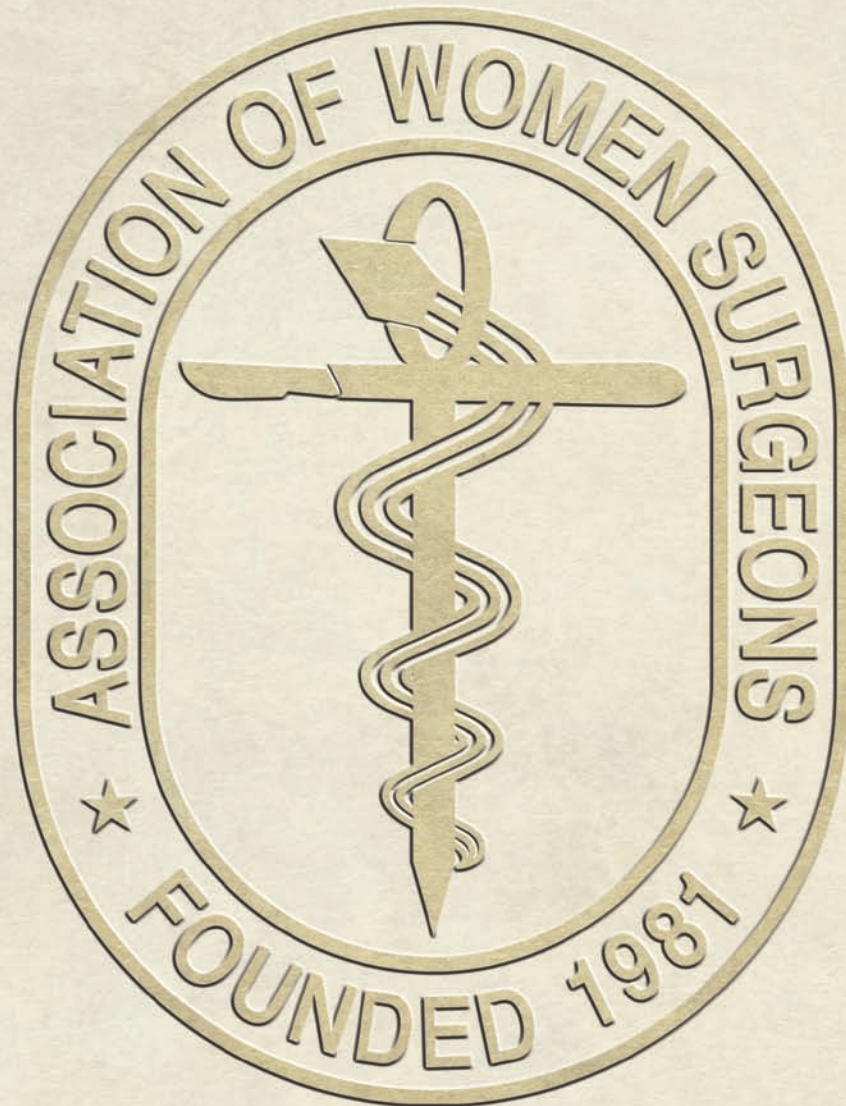


AWS 2011

FALL CONFERENCE



Celebrating
30 YEARS

October 23 – 25 • San Francisco, CA

Westin St. Francis Hotel • 335 Powell Street • San Francisco, CA



Celebrating
30 YEARS

7:00 – 8:30 A.M. REGISTRATION & CONTINENTAL BREAKFAST WITH CORPORATE PARTNERS

AWS Resident and Student Poster Session
Westin St. Francis Hotel

8:30 A.M. WELCOME

Marilyn Marx, MD, MBA, FACS

*President, Association of Women Surgeons
Associate Professor of Surgery,
University of Texas, Galveston, Texas*

8:35 A.M. PROGRAM INTRODUCTION

Betsy Tuttle-Newhall, MD, FACS

*President-Elect and Program Chair, Association of Women Surgeons
Professor of Surgery and Division Chief of Abdominal Transplant
St. Louis University, St. Louis, Missouri*

8:40 - 10:30 A.M. PROGRAM

Barry M. Straube, MD

Physician Executive Consultant

***Healthcare Reform & Leadership:
Opportunities and Challenges for Women Surgeons***



This session will provide attendees with a brief, but comprehensive, overview of the Affordable Care Act (ACA) of 2010 and those sections that affect women surgeons and AWS. Attendees will also hear about the political and economic settings beyond ACA that are shaping how healthcare may be provided in the future. The challenges that will most affect women surgeons will be discussed as well as opportunities for AWS and women surgeons to provide significantly needed leadership in the U.S. healthcare reform process going forward.

