

GE Healthcare's Education Room

Focusing on Ultrasound & Breast Care Pathway Solutions

Booth #8355 - North Hall

Sessions require registration.



Lecture Live Scanning Hands-on






* Breast Care Pathway Solutions

This pdf is interactive!
Click individual workshops to register!

	Time	Title/Description	Speakers
SUNDAY, NOVEMBER 27TH			
	11:30 am – 12:00 pm	<p><u>Equitable Breast Care Enabled by New Technology Solutions: One-Stop Clinic™ and the Mobile Invenia™ ABUS 2.0</u></p> <p>Discover how mobile breast care solutions One-Stop Clinic & Mobile Invenia™ ABUS 2.0 can help women with dense breasts gain access to equitable care. From rapid diagnosis to treatment planning – improving patient, clinical and financial outcomes. Move from reactive to proactive equitable care and strengthen your breast care program.</p>	<p>Ben Newton, PhD General Manager, Oncology, GE Healthcare</p> <p>Doug Whisler Global Product Manager ABUS, GE Healthcare</p> <p>Alexandra Schulz Global Product Marketing Director ABUS, GE Healthcare</p>
	12:30 pm – 1:00 pm	<p><u>The AI Enabled Future of Ultrasound in Thyroid Imaging</u></p> <p>AI decision support for thyroid nodule classification is poised to transform how these exams are interpreted, reported and most importantly downstream treatment and patient management. Learn with Timothy Deyer, MD as he shares current experiences in exam workflow changes, benefits and how AI advances patient care.</p>	<p>Timothy Deyer, MD Assistant Clinical Professor, Department of Radiology, Weill Cornell Medical Center, Attending Radiologist, Chief Medical Information Officer, Head of Musculoskeletal Interventional Services, East River Medical Imaging, New York, New York</p>
	1:30 pm – 2:00 pm	<p><u>Implementing CEM Into Your Clinical Practice</u></p> <p>Philip Blaustein, MD will share his first-hand experience and best practices implementing CEM into clinical practice. Understand the clinical value, when to use it, and how to manage cases. SenoBright™ HD provides high sensitivity for more accurate breast cancer diagnosis.¹ And women prefer contrast mammography to a breast MRI because it is a faster, more comfortable exam.²</p>	<p>Philip Blaustein, MD Chief Radiologist, HCA Blake Medical Center, Bradenton, Florida</p>
	2:30 pm – 3:00 pm	<p><u>A Live Experience: Automating Breast Ultrasound</u></p> <p>Discover the latest technology in 3D ABUS design and performance. Attendees will learn how advancements in workflow and image quality have the potential to increase cancer detection in women with dense breast tissue.</p>	<p>GE ABUS Clinical Applications Live breast scanning demonstration with the GE Invenia™ ABUS 2.0</p>
	3:30 pm – 4:00 pm	<p><u>Unlocking the Full Potential of Medical Imaging and Remote Collaboration with Extended Reality</u></p> <p>Charles Martin III, MD, Cleveland Clinic will discuss his experience with augmented reality, remote collaboration and data-driven insights used while delivering care towards improving clinical workflows, efficiencies, and outcomes.</p>	<p>Charles Martin III, MD Clinical Director and Staff, Interventional Radiology, Cleveland Clinic and Assistant Prof. of Radiology, Cleveland Clinic Lerner College of Medicine</p>

