AWS 2011
FALL CONFERENCE

Celebrating
30 YEARS

October 23 – 25 • San Francisco, CA
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:**

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.
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*

- **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*

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**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.

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**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.
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**

**Topic:** 
Making Technology Work for You

**Facilitator:**
Danielle Walsh, MD, FACS  
Associate Professor, Pediatric Surgeon, East Carolina University,  
Greenville, North Carolina

**Description:**
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.

**Learning Objectives:**
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**

**Topic:** 
Unprofessional Behavior:  
The Importance of Civility in the Workplace

**Facilitator:**
Susan Pories, MD, FACS  
Assistant Professor of Surgery, Harvard Medical School, Boston, Massachusetts

**Description:**
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.

**Learning Objectives:**
1. Define/recognition disruptive physician behavior.
2. Define effective methods of confronting disruptive physician behavior.
3. Define appropriate reporting of disruptive physician behavior.
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 Asiyanbola, 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.
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
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

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**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
  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

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.

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.
AWS 2011 Fall Conference Registration Form

Complete the form below and return it to the AWS office with your payment. (Please Print)  Date ____________________

Badge Name ___________________________ ACS ID# ___________________________

First Name ___________________________ Last Name ___________________________

Affiliation

Surgical Specialty

Address ________________________________________________________________

City ________________________________________________________________

State/Province __________________________________________________________

Zip/Postal Code ___________________________ Country _______________________

E-mail ________________________________________________________________

Phone ___________________________ Fax ___________________________

Number of Awards Dinner Guests ___________________________

Names of Guests _______________________________________________________

☐ I would like to be an AWS Ambassador.  ☐ I would like to be assigned an AWS Ambassador.

To participate in the AWS Ambassador program, you must complete the registration form and return it to AWS by September 18, 2011.

CONFERENCE FEES

Sunday, October 23, 2011

☐ AWS Member $220 $ ________________________________

☐ AWS Non-Member $265 $ ________________________________

☐ Resident $85 $ ________________________________

☐ Student $60 $ ________________________________

☐ YES, I am planning on attending the Luncheon and Annual Business Meeting immediately following the morning presentation. (Lunch is included in the above registration fee.)

Special Dietary/Accessibility Needs:

☐ Vegetarian  ☐ Kosher  ☐ Other ________________________________

Awards Dinner

Monday, October 24, 2011

☐ Individual Ticket(s) $150 x _____ # of Dinner Attendees $ ________________________________

☐ Sponsor a RESERVED table of 10 for $3,000 $ ________________________________

The names of your dinner guests must be submitted to the AWS Office no later then Monday, October 10, 2011

☐ YES, I will attend the Monday night reception ONLY.

Program Advertising or Acknowledgements

☐ Full Page Ad – $500 $ ________________________________

☐ 1/2 Page Ad – $300 $ ________________________________

Networking Breakfast

Tuesday, October 25, 2011

☐ YES, I am planning on attending the AWS Networking Breakfast sponsored by Nordstrom’s. Complimentary

Total Amount $ ________________________________

Payment Information

Enclosed is my ☐ Check (payable to AWS)

☐ VISA  ☐ MasterCard  ☐ American Express

Card # ___________________________ Exp. Date ___________________________

Signature ___________________________ 

Signifies authorization to charge card.

Mail or Fax Form with payment to:
Association of Women Surgeons
5204 Fairmount Avenue
Downers Grove, IL 60515

Phone: 630-655-0392
Fax: 630-493-0798
www.WomenSurgeons.org