



JORDAN BREAST CANCER PROGRAM

2nd REGIONAL CONFERENCE



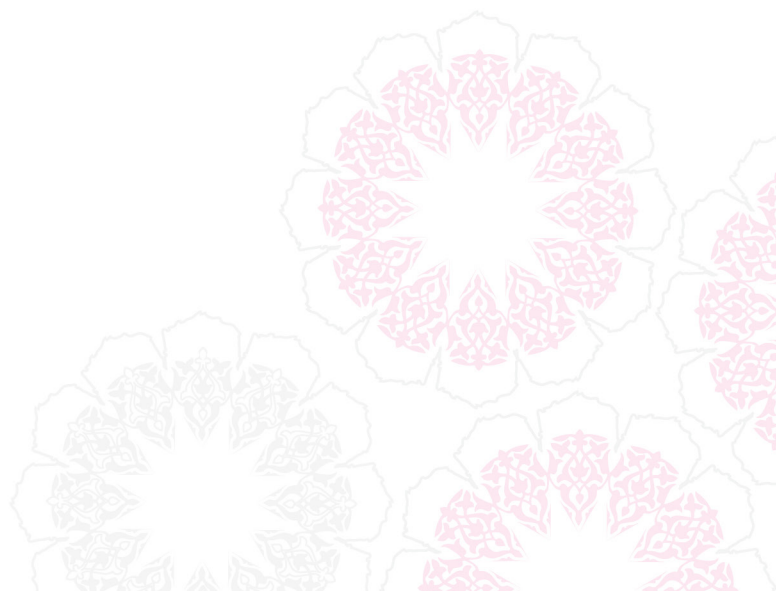
King Hussein Cancer Foundation
King Hussein Cancer Center



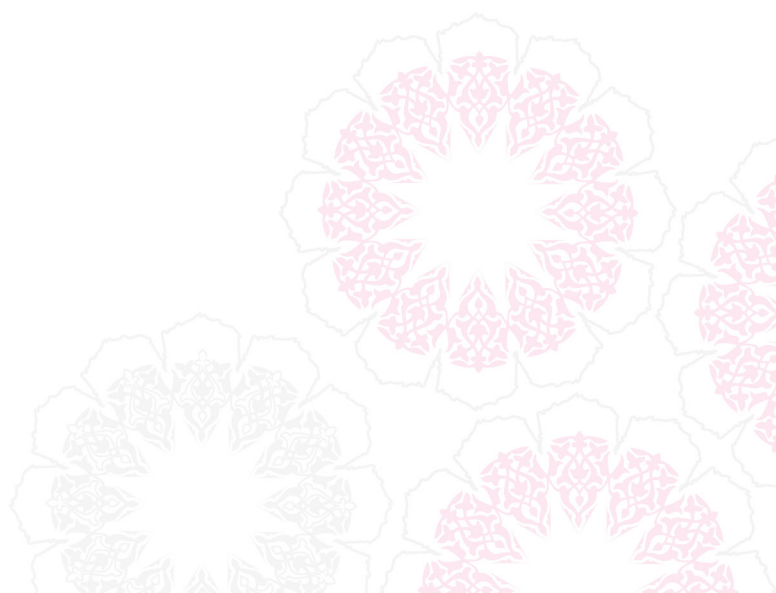
A King Hussein Cancer Foundation and Center Program

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Introduction

The 2nd Regional Conference of the Jordan Breast Cancer Program proved to be an exceptional gathering of health experts, professionals, and esteemed thought leaders. This distinguished assembly took place in Amman from June 5th-8th, 2023, graciously hosted under the patronage of HRH Princess Ghida Talal.

This significant event provided an influential platform for invigorating discussions, enlightening presentations, and collaborative exchanges focused on the critical aspects of breast cancer early detection and cancer control. The conference managed to unite a diverse array of attendees, including dedicated researchers, diligent healthcare providers, insightful policymakers, and resilient survivors. All participants shared a common commitment to identifying transformative solutions that address the challenges faced we encounter in our tireless battle against cancer, with a particular emphasis on breast cancer.

Boasting a thoughtfully curated agenda replete with keynote addresses, engaging panel discussions, and interactive workshops, the conference was designed to cultivate meaningful dialogues, unveil emerging trends, and offer invaluable opportunities for cross-disciplinary collaborations.

