

# **Breast Surgeons as Leaders of Change**

**Jay K. Harness, MD, FACS**

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# Past Presidents

- **Robert B. Caplan, MD** 1995–1997
- **C. Alan Henry, MD** 1997–1999
- **Rache Simmons, MD** 1999–2000
- **Mark A. Gittleman, MD** 2000–2001
- **Arthur G. Lerner, MD** 2001–2002
- **Michael J. Edwards, MD** 2002–2003
- **Richard E. Fine, MD** 2003–2004
- **Lorraine Tafra, MD** 2004–2005
- **Edgar D. Staren, MD, PhD** 2005–2006
- **Helen A. Pass, MD** 2006–2007

# Annual Meetings

Year	Site	Preregistered Attendees*	Exhibiting Companies
2000	Charleston, SC	180	17
2001	La Jolla, CA	220	26
2002	Boston, MA	425	33
2003	Atlanta, GA	495	36
2004	Las Vegas, NV	764	53
2005	Los Angeles, CA	655	60
2006	Baltimore, MD	825	64
2007	Phoenix, AZ	995	77
2008	New York, NY	1123	72

\*Excludes onsite registrants.

# 2007–2008 Committee Chairs

- **2008 Annual Meeting Committee** Dr. Hiram Cody, III
- **Breast Imaging Technologies Committee** Drs. Kambiz Dowlat & Arthur Lerner
- **Breast Ultrasound Certification Committee** Dr. Howard Snider
- **Bylaws Committee** Dr. Edgar Staren
- **Coding and Reimbursement Committee** Dr. Richard Fine
- **Corporate Relations Committee** Dr. Cary Kaufman
- **Education Committee** Dr. Tricia Kelly
- **Ethics Committee** Dr. Edward Donahue
- **Finance Committee** Dr. Eric Whitacre
- **MammoSite Scientific Advisory Committee** Drs. Peter Beitsch & Frank Vicini
- **Membership Committee** Dr. Alison Laidley
- **Newsletter Editor** Dr. Edward Donahue
- **Patient Safety and Quality Committee** Dr. Lorraine Tafra
- **Public Relations Committee** Dr. Victor Zannis
- **Publications Committee** Dr. Sheldon Feldman
- **Research Committee** Dr. Pat Whitworth

# My Family



Steve, Deborah & Kelly- 1995



Jay & Kids- London- 2000



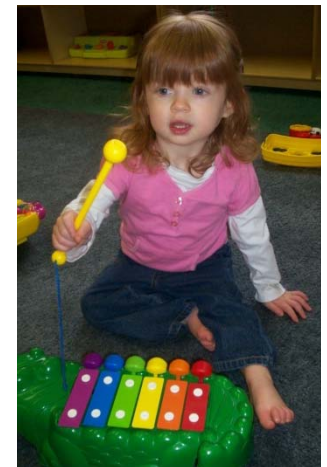
Ashley & Linda



Linda & Mom



Lexa & Branden



Haley

# **Breast Surgeons as Leaders of Change**

# What are the Personal Characteristics of Leaders?

- **Visionary**
- **Passionate**
- **Courageous**
- **Tenacious**  
(stubborn, resolute, persistent, dogged, determined)
- **Creative**
- **Compassionate**
- **Problem solvers**
- **Egocentric**  
(insensitive, selfish, egotistic, careless of the feelings of others)

# **The Breast Surgeon Leaders**

- **William Halsted**
- **George Crile, Jr.**
- **Umberto Veronesi**
- **Bernard Fisher**
- **Mel Silverstein**
- **Kambiz Dowlat**
- **Armando Giuliano**
- **The US “Mafia”**
- **Oncoplastic Surgeons**
- **Arthur Lerner**
- **David P. Winchester**
- **The Ad Hoc Comm.**
- **Limited-resource countries**
- **“You”**

# William S. Halsted, MD



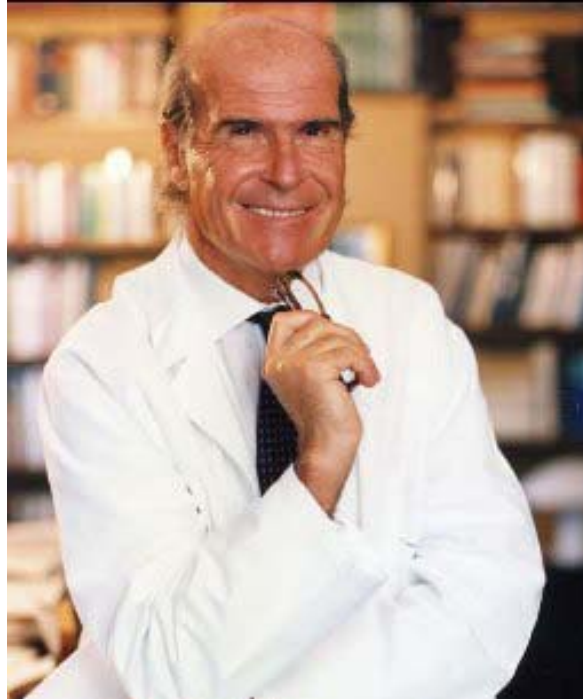
- **Halsted Radical Mastectomy**
- **Bigger and wider was better surgery**
- **Created a paradigm that lasted for decades**