	Time	Title/Description	Speakers
MONDAY, NOVEMBER 28TH			
	10:30 am – 11:00 am	<p><u>Proven Outcomes of Implementing a Value-based Breast Care Program</u> *</p> <p>Join Dr. Mohamed Lareef, Breast Surgeon, Diane Lack, RN and Nurse Navigator of St. Luke's University Health Network's One-Stop Clinic, and Celeste Slade, Contrast Mammography & One-Stop Clinic Implementation Leader for an educational session on how implementing a value-based breast care program with proven outcomes can differentiate your facility and improve return on investment, all while enabling increased patient satisfaction scores. You are also invited to visit and tour the GE Breast One-Stop Clinic Experience, RSNA Booth #8349.</p>	<p>Mohamed Lareef, MD, FACS Surgical Oncology, St. Luke's University Health Network, Bethlehem, Pennsylvania</p> <p>Diane Lack, RN Nurse Navigator, St. Luke's University Health Network, Bethlehem, Pennsylvania</p> <p>Celeste Slade Contrast Mammography & One-Stop Clinic™ Implementation Leader, GE Healthcare</p>
	11:30 am – 12:00 pm	<p><u>Building a Successful Breast Ultrasound Screening Program</u> *</p> <p>Lisa Stempel, MD shows how to design, implement and successfully audit screening Breast Ultrasound using ABUS, automated technology. Personalized precision screening tailored to each woman's risk of developing breast cancer. Understand the benefits of ABUS as an essential screening tool for women with dense breast tissue.</p>	<p>Lisa R. Stempel, MD Assistant Professor, Chief, Division of Breast Imaging, Rush University System for Health, Chicago, Illinois</p>
	12:30 pm – 1:00 pm	<p><u>Personalized and Risk-stratified Breast Cancer Screening. Latest Research and the Need for a Multimodality Approach</u> *</p> <p>A multimodality approach in breast imaging is a key factor to detect breast cancer as early as possible to provide the ability for best possible treatment and outcomes. This lecture demonstrates the latest scientific evidence reflecting the recommendations from EUSOBI to deliver a successful personalized Breast Screening program based on the different risk-profiles and breast density.</p>	<p>Fiona Gilbert, FRCR FRCPG FRCPE, FRSE, FMedSci. Professor of Radiology & Head of Department, University of Cambridge, United Kingdom, Past President European Society for Breast Imaging</p>
	1:30 pm – 2:00 pm	<p><u>Dense Breast Advocacy, Laws and Educational Tools</u> *</p> <p>Over 90% of American women now live in a state that requires some level of "density" notification after their mammogram. The laws vary widely in the depth and breadth of notification required. Learn the screening/risk implications of dense tissue that women need to be aware of, the nuances of state inform and insurance laws, when we can expect a national reporting standard and what that will mean in states with existing "inform" laws, and educational tools available for both patients and providers.</p>	<p>JoAnn Pushkin Executive Director, DenseBreast-info.org</p>
	2:30 pm – 3:00 pm	<p><u>A Live Experience: Automating Breast Ultrasound</u> *</p> <p>Discover the latest technology in 3D ABUS design and performance. Attendees will learn how advancements in workflow and image quality have the potential to increase cancer detection in women with dense breast tissue.</p>	<p>GE ABUS Clinical Applications Live breast scanning demonstration with the GE Invenia™ ABUS 2.0</p>
	3:30 pm – 4:00 pm	<p><u>How to Position Ablation as a First Line Curative Treatment? Real-time Imaging is the Key</u></p> <p>Hear how a combination of AI and algorithms software aim to transform ablation therapy into precise, real-time feedback dependent treatment by providing interventional radiologists with accurate visualization and immediate insights of the ablation process and outcomes. Through seamless integration, a new end-to-end approach is being utilized with the goal of linking patient specific modeling and procedure planning, real-time ultrasound monitoring and procedure assessment – aspiring to position ablation as a first line curative treatment.</p>	<p>Yossi Abu CEO of TechsoMed, Mechanical Engineering MSc from Technion-Israel Institute of Technology</p>

	Time	Title/Description	Speakers
TUESDAY, NOVEMBER 29TH			
	10:30 am – 11:00 am	<p><u>Integration of ABUS and AI to Improve Clinical Results</u> *</p> <p><i>Georgia Giakoumis Spear, MD will share the benefits and her real-world experiences implementing whole breast automated ultrasound (ABUS) screening into clinical practice, enhancing cancer detection in the setting of dense breast tissue. Featuring case-based review and how new AI tools can enhance reading efficiency.</i></p>	<p>Georgia Giakoumis Spear, MD Associate Professor of Radiology, Chief, Department of Breast Imaging, NorthShore University HealthSystem, Chicago, Illinois</p>
	11:30 am – 12:00 pm	<p><u>Automated Breast Ultrasound Compared to Conventional Handheld Ultrasound on Intermediate Risk Breast Cancer Women with Dense Breasts. Scientific Experience from an Academic Breast Center</u> *</p> <p><i>Dense breast categories C or D may mask small and node negative breast cancers on routine screening mammography. Furthermore, limited economics and human resources make it unable to use MRI in every patient. This presentation shows the study results about the effectiveness using ABUS compared to traditional Breast Ultrasound in detecting lesions in patients on intermediate risk with dense breast tissue.</i></p>	<p>Maria Teresa Fernández-Taranilla, MD, PhD University Hospital 12 de Octubre Madrid, Spain</p>
	12:30 pm – 1:00 pm	<p><u>The Unforeseen Role of Automated Ultrasound in Diagnostic Breast Imaging</u> *</p> <p><i>Connie Lehman, MD, PhD shares her team's experiences with the implementation of Automated Breast Ultrasound (ABUS) in the diagnostic breast imaging clinic and a comparison of their single-center performance outcomes of ABUS vs. HHUS in the diagnostic setting. As well as a preliminary comparison of their ABUS vs. HHUS estimated exam room time.</i></p>	<p>Connie Lehman, MD, PhD Professor of Radiology at Harvard Medical School, Director of Breast Imaging Center at the Massachusetts General Hospital, Boston, Massachusetts</p>
	1:30 pm – 2:00 pm	<p><u>Alternative Models for an Effective Multimodality Approach To Deliver Personalized Breast Care</u> *</p> <p><i>Learn about an effective multimodality approach and how this offering helps to deliver personalized Breast Care today in Acibadem Altunizade Hospital, Istanbul. Based on the patient history and risk profile, the comprehensive breast innovations from GE Healthcare like Automated Breast Ultrasound, Contrast Enhanced Spectral Mammography or traditional Breast Ultrasound, powered by AI are enabling to deliver same day patient consulting with enhancing clinical confidence.</i></p>	<p>Erkin Aribal, MD Professor of Radiology and Head of Breast Imaging Unit, Member of Multidisciplinary Breast Team, Acibadem Altunizade Hospital, Istanbul</p>
	2:30 pm – 3:00 pm	<p><u>A Live Experience: Automating Breast Ultrasound</u> *</p> <p><i>Discover the latest technology in 3D ABUS design and performance. Attendees will learn how advancements in workflow and image quality have the potential to increase cancer detection in women with dense breast tissue.</i></p>	<p>GE ABUS Clinical Applications Live breast scanning demonstration with the GE Invenia™ ABUS 2.0</p>
	3:15 pm – 4:15 pm	<p><u>ABUS + AI Hands-on Reading Workshop</u> *</p> <p><i>Join an interactive hands-on reading workshop led by Jocelyn Rapelyea, MD. Real-world results show that adding FDA-approved AI tools to Automated Breast Ultrasound helps physicians increase their reading speed with a great degree of confidence.</i></p>	<p>Jocelyn Rapelyea, MD Professor Department of Radiology, Program Director Radiology Residency, Co-coordinator Resident Education in Breast Imaging, Vice Chair of Education Department of Radiology, The George Washington University Medical Center, Washington, D.C.</p>