About the Conference

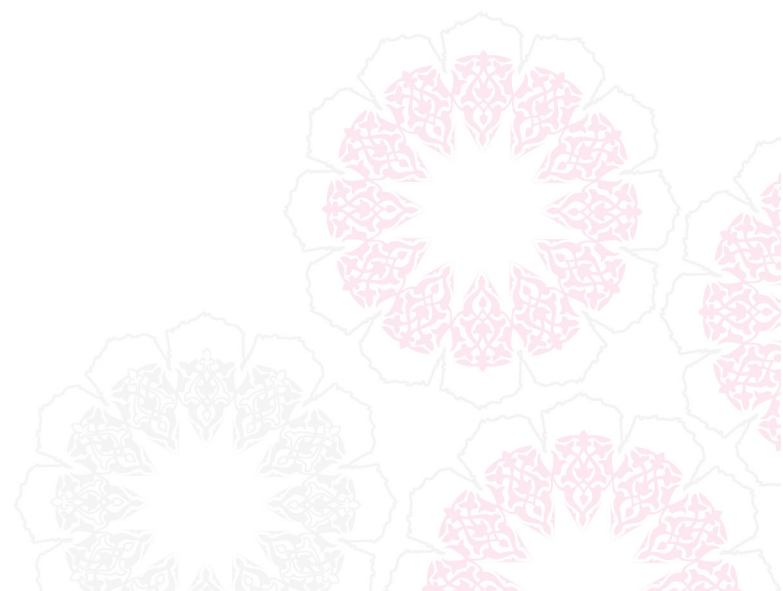
The conference showcased an array of workshops and panels encompassing various aspects of breast health. The workshops featured hands-on sessions covering diverse topics including mammography reading, automated breast ultrasound (ABUS), ultrasound-guided biopsy, digital marketing strategies for promoting breast health awareness, and skills enhancement tailored for mammographic radiographers.

The panels delved into crucial themes such as breast cancer prevention, early detection, equity, knowledge management, and health policy. Eminent experts delivered impactful talks on breast cancer diagnosis, underscoring the pivotal role of a multi-disciplinary approach in fostering comprehensive breast health.

The inauguration of the event was held under the esteemed patronage of HRH Princess Ghida Talal, accentuating the imperative of increasing awareness and enhancing treatment options for breast cancer patients globally.

The conference commenced with a distinguished assembly of guests, including the presence of Princess Ghida, the Health Minister, members of the Parliament, CEOs of pertinent institutions, advocates, renowned medical practitioners and researchers specializing in breast cancer, media representatives, and survivors hailing from diverse nations.

Confronting the challenges posed by breast cancer holds paramount importance, and the sight of such a vast congregation of individuals dedicated to this cause is truly inspiring. Princess Ghida underscored the significance of advancing research, amplifying awareness, and enhancing the spectrum of treatment options accessible to breast cancer patients.

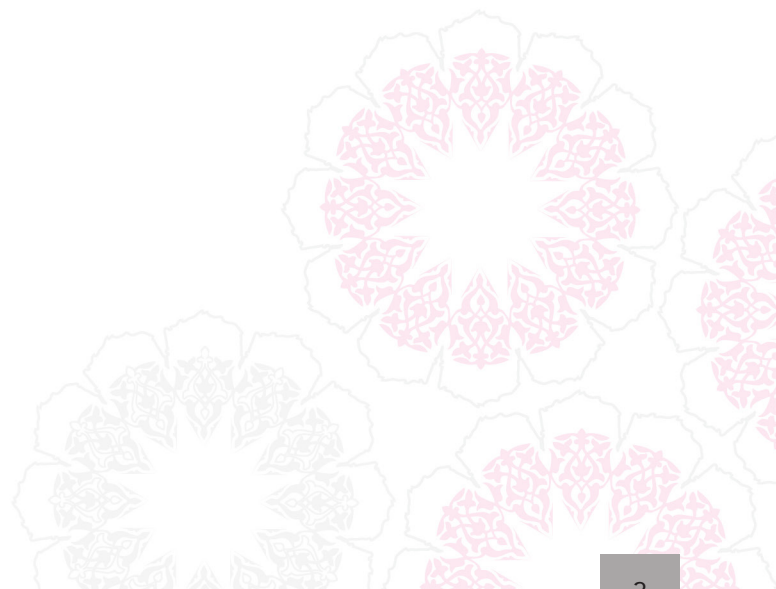


Conference Program

Commencing on June 6th, the Breast Cancer Conference embarked on a journey of knowledge dissemination, collaborative exchange, and skill enhancement. The multifaceted event unfolded with a dynamic array of presentations, engaging panel discussions, and immersive workshops, all orchestrated with the collective goal of propelling the frontiers of breast cancer prevention, early detection, and the holistic enhancement of patient experience.