Barry M. Straube, MD is the Immediate Past (Retired) Chief Medical Officer for the Centers for Medicare & Medicaid Services (CMS), as well as the Immediate Past (Retired) Director of the CMS Office of Clinical Standards & Quality (OCSQ). For the past six years, he was the most senior clinical advisor to the CMS Administrator and CMS leadership. His office led: Medicare coverage decision-making; quality standards oversight for U.S. healthcare facilities; quality measurement and health assessment tools; information technology systems for clinical quality data; quality improvement/innovation plus value-based purchasing initiatives; and many other activities in the Medicare, Medicaid and CHIP programs, not the least of which included implementation of the Affordable Care Act of 2010.

**KEY LEARNING
OBJECTIVES:**

Participants in this session will:

1. Learn the major reasons why healthcare reform is so important to the U.S.
2. Be provided with a list of the major themes and foci of the Affordable Care Act, including those that most prominently affect surgeons.
3. Be provided with an outline of at least three major initiatives or areas of concentration that AWS and conference attendees might include in their ongoing efforts to contribute to and lead in the U.S. healthcare system reform.



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11:00 A.M. – 12:00 P.M.

AWS PANEL DISCUSSION

TOPIC: *Implications of the Health Care Reform Act on Surgical Education, Hospital and Academic Surgical Practice*

DESCRIPTION: This panel discussion will present representatives of three different constituencies in the health care system to discuss their concerns and preparations for the change in health care mandated by the new health care reform act. The participants – a hospital chief operating officer, a surgical program director, and the physician director of a large academic physician group – will discuss briefly the effects of the new law from their points of view, their current plans, and will then answer questions of the meeting audience.

PARTICIPANTS:

Dawn Anuszkiewicz

Chief Operating Officer, St. Louis University Hospital, St. Louis, Missouri

Paula Termuhlen, MD, FACS

Professor of Surgery, Division of Surgical Oncology, General Surgery Program Director, Medical College of Wisconsin, Milwaukee, Wisconsin

E. Christopher Ellison, MD, FACS

Associate Vice-President Health Sciences and Vice-Dean for Clinical Affairs, Robert M. Zollinger Professor of Surgery Chair, Department of Surgery Ohio State University

Barry M. Straube, MD

Physician Executive Consultant

MODERATOR:

Betsy Tuttle-Newhall, MD, FACS

Professor of Surgery, St. Louis University

LEARNING OBJECTIVES:

1. Understand how the new health care reform act affects all facets of the current health care system.
2. Learn how different constituencies of the current provider system are preparing for the changes in health care reform.
3. Have the opportunity to ask questions regarding the parts of the health care reform act that most concern you.



Noon – 1:30 P.M. LUNCHEON, ANNUAL BUSINESS MEETING AND COUNCIL ELECTIONS

2011 Grant Presentations

AWS FOUNDATION AND ETHICON ENDO-SURGERY FELLOWSHIP PRESENTATION

Applying Proteomics to the Exploration of Differential Pathways to Carcinogenesis in Esophageal Adenocarcinoma

Katie S. Nason, MD, MPH

University of Pittsburgh

AWS FOUNDATION AND GENOMIC HEALTH, INC. FELLOWSHIP PRESENTATION

Predictors of Adenoma Recurrence in a Colorectal Adenoma Prevention Trial

Nancy L. Cho, MD

Brigham & Women's Hospital

Medical Student and Resident Poster Competition

The Association of Women Surgeons (AWS) is proud to announce its 5th Annual Medical Student and Resident Poster Competition. It is designed to facilitate interaction and idea exchange between students interested in surgery, surgical residents, and faculty members of various institutions. Ten medical students and ten residents will be invited to present their research posters at the **AWS 30th Anniversary Conference on Sunday, October 23, 2011** (*held in conjunction with the American College of Surgeons Clinical Congress*). Authors selected to participate will be asked to register for the AWS Conference. Recognition and a monetary prize will be awarded for the top three medical student posters and top three resident posters. Each top student and resident poster winner will also receive a complimentary ticket to the AWS Awards Dinner on Monday, October 24, 2011.

Accreditation Statement

This activity has been planned and implemented in accordance with the Essential Areas and Policies of the Accreditation Council for Continuing Medical Education through the joint sponsorship of The American College of Surgeons and the Association of Women Surgeons. The American College of Surgeons is accredited by the ACCME to provide continuing medical education for physicians.

