

"Find it before you Feel it"

# Breast Cancer Screening Symposium

**SATURDAY, MARCH 2, 2024**

**9:00 AM- 12 NOON**

**MSU MANAGEMENT EDUCATION CENTER**

**811 W Square Lake Road Troy MI 48098**

## Featured Speakers & Lecture Topics

### Screening Guidelines



**Jeffrey Falk, MD FAC**

Breast Surgical Oncologist,  
Medical Director of Breast  
Program at  
Ascension St. John

### Breast Density



**Shoshana Hallowell, MD FAC**

General & Breast Surgeon, CEO  
Operation Breast Density,  
Breast Cancer Survivor  
McLaren Hospital

### Genetics & Breast Cancer



**Versha Pleasant, MD MPH**

Clinical Assistant Professor of  
OB-GYN, Director of Breast  
Health & Cancer Genetics  
Clinic at University of  
Michigan

### Breast Radiology



**Evita Singh, MD**

Radiologist, Associate  
Program Director and Section  
Chief of Breast Imaging at  
Karmanos Hospital

**Powered by:**



- AMA PRA Category 3 Credit(s)<sup>™</sup>, ANCC contact hours, & AAPA Category 3 CME credits available
- Food & Beverages provided
- Vendor services available for women health and wellness

**Register**



Additional information available at [www.operationbreastdensity.org](http://www.operationbreastdensity.org)

# ABOUT

## OPERATION BREAST DENSITY'S BREAST CANCER SCREENING SYMPOSIUM

Operation Breast Density is a 501c3 Nonprofit that is dedicated to breast cancer and breast density education.

45% of women have dense breast tissue and dense breast tissue is a significant factor to the development of breast cancer. In addition, screening mammography can miss a breast cancer diagnosis in women with dense breasts up to 40% of the time.

This Breast Cancer Screening Symposium will educate on this important topic and provide guidance to practitioners screening women for breast cancer. The symposium is an educational series taking a more individualized patient centered approach to Breast Cancer Screening. Its focus will be on breast density education and an understanding of the challenges that come with imaging women with dense breast.

The symposium's target audience is clinicians that commonly screen for breast cancer such as family medicine, internal medicine, and obstetrics & gynecology physicians as well as nurse practitioners and physician assistants in those fields.

The symposium will provide an opportunity for 3 hours of continued medical education credit for physicians, nurse practitioners, nurses and physician assistance that attend.

There will be a continental breakfast provided along with mid-day refreshments and beverages.



**Free Registration**

**Live & In-Person Event**



# VENDORS

Companies, organizations and other nonprofits that focus on breast cancer diagnosis, treatment and support as well as women's health and wellness services are welcome.

Vendors have included several local breast cancer nonprofit organizations that provide financial aid and or emotional support to patients in need. In addition, nutritionist, physical therapy and wellness companies are great examples of vendors we are seeking at this event.

<b>VENDOR</b>	<b>\$250</b>
<b>NONPROFIT VENDOR</b>	<b>\$100</b>



# SPONSORSHIPS



## **Sponsor of Hope** **\$500**

Sponsorship includes a vendor table, full page advertisement in event brochure, marketing on all social media platforms, OBD website and electronic newsletter.

## **Sponsor of Courage** **\$750**

Sponsorship includes a 5 minute presentation/Demo, vendor table, full page advertisement in event brochure, marketing on all social media platforms, OBD website and electronic newsletter.

# ADVERTISING

<b>Quarter page advertisement 5" x 1.8"</b>	<b>\$75</b>
<b>Half page advertisement 5" x 3.875"</b>	<b>\$125</b>
<b>Full page advertisement 5" x 8"</b>	<b>\$200</b>

*Submit high resolution (300 dpi) PDF with all fonts embedded & color logo in vector art format (.ai, .eps, or .pdf)*