From the inaugural moments, the conference served as a pivotal platform for experts and stakeholders from diverse domains to converge, sharing their insights, innovative approaches, and groundbreaking research. Through an interplay of these diverse formats, the conference aimed to magnify awareness, foster informed dialogue, and unveil actionable strategies that could transform the landscape of breast cancer care. Whether through the enlightening presentations, the in-depth deliberations of panel discussions, or the hands-on experiences of workshops, each facet of the event was meticulously curated to contribute to a more profound understanding of the multifaceted challenges within breast cancer prevention, early detection, and the overall well-being of patients.

As participants immersed themselves in this collective endeavor, the conference radiated with the enthusiasm and dedication of attendees united by a shared purpose: to push the boundaries of knowledge and practice in the relentless pursuit of a world free from the burdens of breast cancer.





Conference Day One

Welcome Remarks by the Chairman of JBCP



Dr. Asem Mansour, the Director General and Chief Executive Officer of the King Hussein Cancer Center (KHCC), as well as the Executive Chairperson of the Jordan Breast Cancer Program (JBCP) Board, graced the stage to deliver a heartfelt and motivating welcome address to entire assembly. Renowned for his significant contributions in the realm of breast cancer research and healthcare, Dr. Mansour extended his sincere appreciation and gratitude for the collective efforts and unwavering dedication demonstrated in the ongoing battle against breast cancer.

Dr. Reem Al-Ajlouni's Inspirational Keynote



Taking the center stage on the conference's inaugural day, Dr. Reem Al-Ajlouni, the Director of the Jordan Breast Cancer Program, delivered a captivating keynote address. Leveraging her extensive knowledge and profound experiences in realm of breast cancer, Dr. Al-Ajlouni emphasized the critical significance of early detection, the exploration of innovative treatment paradigms, and the provision of all-encompassing care for patients.

Dr. Al-Ajlouni's passionate speech served as a rallying call, motivating attendees to strengthen their commitment in the fight against breast cancer. Her words ignited a sense of urgency, encouraging each person present to contribute their skills, resources, and determination towards a common goal. Her message resonated through the conference, inspiring a collective effort to reduce the impact of breast cancer through proactive approaches and compassionate support.

Survivorship and Patient Experience



Presenting at the event, Dr. Navid Madani, a distinguished Senior Scientist at the Dana-Farber Cancer Institute and Harvard Medical School, as well as the founding director of the SHE centers, delivered a thought-provoking presentation. Focusing on the themes of survivorship and patient experience, she emphasized the critical importance of comprehensive support systems that encompass survivors' physical, emotional, and psychological wellbeing.

Dr. Madani illuminated strategic pathways to enhance and elevate the overall patient experience, instill empowerment within survivors, and cultivate and foster an environment of resilience, optimism, and hope. As the session drew to a close, participants departed with an enriched understanding of the multifaceted challenges faced by survivors and a renewed commitment to advancing the quality survivorship care.

Conference Day One Sessions



Breast Cancer Prevention and Early Detection as a Public Health Priority:

Under the insightful moderation of Ms. Nisreen Qatamish, a profound panel discussion was held, centered on the pivotal themes of Breast Cancer Prevention and Early Detection. Esteemed experts who lent their expertise to the discourse included:



Ms. Nisreen Qatamish

A vanguard in her own right, she is the Director General and CEO of the King Hussein Cancer Foundation (KHCF), Jordan's preeminent healthcare non-governmental organization. Her leadership in social development and health policy has made a significant impact in the MENA region.



Dr. Raed Anwar Al-Shboul

Holding the position of Secretary general of Primary Healthcare and Epidemiology, Dr. Al-Shboul brings a wealth of insights from his distinguished medical career to the discussion.



Dr. Fawzi Al-Hammouri

As the Chairman of the Board and General Manager of the Specialty Hospital, and concurrently the Chairman of Private Hospitals Association – Jordan, Dr. Al-Hammouri's perspectives are informed by his extensive experience in healthcare leadership.