AMA PRA Category 1 Credits™

The American College of Surgeons designates this live activity for a maximum of 4.5 AMA PRA Category 1 Credits™. Physicians should claim only the credit commensurate with the extent of their participation in the activity.



**TOPIC:****FACILITATOR:****DESCRIPTION:****LEARNING OBJECTIVES:****TOPIC:****FACILITATOR:****DESCRIPTION:****LEARNING OBJECTIVES:**

1:30 – 3:00 P.M.

Breakout Sessions

Four topics will be presented at five individual breakout sessions. Facilitators will lead these very interactive sessions. Come with your questions and be prepared to share your thoughts and strategies with others.

BREAKOUT SESSION I***Making Technology Work for You*****Danielle Walsh, MD, FACS**

*Associate Professor, Pediatric Surgeon, East Carolina University,
Greenville, North Carolina*

Are your personal technology skills proficient? In this session we will discuss some of the technical resources available to help in your personal and professional life. We will review the role of social networking, the use of cloud technologies, identify useful online resources and more. Whether you are technically proficient or a novice in the computer world, this session will have something for you.

1. Understand the options and implications of social media in communication and surgical practice.
2. Identify online resources for surgical decision making.
3. Recognize technologies that are useful for improving efficiency and organization.

BREAKOUT SESSION II***Unprofessional Behavior:
The Importance of Civility in the Workplace*****Susan Pories, MD, FACS**

Assistant Professor of Surgery, Harvard Medical School, Boston, Massachusetts

This session will focus on disruptive physician behavior and how it impacts colleagues, nurses, patients and families. Several vignettes will be presented to highlight examples of disruptive behavior. Strategies to confront these behaviors will be discussed.

1. Define/recognize disruptive physician behavior.
2. Define effective methods of confronting disruptive physician behavior.
3. Define appropriate reporting of disruptive physician behavior.
4. Define methods of improving hospital culture.



1:30 – 3:00 P.M. **BREAKOUT SESSIONS** *Continued*

BREAKOUT SESSION III

TOPIC: *Voice Recognition*

FACILITATORS: **Nancy Harthun, MD, FACS**

*Associate Professor of Surgery,
Johns Hopkins, Medical Institutions, Baltimore, Maryland*

Bolanle Asiyabola, MD, MCRS (Edin)

*Assistant Professor of Surgery,
Johns Hopkins University, School of Medicine, Baltimore, Maryland*

DESCRIPTION: Do you spend hours dictating and editing? Do you spend lots of money paying for transcription? Address both problems in one session! Come to the breakout sessions that teach how to incorporate voice recognition software into your practice. You will also learn how to use this tool with electronic medical records. The session will be hands-on and interactive with representatives from the software industry on hand to answer your specific questions.

This session will be divided into two breakouts based on the size of your practice group. A woman surgeon will lead each session.

- LEARNING OBJECTIVES:**
1. To understand which medical documents can be formulated using voice recognition software.
 2. To learn the basic skills and methods of utilizing voice recognition systems.
 3. To understand the interaction of voice recognition software in the larger system of an electronic medical record.
 4. To understand the use of voice recognition systems to meet “*meaningful use*” criteria for the changes in national healthcare.

SESSION III A: Introduction to Voice Recognition

This session is designed for physician groups smaller than 25 surgeons.

SESSION III B: Voice Recognition Software Interactions with the Electronic Medical Record

This session is designed for physician groups smaller than 25 surgeons.

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1:30 – 3:00 P.M. BREAKOUT SESSIONS *Continued*

BREAKOUT SESSION IV

TOPIC: *Women, Power and Money*

FACILITATOR: **Ted Dey, CFP®**

*Associate Vice President – Financial Advisor,
RBC Wealth Management, Portland, Maine*

MODERATOR: **Betsy Tuttle-Newhall, MD, FACS**

Professor of Surgery, St. Louis University

DESCRIPTION: Today more and more women are becoming financially empowered. Women today are more educated, earn significantly higher incomes and assume a more powerful role in the workplace. Despite all this progress, 90% of women say they feel somewhat financially insecure.* Perhaps you feel the same way.

During this session, we will explore the challenges that financially empowered women face and the solutions to help women take control of their investments. With particular attention to four segments of the Wealth Management process – accumulating wealth, protecting wealth, converting wealth to income and transferring wealth – we will help you start to take control of your financial security.

**The Allianz Women, Power and Money Study, 2006*

LEARNING OBJECTIVES:

1. Understanding your Financial Personality
2. Investing to Bring about Peace of Mind
3. Creating Financial Security through Retirement Income



Celebrating
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6:00 – 10:00 P.M.

