTUNITIES AND FUTURE CHALLENGES IN COMPETITIVE ONCOLOGY IMAGING/RADIOLOGY PROGRAMS AND SERVICE LINES

This panel will bring together hospital executives representing several Oncology Imaging/Radiology programs around the nation. Panelists will discuss their experiences with such issues as: program and practice development, staffing and training issues, prioritizing technology investments, measuring and maintaining clinical excellence, improving outcomes, challenges with payment and reimbursement and more. Interactive audience participation is strongly encouraged.

Chris Petillo, Director, PACS, NYU MEDICAL CENTER, New York, NY

Gordon J. Harris, PhD, Associate Professor of Radiology, HARVARD MEDICAL SCHOOL; Director, 3D Imaging Service, MASSACHUSETTS GENERAL HOSPITAL, Boston, MA

Kathy Ouellette-Piazzo, BS, RT(R)(M)(CT), Former CT Operations Manager, MASSACHUSETTS GENERAL HOSPITAL, Boston MA; Director of Clinical Solutions, Bracco Diagnostics, Princeton New Jersey

3:45 PM CHAIRPERSON'S CLOSING REMARKS, Q&A AND GENERAL QUESTIONS

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TOUR (2 groups of 6 attendees) 3:00 PM – 4:00 PM and 4:00 PM – 5:00 PM MASSACHUSETTS GENERAL HOSPITAL RADIOLOGY DEPARTMENT TOUR

This conference features an interactive site- tour of the Massachusetts General Hospital's Radiology Department. Attendees will see the full-range of diagnostic testing services and state-of-the-art equipment available in this department. Please note that there may be some shifting of schedules due to the clinical and administrative obligations of the professional staff involved, but all areas listed below will be addressed at some point during the tour:

- Avon Breast Center
- PET CT (CT – “Computed Tomography”)
- MRI (MRI – “Magnetic Resonance Imaging”)

Please note the tour is strictly limited to 12 people. ACI would like to thank the MGH Radiology Department staff for their support and providing our guests with this opportunity. *Tour times are subject to change and transportation details will be announced shortly.*

DAY 2: MAY 14, 2010

8:20 AM CONTINENTAL BREAKFAST AND EXHIBITS

8:55 AM CHAIRPERSON'S OPENING REMARKS

9:00 AM INCORPORATING 4-D CT, PET AND MRI IMAGING IN THE RADIATION TREATMENT PLANNING PROCESS TO INCREASE EFFICIENCY AND IMPROVE PATIENT OUTCOMES

The presentation will outline the evolution and incorporation of advanced imaging in the radiation therapy treatment planning process. At the conclusion of this presentation the attendees will:

- Learn the evolution of different imaging studies used in the radiation therapy treatment planning process.
- Learn how organ motion can be incorporated into the treatment planning process
- Learn how MRI spectroscopy may be incorporated into the radiation therapy treatment planning process

Andre A Konski, MD, MBA, MA, Clinical Research Director, Radiation Oncology, Clinical Director, Prostate Cancer Risk Assessment Program, FOX CHASE CANCER CENTER, Philadelphia, PA

10:00 AM RADIATION ONCOLOGY: CONTRIBUTIONS OF THE UNITED STATES IN THE LAST YEARS OF THE 20TH CENTURY

Dr. Edmund Simon, Radiation Oncologist, CANCER TREATMENT CENTERS OF AMERICA AT WESTERN REGIONAL MEDICAL CENTER

Dr. Edmund Simon, a radiation oncologist at CTCA at Western Regional Medical Center, believes that open communication is the key to developing an individualized treatment plan for patients. He describes: “From the start of the first patient encounter, establishing a rapport is a must. I want them to leave our meeting feeling as comfortable as possible and understanding their treatment options and potential side effects.”

Dr. Simon earned a Bachelor of Science degree in biomedical engineering from the University of Miami. From there, he moved to Toledo, Ohio to attend medical school at the Medical College of Ohio within the University of Toledo. After earning his medical degree, Dr. Simon accepted an internship in internal medicine at the University of Massachusetts Memorial Medical Center in Worcester. He then completed a residency within the Department of Radiation Oncology at Emory University School of Medicine in Atlanta, Georgia.

11:00 AM MORNING REFRESHMENT BREAK

11:30 AM DEVELOPING A NEW CANCER CENTER FOCUSED ON MULTIMODALITY CARE WHILE ADDRESSING THE UNIQUENESS OF WOMEN'S IMAGING

This presentation will explain the thought process and show the architectural design of a new state-of-the-art multimodality cancer center taking into account the uniqueness of women's needs in the imaging and treatment of cancer.