Dr. Mohammed Rasoul Tarawneh, MD

A seasoned MD Senior Consultant Family Physician, Board-certified in Family Medicine, and holder of a Diploma in Diabetes from the UK, Dr. Tarawneh's comprehensive medical background enriches the panel's deliberations.



Ms. Salma Jaouni

As the CEO of the Health Care Accreditation Council (HCAC), Ms. Jaouni's expertise in healthcare quality assurance brings a valuable dimension to the discourse.

This expert panel engaged in a dynamic discussion that provided valuable insights and perspectives on breast cancer prevention and early detection strategies. The panelists, drawing on their collective expertise, explored the importance of prioritizing these strategies within the broader context of public health initiatives, with a focus on promoting equity. They emphasized these aspects as integral components of a comprehensive healthcare approach. During the discussion, the panelists delved into various strategies to address disparities, raise awareness, and improve access to essential screening and diagnostic services. Their combined knowledge and experience aimed to drive positive changes and improve overall health outcomes in the field of breast cancer.

Throughout the discussion, their shared commitment to breaking down barriers, closing gaps, and fostering equitable healthcare was evident, underscoring their dedication to enhancing breast cancer prevention and early detection efforts.



Engaging People: Creating Change

Under the adept guidance of Dr. Reem Al-Ajlouni, the panel discussion emerged as an engaging discourse centered on the transformation of breast cancer awareness and care. The esteemed panelists brought a wealth of expertise to the table included:



Dr. Reem Al-Ajlouni

Director of Jordan Breast Cancer Program. A public health, health economics and policy professional.



Dr. Wahid Alkhrousi

A distinguished Orthopedic surgeon and Chairman of the Omani Cancer Control Association, Dr. Alkhrousi's insights emanate from his role in shaping the cancer landscape in Oman.



Ms. Hanadi M. Alouthah

Serving as the Director of the Zahra Association in Saudi Arabia, Ms. Alouthah's contributions reflect her leadership in fostering change within breast cancer awareness and care.



Ms. Aisha Al Mulla

Holding the position of Director of Friends of Cancer Patients, Ms. Al Mulla's involvement showcases her dedication to supporting cancer patients.



Ms. Doris Youngs

As the Chief of Party for the USAID Community Health and Nutrition project, Ms. Youngs brings an international perspective to the discussion, enriching the conversation with insights on community-oriented health initiatives.



Dr. Mohamed Salem Abdullah

Serving as the President of the Ithar Charitable Society for Cancer Patients, Dr. Abdullah's contributions emanate from his experience in supporting individuals affected by cancer.

The panelists were dedicated to driving positive change and discussed strategies that cross boundaries and cultures, aiming to reshape breast cancer awareness and care. Their collective wisdom aimed to inspire significant shifts in the field of breast health. During the engaging discussion, the focus was on empowering individuals to drive change in breast health. Innovative approaches were shared, sparking a conversation about mobilizing communities and individuals for proactive action. Attendees gained insights into effective community engagement, learning how to harness collective efforts for meaningful changes in breast health outcomes.



Knowledge Management for Improved Breast Cancer Outcomes



Presenting a riveting session, Dr. Mohammed Odeh, Ph.D. and a professor of Cancer Care Informatics at both KHCC in Jordan and UWE Bristol in the UK, delivered a presentation on Knowledge Management for Improved Breast Cancer Outcomes. His presentation underscored the pivotal role that adept data management and seamless information sharing play in enhancing and elevating both patient care and research.

Dr. Odeh's discourse highlighted the criticality of efficient knowledge management, particularly within the dynamic framework of breast cancer. In his comprehensive talk, he not only elucidated strategies and tools for effective dissemination and utilization of breast cancer related-information encompassing prevention, diagnosis, and treatment, but he also shed light on the transformative potential that knowledge management holds in the context of patient well-being. Through real-world examples and insightful discussions, Dr. Odeh underscored how robust knowledge management practices can catalyze improved patient outcomes, elevate healthcare standards, and foster a culture of evidence-based decision-making.

