



Practice Primer for New Breast Surgeons

Wednesday, April 29, 2020

1:00 PM-4:15 PM

COURSE MODERATORS: Steven Chen, MD, MBA and Monique Gary, DO

FACULTY: Deanna Attai, MD; Susan Boolbol, MD; Steven Chen, MD, MBA;
Lucy De La Cruz, MD; Monique Gary, DO; Kelly Hunt, MD; Lerna Ozcan, MD;
Shawna Willey, MD

COURSE DESCRIPTION:

Whether you are within your first few years of practice, switching from academic to community or private practice, or tailoring an existing general surgery practice to a breast-specific one, there are unique challenges and a steep learning curve to master the elements of a successful transition. This course is designed to provide surgeons with a toolkit and strategies to navigate these challenges by addressing topics such as professional brand development, leadership skills, program development and accreditation, contract re-negotiating, when and how to partner successfully (and ethically) with industry, public speaking pearls, and building a successful community outreach platform.

COURSE OBJECTIVES:

At the conclusion of this course, participants should be able to:

- Develop strategies to build your professional brand and learn how and why it is important
- Track your productivity and success in your practice
- Develop skills necessary in re-negotiating a contract
- programmatic considerations for new or changing practice settings Initiate developing an accredited or community outreach program
- Identify ways of ethically partnering with industry
- Acquire new public speaking techniques

CME Information:

The American Society of Breast Surgeons designates this live activity for a maximum of 3 *AMA PRA Category 1 Credits*[™]. Physicians should claim only the credit commensurate with the extent of their participation in the activity.

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PRELIMINARY AGENDA

1:00 PM -1:05 PM	Welcome and Introduction	Monique Gary, DO
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1:05 PM -1:30 PM	Brand New You: Tools for Differentiating Yourself and Your Practice Developing an Online Presence: Social Media, Website Development, Protecting Your Online Reputation	Deanna Attai, MD
1:30 PM -1:45 PM	Developing a New High-Risk Program	Lerna Ozcan, MD
1:45 PM -2:00 PM	Differentiating Yourself Through Advanced Surgical Techniques	Susan Boolbol, MD
2:00 PM -2:15 PM	Organizing Your Breast Program	Monique Gary, DO
2:15 PM -2:25 PM	Q&A	
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2:25 PM -2:50 PM	After the Honeymoon..... Compensation Models, RVUs and more	Lucy De La Cruz, MD
2:50 PM -3:05 PM	Work-Life Integration: Imposter Syndrome, Leadership and Burnout	Kelly Hunt, MD
3:05 PM -3:15 PM	Looking ahead: Successful Re-negotiation, Sample Contract Mistakes Not to Make Again	Steven, Chen, MD
3:15 PM -3:30 PM	Q&A	
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3:30 PM -4:10 PM	Community Engagement: Beyond the Basics Panel Discussion Talking the Talk: Become a Sought-After Speaker Leveraging Industry: Dos and Don'ts Boards, Nonprofits and Advisory Panels: Choosing Wisely, Managing Your Time	Steven Chen, MD Susan Boolbol, MD Shawna Willey, MD
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4:10 PM -4:15 PM	Closing Remarks	Steven Chen, MD
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4:15 PM	Adjourn	
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4:15 PM-4:45 PM	Mentor Meet and Greet – <i>All registered course attendees are welcome!</i>	