

MEDICAL EDUCATION

SPEAKERS NETWORK

ESTD  DATE

MESN Trending Topic

Breast Cancer

If your medical staff sees patients suffering from or at risk for breast cancer, consider contacting our office to book a speaker on this topic at 877-505-4777 or info@speakersnetwork.com.

What is the problem (C2)?

Breast cancer is the most common cancer in American women, next to skin cancers. 1 in 8 women develop breast cancer sometime in their life. About 40,920 women will die from breast cancer in 2018. Breast cancer stages range from early, curable breast cancer to metastatic breast cancer, with a variety of breast cancer treatments. Male breast cancer is not uncommon and must be taken seriously. Incidence and death rates generally increase with age, although death rates have been decreasing since 1989. These decreases are thought to be the result of treatment advances, earlier detection through screening, and increased awareness. The 8th edition of the American Joint Committee on Cancer (AJCC) Staging Manual has changes related to breast cancer staging that physicians need to be aware of.



Proposed Learning Objectives (C3)

At the conclusion of this activity, the learners will be able to:

1. Assess risk factors that may contribute to increases in breast cancer such as hormone replacement therapy, genetics, etc.
2. Cite changes in the breast chapter in the 8th edition
3. Examine the pathophysiology and epidemiology of breast cancer and identify prognostic indicators
4. Follow AJCC clinical and pathologic TNM staging guidelines and choose appropriate evidence-based treatment and management (surgical and nonsurgical) options
5. Summarize current and future research studies and clinical trials
6. Communicate effectively with patients of different ethnicities, navigating any language or cultural barriers that may exist

How do we know this is a problem (C2)?

<https://www.cancer.org/cancer/breast-cancer/about/how-common-is-breast-cancer.html>
<https://cancerstaging.org/references-tools/deskreferences/Pages/Breast-Cancer-Staging.aspx>

What do attendees need? (C2)

October is Breast Cancer Awareness Month, which is an annual campaign to increase awareness of the disease. While most people are aware of breast cancer, many forget to take the steps to have a plan to detect the disease in its early stages and encourage others to do the same. Attendees need education on current diagnostic and treatment options. This topic would allow practitioners to discuss their new knowledge with patients, which would be timely for October.

Why does this problem exist? (C2)

X Lack knowledge about the problem(s)

X Lack strategies to apply knowledge to practice (competence)

Educational Delivery Method (C5):

- ❑ Didactic lecture
- ❑ Question and answer session
- ❑ Case presentations

Rationale for Delivery Method (C5):

- ❑ Knowledge conveyed in a short time
- ❑ Application of knowledge to potential practice

Professional Competencies (C6):

- ❑ **Patient Care** - Provide care that is compassionate, appropriate and effective treatment for health problems and to promote health.
- ❑ **Medical Knowledge** - Demonstrate knowledge about established and evolving biomedical, clinical and cognate sciences and their application in patient care.
- ❑ **Interpersonal and Communication Skills** - Demonstrate skills that result in effective information exchange and teaming with patients, their families, and professional associates (e.g. fostering a therapeutic relationship that is ethically sound, uses effective listening skills with non-verbal and verbal communication; working as both a team member and at times as a leader).

SPEAKERS ARE AVAILABLE FOR ONLINE ACTIVITIES

Our speakers are available for web-based activities as well as in-person activities. Our speakers can also produce pre- and post-test questions if your organization requests for compliance with the AMA's assessment requirement for online activities.