Cancer Control in the Region: Experience of the Union for International Cancer Control (UICC)



Drawing upon the expertise of the UICC, Ms. Laura Fernandez Diaz offered a comprehensive overview of cancer control initiatives within the region. Through her presentation, she navigated the landscape of challenges and triumphs, shedding light on the significance of collaborative efforts, policy formulation, and the strategic allocation of resources. In this illuminating discourse, attendees were equipped with invaluable insights into the intricate web of cancer control strategies, contributing to their ever-evolving knowledge base.



Revitalizing Cancer Control (Innovations in Cancer Policy, Financing and Strategy)

The panel, themed “Revitalizing Cancer Control: Innovations in Cancer Policy, Financing, and Strategy,” convened experts from diverse backgrounds to explore cutting-edge approaches in the realm of cancer care. Chaired by Dr. Ibrahim Aqel the discussion was guided by his seasoned expertise in healthcare management and policy. The panelists brought forth insights spanning cancer policy, financing mechanisms, strategic planning, and more, collectively addressing the evolving landscape of cancer control with fresh perspectives and innovative solutions. The panelist included:



Dr. Ibrahim Aqel

Director of the Institute for Family Health under the King Hussein Foundation



Professor Hani Nawafleh

As the Secretary General of the Jordanian Nursing Council (JNC), Professor Nawafleh brought his wealth of expertise to the fore.



Dr. Musa Taha Ajlouni

Renowned as a Senior Advisor at the Jordanian Public Health Forum and MENA Health Policy Forum, Dr. Ajlouni's insights resonated within the discourse.



Dr. Anas Almohtaseb

In his capacity as the Director of Non-Communicable Diseases Directorate at the Jordanian Ministry of Health, Dr. Almohtaseb's contributions enriched the panel's breadth.



Dr. Immanuel Azaad Moonesar

As an esteemed Executive Board member of the Academy of International Business – Middle East North Africa (AIB-MENA), Dr. Moonesar's perspectives reflected a global outlook.



Mr. Ali Al Gharabli

The Program Analyst for the Sexual and Reproductive Health Program at the United Nations Population Fund Jordan office, Mr. Al Gharabli's insights were rooted in tangible experience.

The panel thoroughly examined crucial health policy and strategic directions related to cancer and non-communicable diseases (NCDs) control. Drawing from their diverse expertise and viewpoints, the panelists explored essential strategies, policies, and initiatives aimed at improving prevention, early detection, and effective management of cancer and NCDs. Attendees gained valuable insights into the importance of comprehensive health policies, collaborative efforts among stakeholders, and the role of innovation in addressing the challenges posed by these diseases.

The discussion aimed to shape the future course of action in cancer and NCDs control, with a shared objective of enhancing public health outcomes and overall well-being. The panel showcased a strong commitment to driving positive change and forging paths toward a healthier and more resilient global community.

Cancer Prevention and Early Detection: Screening for Breast Cancer (SBC) Experience



Dr. Maisam Akroush, a renowned Gastroenterologist and Hepatologist, shared her insights and experiences to the fore as she illuminated the Screening for Breast Cancer (SBC) program. During the panel discussion, Dr. Akroush underscored the pivotal importance of early detection in enhancing cancer outcomes, shedding light on the success of the SBC program in fostering effective screening initiatives. She stressed the importance of regular screenings and self-examinations in detecting breast cancer early, leading to timely interventions and improved treatment outcomes. Dr. Akroush also discussed the complexities of cancer prevention, addressing challenges and proposing collaborative solutions. Her presentation exemplified the spirit of collective effort in the fight against cancer, advocating for a united approach to create a better future in public health.



Stories and Insights From the Region

Under the moderation of Ms. Eman Shannan, the Founder and General Manager of Aid and Hope for Cancer Patients Care (AHP), the panel was enriched by the diverse stories and insights shared by its participants. Each participant's narrative and expertise converged, casting a comprehensive spotlight on the multifaceted aspects of breast cancer advocacy, survivorship, and public health initiatives. The panelist included:



Ms. Eman Shannan

The moderator and a breast cancer survivor, Ms. Eman Shannan, the Founder and General Manager of Aid and Hope for Cancer Patients Care (AHP), added a personal perspective that resonated deeply with the audience.



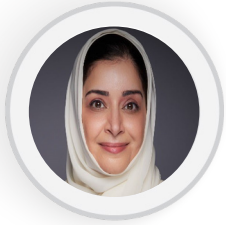
Ms. Asmaa Jummah Juwayli

Holding the mantle of President of the Libyan Union for Cancer Control, Ms. Asmaa Juwayli brought a unique vantage point from her leadership role in shaping cancer control initiatives in Libya.