ATTENDEES WILL LEARN HOW TO:

- Learn about the thought process in planning a new multimodality cancer center
- See the architectural design and layout
- Understand the need to address the uniqueness of women's imaging

Kathy Tabor McEwan, Executive Director of Imaging, Department of Radiology, BOCA RATON COMMUNITY HOSPITAL, Boca Raton, FL

12:30 PM CONFERENCE NETWORKING LUNCHEON

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1:30 PM RADIATION ONCOLOGY CODING TIPS & TRAPS

This session will include an overview of controversial procedure codes, guidance for code assignment and the payor audit issues surrounding these services. Medical necessity for the treatment of nonmalignant conditions, 'unlisted' procedure codes and differing payor guidelines will be reviewed during this fast-paced, informative session

Cindy C. Parman, CPC, CPC-H, RCC, Principal and Co-Founder, CODING STRATEGIES, INC.

Cindy C. Parman, CPC, CPC-H, RCC, is a principal and co-founder of Coding Strategies, Inc. in Powder Springs, GA. She is a frequent speaker and author for many nationally recognized professional organizations and publications. Cindy is a past President of the Advisory Board for the American Academy of Professional Coders (AAPC) and is a former faculty instructor for AMA Solutions, a subsidiary of the American Medical Association.

Cindy is a regular presenter at the national meetings for the American Academy of Professional Coders (AAPC), Society of Radiation Oncology Administrators (SROA), Association of Freestanding Radiation Oncology Centers (AFROC), the National Health Care Antifraud Association (NHCAA), Georgia Society of Clinical Oncology (GASCO) and the Southern Association of Therapeutic Radiation Oncology (SATRO®).

2:30 PM CHAIRPERSON'S CLOSING REMARKS, Q&A AND GENERAL QUESTIONS, END OF CONFERENCE

3:00 PM MASSACHUSETTS GENERAL HOSPITAL HISTORY TOUR

Founded in 1811, the Massachusetts General Hospital (MGH) is the third oldest general hospital in the United States and the oldest and largest in New England. The 898-bed world-renowned medical center offers sophisticated diagnostic and therapeutic care in virtually every specialty and subspecialty of medicine and surgery.

Each year the MGH admits approximately 45,000 inpatients and handles almost 1.5 million visits in its extensive outpatient programs at the main campus and at its four health centers, in the Back Bay, Charlestown, Chelsea and Revere. Its emergency services handles over 76,000 visits annually. Each year the surgical staff performs more than 34,000 operations, and the MGH Vincent Obstetrics Service delivers more than 3,500 babies. Please join us for a 1 hour and 15 minute in-depth tour of the MGH. Learn interesting facts and historical knowledge of this world-renowned institution. **Please note the tour is strictly limited to 30 people.** ACI would like to thank the MGH Radiology Department staff for their support and providing our guests with this opportunity. *Tour times are subject to change and transportation details will be announced shortly.*

Dear Healthcare Executive:

The field of Oncology Imaging is experiencing more challenges than ever before. With declining reimbursements and the rising cost of imaging technology, Oncology Administrators are faced with numerous challenges in providing top-quality patient care. To add to these challenges, most of the country's 80 million Baby Boomers will reach 65 by 2017. This ever increasing senior population will create more demand for Oncology Imaging services. It is estimated that all imaging procedures for cancer will grow 126% in the next decade, compared to a population-based forecast of 19%. Therefore, it is now more important than ever for Oncology Administrators to be able to run their departments more efficiently and effectively.

ACI's ADVANCING ONCOLOGY IMAGING SERVICES AND OPERATIONS FOR HOSPITALS AND HEALTHCARE SYSTEMS will bring together leading hospital executives, physicians, nurse administrators and individuals involved in the care of cancer patients. Our two-day symposium will focus on developing and effectively managing more competitive and comprehensive hospital Oncology Imaging programs. Obtain knowledge of case studies, research findings and successful organizational models from leading national Oncology Imaging programs. Conference presenters from various sectors of the field will share their best practice models and comprehensive analysis of current programs and services.

Register today for this unique networking and informational opportunity to develop tools and maximize the potential of your Oncology Imaging department.

WHO WILL ATTEND:

The conference is ideally suited for physicians, nurses, administrators and other health care professionals involved in the care of Oncology Imaging Department patients – Representing the Oncology Imaging/Radiology Departments of Community Hospitals, Health Systems, Academic Medical Centers, and Hospital Networks. Key titles include:

Director Oncology Imaging	Hospital President, CEO, CIO, COO	Chief Molecular Imaging
Director Diagnostic Imaging	Chief Medical Officer	PACS Administrators
Director of Imaging Services	Director of Comprehensive Cancer Center	
Director Radiology	Director of Oncology Services	
Director of Radiation/Oncology	Radiology Administrators	

CONFERENCE FEES AND REGISTRATION

Conference Fee: \$2,390*

Conference Documentation CD: \$615

(Documentation CD includes copies of all proceedings on CD and shipping is included)

REGISTER 3 & GET 1 FREE!

Any organization registering three persons at the same time will be entitled to a fourth registrant FREE of charge!

PAYMENT: ACI must receive payment 5 days after receiving booking form.

REGISTER TODAY! Contact Richard Kludka at Phone: 312 780 0700 Ext: 224 Fax: 312 780 0600 Email: rkludka@acius.net

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