# George Crile, Jr., MD



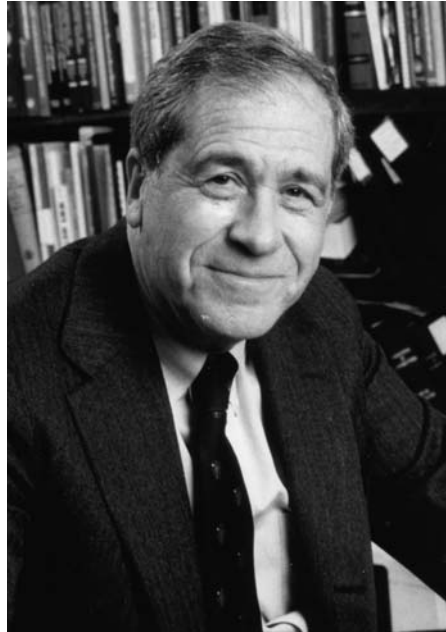
- **Last radical mastectomy in 1954**
- **1961- published his results of “lumpectomy” or simple mastectomy vs radical mastectomy**
- **Was the target of ridicule and scorn**
- **A true “champion” for women**

# Umberto Veronesi, MD



- **The Milan I & II Trials supported the concept of breast conservation**
- **Intraoperative radiation therapy**

# Bernard Fisher, MD



- **NSABP- B-06**
- **Created the next major shift in the paradigm of breast cancer- “a systemic disease”**
- **The importance of adjuvant therapy**

# Melvin J. Silverstein, MD



- **Created the country's first multidisciplinary breast center in the 1970's**
- **Pioneering work in DCIS**
- **A leader in oncoplastic surgery**

# Kambiz Dowlat, MD



- **First to perform breast stereotactic core bx's in the United States**
- **A leader in stereotactic-guided laser ablation of breast lesions**

# Armando Giuliano, MD



- **Applied the work of Don Morton in sentinel lymph node biopsies in malignant melanoma to breast cancer**
- **His work lead to the development of important clinical trials to verify the concept**
- **Helped to launch another major paradigm shift**

# **The Breast US “Mafia”**

- **Ed Staren**
- **Mark Gittleman**
- **Ricky Fine**
- **Jay Harness**
- **Phil Israel**
- **Art Lerner**
- **Others**
- **We recognized the potential value of US early on**
- **Once we learned this “new” technology we began to teach it to our colleagues**
- **Started do US-guided biopsies**

# Oncoplastic Surgeons



**Krishna Clough, MD**



**Mel Silverstein, MD**

- **The concept began in Europe because of poor cosmetic results after partial mastectomies**
- **Close collaboration between breast and plastic surgeons**
- **Requires real effort by the breast surgeon in planning the appropriate operative approach**
- **Aesthetics and good cancer surgery can coexist**
- **A major part of breast cancer surgery now and in the future will be the oncoplastic approach**

# Arthur G. Lerner, MD



- **Years of leadership in surgeon performed imaged-guided breast biopsies**
- **Years of leadership in guiding and growing The American Society of Breast Surgeons**
- **Co-Chair of the Breast Imaging Technology Committee- Issues with the FDA- Creating a stereotactic certification program**
- **Give women greater access to image-guided breast biopsies and percutaneous resections of breast lesions**

# David P. Winchester, MD



NATIONAL ACCREDITATION PROGRAM FOR BREAST CENTERS

# Breast Cancer in Limited-Resource Countries



**Benjamin O. Anderson, MD**  
**Chairman & Director- BHGI**

- **Great need- limited resources in many countries around the world**
- **A need to do more about breast cancer control in low- and middle-income countries**
- **The Breast Health Global Initiative (BHGI)**

# The ASBrS Ad Hoc Committee

- **Alison L. Laidley, MD, Chair**
- **Richard E. Fine, MD**
- **Arthur G. Lerner, MD**
- **Helen A. Pass, MD**
- **Lorraine Tafra, MD**
- **Eric B. Whitacre, MD**
- **Shawna C. Willey, MD**
- **Victor J. Zannis, MD**
- **Provided leadership and recommended changes concerning the NAPBC**
- **Have taken the lead in developing the “*Mastery of Breast Surgery Pilot Program*”**
- **To document quality outcomes in patient care and to provide individual surgeons with a means to know and to be able to report their performance**
- **Your input is needed in this early developmental stage**

# What are the Personal Characteristics of Leaders?

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# **“You”**

- **Are The Breast Surgeons Who Are The Leaders of Change:**
  - **Among your colleagues at home**
  - **At your local tumor boards & OR's**
  - **At the local, state, & national surgical & medical societies**
  - **For your patients as their most important advocates**
- **Because of you as leaders of change we will make unprecedented progress in conquering breast cancer**
- **You, my colleagues, are the hope of the now and the future**

***“I am so grateful to have passion  
and  
the opportunity to pursue it!”***

**Elsa Marshall  
Perth, Australia  
April, 2008**