Dr. Amal Ireifij

Dr. Ireifej, the Director General at the Royal Health Awareness Society (RHAS) in Jordan, contributed her expertise in health awareness to the discourse, bringing forth insights on strategies to foster health-conscious communities.



Ms. Haifa Alshamsi

With a wealth of psychological insight, Ms. Haifa Alshamsi, a clinical psychologist, Co-Founder, and Board Member of the Zahra Breast Cancer Association, shared her expertise in navigating the emotional journey of breast cancer patients. Her contributions also extended to founding the Blossom Psycho-education Support Group for Breast Cancer Survivors.



Dr. Maesa Irfaeya (Dr.PH)

Hailing as a Public Health Specialist at the United Nations Development Program (UNDP) in Palestine, Dr. Irfaeya brought a global dimension to the conversation. Her involvement as a board member of the Dunya Women's Cancer Association and the Dunya Women's Cancer Center underscored her commitment to the cause.

The panelists shared their experiences and perspectives on breast health within the context of their respective regions. They discussed the distinct challenges, successes, and important lessons derived from their efforts in addressing region-specific breast health issues. By presenting innovative viewpoints, community engagement strategies, and practical approaches, the panelists highlighted the connections between tailored interventions, cultural awareness, and collaborative actions in promoting breast health and improving outcomes.

Beyond the discussions, the panel provided a platform for attendees to learn from the panelists' diverse experiences, deepening their understanding of the complex regional nuances related to breast health. The dialogues facilitated knowledge exchange and inspired participants to consider region-specific approaches in their own efforts related to breast health.



Conference Day Two

Conference Day Two Sessions

Multimodality Breast Imaging in the Early Detection and Diagnosis of Breast Cancer



Dr. Laila Abu Tahoun, a distinguished consultant and radiologist at KHCC, shared her wealth of expertise and insights encompassing the realm of breast cancer diagnosis and early detection. Drawing from her extensive tenure at KHCC, she navigated through the landscape of the latest advancements, pioneering screening methodologies, and diagnostic strategies that collectively underpin early detection, thereby fostering enhanced outcomes for individuals grappling with breast cancer.

Clinical Outcomes of Screening and Diagnostic Mammography in a Limited Resource Healthcare System



Presenting his research, Dr. Mahmoud Balas, an esteemed Consultant in Breast and General Surgery and an Assistant Professor of Surgery at the Hashemite University Faculty of Medicine, illuminated the intricacies of breast cancer diagnosis. During his presentation, he highlighted the pioneering methodologies and cutting-edge technologies employed in the realm of breast cancer diagnosis.

The attendees gained valuable knowledge and insights from the expert, enhancing their comprehension of early detection's paramount significance and the imperative role of precise diagnosis in the holistic management of breast cancer.

Barriers to Accessing Ovarian Tissue Cryopreservation for Fertility Preservation in Jordanian Breast Cancer Patients



The session centered on the challenges and solutions related to ovarian tissue cryopreservation for preserving fertility in breast cancer patients in Jordan. Breast cancer treatments often impact reproductive health, necessitating preservation options. However, Jordanian patients face obstacles including limited awareness, financial constraints, cultural beliefs, and inadequate facilities. The session delved into how cultural factors influence fertility preservation decisions, emphasizing the need for education and communication. Strategies like insurance coverage were discussed to promote inclusivity.

The conversation advocated for specialized fertility centers, uniting expertise and policy influence. This collaborative effort aimed to ensure equitable access to fertility preservation by bringing together professionals and policymakers. In essence, the session focused on raising awareness, providing practical solutions, and expanding pathways for fertility preservation. Through these objectives, the session advanced the journey towards greater reproductive autonomy for breast cancer survivors in Jordan.



Future Directions of Breast Cancer Screening and Diagnosis

A group of esteemed experts came together for the panel, gathering under the theme “Charting the Path Forward in Breast Cancer Screening and Diagnosis.” Guiding the conversation was Dr. Maysoon Tahir Abu Mahfuz, an accomplished Consultant Breast Imaging Radiologist. The panel featured a range of expertise, from consultant oncosurgeons to breast surgeons, each contributing their insights to the discussion. Together, the panelists envisioned the future landscape of breast cancer screening and diagnosis, blending their perspectives to forge a more informed and innovative approach to breast health. The panelists included:



Dr. Maysoon Tahir Abu Mahfuz

A distinguished consultant breast imaging radiologist, who serves as the moderator, guiding the discussions with her wealth of expertise.