	Time	Title/Description	Speakers
WEDNESDAY, NOVEMBER 30TH			
	10:30 am – 11:00 am	<p><u>A Live Experience: Automating Breast Ultrasound</u> *</p> <p>Discover the latest technology in 3D ABUS design and performance. Attendees will learn how advancements in workflow and image quality have the potential to increase cancer detection in women with dense breast tissue.</p>	<p>GE ABUS Clinical Applications Live breast scanning demonstration with the GE Invenia™ ABUS 2.0</p>
	11:00 am – 12:00 pm	<p><u>ABUS + AI Hands-on Reading Workshop</u> *</p> <p>Join an interactive hands-on reading workshop led by Georgia Giakoumis Spear, MD. Real-world results show that adding FDA-approved AI tools to Automated Breast Ultrasound helps physicians increase their reading speed with a great degree of confidence.</p>	<p>Georgia Giakoumis Spear, MD Associate Professor of Radiology, Chief, Department of Breast Imaging, NorthShore University HealthSystem, Chicago, Illinois</p>
	12:30 pm – 1:00 pm	<p><u>Implementing CEM Into Your Clinical Practice</u> *</p> <p>Philip Blaustein, MD will share his first-hand experience and best practices implementing CEM into clinical practice. Understand the clinical value, when to use it and how to manage cases. SenoBright™ HD provides high sensitivity for more accurate breast cancer diagnosis.¹ And women prefer contrast mammography to a breast MRI because it is a faster, more comfortable exam.²</p>	<p>Philip Blaustein, MD Chief Radiologist, HCA Blake Medical Center, Bradenton, Florida</p>
	1:30 pm – 2:00 pm	<p><u>How Latest AI Technology in Breast Ultrasound Can Help to Achieve Better Outcomes for Patients and Radiologists</u> *</p> <p>Decision support for a confident diagnosis using traditional and Automated Breast Ultrasound: Koios DS™ Breast provides an AI-based quantitative risk assessment that aligns to a BI-RADS® category. Learn in this lecture about the real-world experience from an academic cancer center about how AI helps to streamline reading, getting a better diagnostic confidence, and helps to reduce benign biopsies.</p>	<p>Silvia Pérez Rodrigo, MD Head of Department Breast Radiology, MD Anderson Cancer Center and Hospital Quiron La Luz, Madrid, Spain</p>
	2:30 pm – 3:00 pm	<p><u>An Updated Review for Estrogen Receptor (ER)-Targeted Radiotracer Imaging</u> *</p> <p>Learning objectives:</p> <ol style="list-style-type: none"> 1. Understand clinical applications for ER-targeted radiotracer imaging 2. Understand the mechanism of ER-targeted radiotracer imaging 3. Learn the appearance of common benign and malignant findings of ER-targeted radiotracer imaging 	<p>Gary Ulaner, MD, PhD James & Pamela Muzzy Endowed Chair in Molecular Imaging and Therapy, Director Molecular Imaging, Hoag Family Cancer Institute, Newport Beach, California</p>

1. 510(k) K172404.

2. Hobbs et al., Contrast-enhanced spectral mammography (CESM) and contrast enhanced MRI (CEMRI): Patient preferences and tolerance, *J Med Imaging Radiat Oncol.* 2015.

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