AWS 30TH ANNIVERSARY AWARDS DINNER

6:00 – 7:00 P.M.

Reception for Women Surgeons and Guests

The American College of Surgeons' Women in Surgery Committee is sponsoring a reception for women surgeons attending the Clinical Congress and guests. This reception will be held at the Westin St. Francis Hotel just prior to the AWS 30th Anniversary Awards Dinner. Your AWS Awards Dinner ticket includes attendance at this reception. If you are unable to make the dinner but would like to attend this reception, please check the appropriate box on the reservation panel.

Location: Westin St. Francis – The Italian Room, *Mezzanine Floor*

7:00 – 10:00 P.M.

AWS 30th Anniversary Awards Dinner

Westin St. Francis – the Grand Ballroom, *Mezzanine Floor*

THE PROGRAM

Each year AWS recognizes and honors individuals nominated by their peers and teachers. Recipients of the Nina Starr Braunwald Award, the Olga Jonasson Distinguished Member Award, the AWS Past Presidents' Honorary Member Award, the AWS Hilary Sanfey Outstanding Resident Award, and the Patricia Numann Medical Student Award will all be recognized and honored for their efforts and contributions to surgery.

Consider joining us as AWS celebrates, remembers and looks to the future. If you would like to participate in this special program please consider the following opportunities:

◆ **Table Sponsorship \$3,000** – Guarantees one reserved table for ten guests

◆ **Place an Ad or Acknowledgement In the Dinner Program**

Program Contents:

- Evening Program
- AWS History
- Founder's Letter
- AWS 2011 Council
- AWS Past Presidents with Quotes
- AWS Visiting Professors and Hosting Institutions
- Past AWS Award Winners
- Grant Winners
- Sponsors
- Program Advertising and Acknowledgements

Cost of Dinner
\$150 per person

Reserved Table
of 10 for \$3,000

Dinner Program
Advertising or
Acknowledgements
Full Page - \$500
1/2 Page - \$300

AD SPECIFICATIONS AND COST*

Program Book Size: 5.5" wide x 8.5" high

Full Page Ad Size: 5" wide x 8" high – \$500

Half Page Ad Size: 5" wide x 4" high – \$300

Color Specifications: 4 color

***Must submit camera-ready artwork by 9/15/11.**

Save camera-ready artwork as:

PDF – "Press Quality" – fonts embedded in PDF
or

PDF – "PDF/X-1a" – fonts embedded in PDF

AWS 2011

TUESDAY, OCTOBER 25 – AWS NETWORKING BREAKFAST

Nordstrom's Department Store • 865 Market Street • San Francisco, CA



Celebrating
30 YEARS

8:00 – 10:00 A.M.

AWS NETWORKING BREAKFAST

Sponsored by Nordstrom's

Nordstrom's Department Store • *Nordstrom's Café*

Members and non-members are invited to a complimentary breakfast on Tuesday morning, hosted by Nordstrom's Department Store.

Five \$100 Gift Cards will be raffled off to breakfast attendees arriving between 8:00 and 9:00 a.m.

Take this opportunity to meet and network with other women surgeons while enjoying breakfast and a private shopping hour throughout the store.

Register for this event by checking the box on the Registration Form.

FALL CONFERENCE GENERAL INFORMATION

October 23 – 25 • San Francisco, CA

HOTEL INFORMATION

Reserve your hotel room using the ACS Clinical Congress materials. The ACS Website at www.FACS.org contains all the information you need to reserve your hotel room.

AWS AMBASSADOR PROGRAM

If you are a current AWS member and are interested in serving as an Ambassador to a new or non-member, please check the box on the registration panel. Each Ambassador will be assigned an attendee prior to the conference. Contact information will be shared with both parties. We ask that you send an e-mail to the attendee and make arrangements to meet with her at the AWS registration desk at the Westin St. Francis Hotel. During the meeting, introduce her to other AWS members.

If you would like to be assigned an Ambassador, check the box on the registration panel. When an AWS member contacts you, follow up with her and arrange to meet her onsite. This is a wonderful way to learn about AWS, experience the benefits of AWS membership and meet other women at various points in their professional careers.

CANCELLATION POLICY

All cancellations must be received in writing by October 10, 2011 and will be refunded less a 20% processing fee (of total amount paid). Refunds will not be issued after this date.

LOOK FOR US: This year AWS is the proud sponsor of the ACS Clinical Congress HELP AND INFORMATION CENTER.