Dr. Ali Al-Ebous

A revered consultant onco-surgeon and breast surgeon, contributes his insights on surgical interventions and oncology strategies.



Dr. Mahmoud Abu Dakka
MBBcH, FRCS Eng

Visionary consultant onco-plastic & reconstructive breast surgeon, shares his pioneering approaches in onco-plastic surgery.



Dr. Tatiana Khoury

Renowned as the head of the breast care unit at clemenceau medical center hospital in dubai, enriches the discourse with her experiences in patient care.



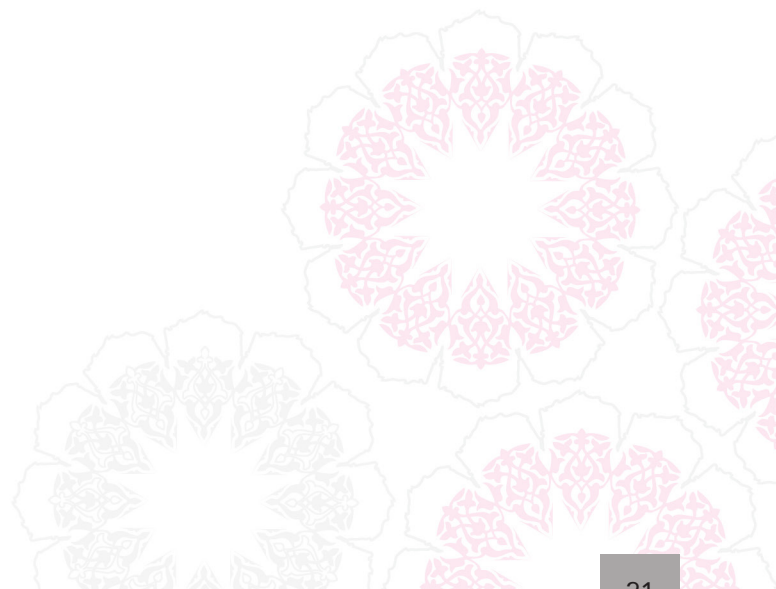
Dr. Mohammad Ayasrah

An esteemed associate professor specializing in breast imaging and mammography at the department of allied medical sciences, provides valuable insights on diagnostic techniques.



Dr. Mohammed Odeh

A professor of cancer care informatics at khcc, jordan, and uwe bristol, uk, adds his expertise on informatics and data-driven approaches to cancer care.





Empowering Early Detection in Breast Cancer: The Synergy of Multidisciplinary Collaboration

Anchored in the theme of fortifying early breast cancer detection, the panel convened under the theme of “Empowering Early Detection in Breast Cancer: The Synergy of Multidisciplinary Collaboration.” The panelists brought their expertise to the forefront:



Dr. Maysa Al-Hussaini

Dr. Maysa Al-Hussain is a Consultant Histopathologist and Full Member at King Hussein Cancer Center in Amman, Jordan



Dr. Mahmoud Al-Masri

As the Chairman of the Department of Surgery at KHCC, Dr. Al Masri furnished the discourse with his expertise in surgical interventions.



Dr. Ahmad Bawaaneh

Dr. Bawaaneh, a Medical Oncologist and CMO at RMS Oncology Center, contributed his perspective on the oncological facet of breast cancer management.



Dr. Majeda Afeef

A notable presence as the Chief Nursing Officer at KHCC, Dr. Afeef's insights lent a comprehensive understanding of the nursing dimensions in the early detection journey.



Dr. Raed Attal

Hailing as a Breast Radiology Consultant at a private clinic, Dr. Attal's insights showcased the radiological underpinnings of early detection endeavors.



Dr. Wafa'a Taher

Serving as an Assistant Professor of Surgery at Balqa University, Dr. Taher illuminated the surgical strategies inherent in breast cancer early detection.

