

# Program Leadership Post-Conference



## Build It & They Will Come: A Leader's Guide to Building Breast Programs

Lisa Allison, RN, MS, OCN, ONN-CG(T); Stephanie L. Graff, MD, FACP & Danielle Rogers, NP-C, AOCNP, ACGN, CGRA

Lights, Camera, Action: Whether you need to build the set for your breast program from the ground up, or just need to add one more scene (like a High-Risk Breast Program) to really make it sparkle—the leadership and direction needed are similar. Come to the Program Leadership Post Conference, grab a directors' chair, and learn how to set your program into action!

### Sunday, March 23

FOLLOWING THESE TIMES  
ATTENDEES CAN RECEIVE UP TO  
**7**  
CREDITS FOR THE DAY

7:45 - 8:00 am	<b>Opening Comments</b>
8:00 - 8:30 am	<b>You Can't Handle the Truth: Everything You Ever Needed to Know to Build, Integrate, and Grow a Breast Program</b> Daniel Lenard, MBA, RT (R)(T), ARRT
8:30 - 9:00 am	<b>Show Me the Money: Defining &amp; Capturing All Revenue</b> Jordan Johnson, MSHA, iMPaCT
9:00 - 9:30 am	<b>I'll Have What She's Having: Getting the Whole Team Excited &amp; Aligned</b> Katherine Branch, MHA
9:30 - 10:00 am	<b>Nobody Puts Baby in a Corner: Shining the Spotlight on Your Program with Effective Marketing</b> Lisa McGuire, MBA
10:00 - 10:30 am	<b>Break with Exhibitors</b>
10:30 - 11:00 am	<b>You're Going to Need a Bigger Boat: Leveraging Your Community Assessment for Program Planning</b> Lisa McGuire, MBA
11:00 - 11:30 am	<b>The Beginning of a Beautiful Friendship: How Outcomes &amp; Quality Can Drive Your Program Forward</b> Donna O'Brien, MHA
11:30 - 12:00 pm	<b>Lions, Tigers, &amp; Bears, Oh My: Leading Complex Teams &amp; Managing Dynamics</b> Katherine Branch, MHA
12:00 - 12:30 pm	<b>Coming to a Theatre Near You</b> Lisa Allison, RN, MS, OCN, OCN-CG(T) Moderating with Daniel Lenard, MBA, RT (R)(T), ARRT; Jordan Johnson, MSHA, iMPaCT; Katherine Branch, MHA; Lisa McGuire, MBA & Donna O'Brien, MHA
12:30 - 1:45 pm	<b>Lunch - Final Chance to Visit Exhibitors</b>
1:45 - 2:15 pm	<b>Houston, We Have a Problem: Breaking Down Barriers in Access to Care</b> Janeth Sanchez, PhD
2:15 - 2:45 pm	<b>We're Not in Kansas Anymore: Partnering with YOUR Community &amp; Grants to Pave the Way</b> Karen M. Winkfield, MD, PhD
2:45 - 3:15 pm	<b>You Had Me at Hello: Engaging Providers in Your Program</b> Donna O'Brien, MHA
3:15 - 3:30 pm	<b>Break</b>
3:30 - 4:00 pm	<b>If You Build It They Will Come... Building a Cancer Genetics Program for Success and Longevity</b> Alison Kurian, MD, MSc
4:00 - 4:30 pm	<b>And the Rotten Tomatoes Score is...</b> Moderating: Danielle Rogers, NP-C, AOCNP, ACGN, CGRA & Janeth Sanchez, PhD; Karen Winkfield, MD, PhD; Donna O'Brien, MHA; Alison Kurian, MD, MSc
4:30 - 5:00 pm	<b>There's No Crying in Business Plans: Creating the Plans from First, Second, or Third Base</b> Stephanie Graff, MD, FACP & Kimberly Samuels, BS, ARDMS, ARRT, RT(R)(M) Moderators with Round Table Leaders -Lisa McGuire, MBA, Mike Koroscik, MBA, Lisa Allison, RN, MS, OCN, OCN-CG(T) & Danielle Rogers, NP-C, AOCNP, ACGN, CGRA
5:00 pm	<b>Closing comments/Q&amp;A</b>
5:00 pm	<b>Post Conference Ends</b>

**REGISTER TO ATTEND**