The panelists explored the profound importance of adopting a multi-disciplinary approach to breast health, emphasizing the collaborative efforts required for comprehensive care. Leveraging their expertise, they highlighted the interplay among healthcare disciplines such as radiology, surgery, oncology, and pathology, crucial in providing seamless care for those dealing with breast health concerns. They underscored the role of coordination, transparent communication, and shared decision-making among healthcare professionals in ensuring a holistic approach to breast health.

Attendees gained insightful perspectives as panelists unveiled both the strengths and challenges inherent in this multi-disciplinary framework. The session enhanced understanding of the nuanced care needed for individuals facing breast health issues, exemplifying the impactful synergy that emerges when diverse healthcare disciplines come together to prioritize optimal patient well-being.



She Leads: Empowering Women's Health and Leadership

The panel served as a platform for exploring the indomitable fusion of women's health and leadership, catalyzing inspiration and insights that reverberated far beyond its discussions. Dr. Navid Madani, the Moderator, orchestrated this dynamic exchange, weaving the expertise of the panelists, including:



Dr. Abeer Al-Bawab

A driving force as the President of the Jordan Chemical Society and Chairperson of Higher Education Reform Experts (HEREs), Dr. Bawab's contributions underscored the synergy of leadership and education in transforming healthcare landscapes.



Dr. Sawsan Majali

As a Senior Advisor in Health Systems Strengthening, Health Systems Quality Accelerator activity-USAID, Dr. Majali's insights resonated with the mission of bolstering healthcare systems.



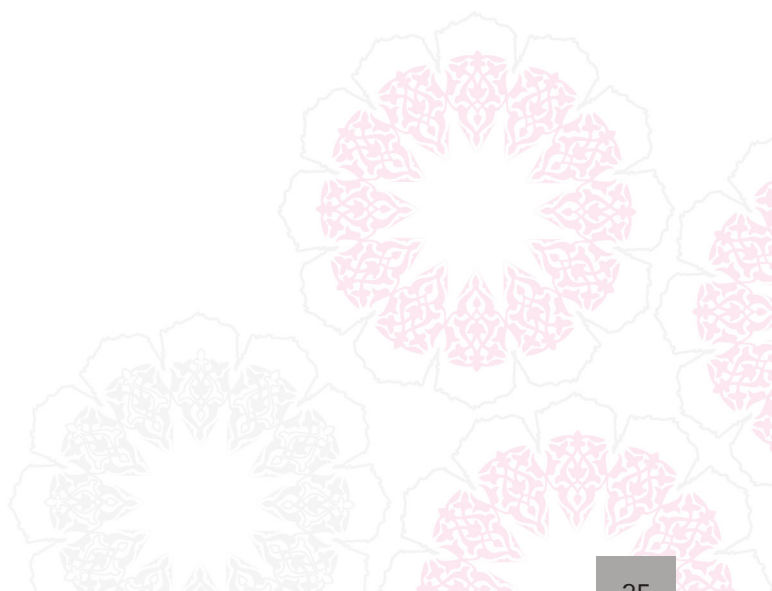
Dr. Bethany Haberer

Illuminating the discourse, Dr. Haberer, the Population and Family Health Office Director for USAID/Jordan, presented a pivotal perspective on population health.

The panel was thoughtfully curated to highlight the vital role women hold in driving transformative change in breast health, while also underscoring the significance of women’s leadership in healthcare. Panelists shared insights grounded in their own experiences, unveiling the specific challenges women face when assuming leadership roles in the healthcare field. They also shed light on the various avenues for advocacy and empowerment that these roles afford.

Additionally, the panel discussion revolved around key principles like gender equality, representation, and inclusivity in healthcare leadership, particularly in the context of breast health. This discourse acted as a reminder of the imperative to dismantle barriers that hinder women’s advancement into leadership positions, in pursuit of fostering comprehensive and inclusive healthcare systems.

Ultimately, the panel fostered a meaningful dialogue, amplifying the impact of women’s voices and leadership as drivers of concrete transformation. Their collective wisdom stirred inspiration and prompted action that extends beyond the session, aiming to elevate health outcomes in ways that transcend gender constraints.





Abstract Presentations

1. Harnessing Shear Wave Elastography for Evaluating Solid Breast Masses Categorized as BIRADs3 and BIRADs4 via Ultrasonography



Dr. Sahar Fareed

Dr. Sahar Fareed delves into advanced radiological techniques, shedding light on Shear Wave Elastography's potential in examining solid breast masses classified as BIRADs3 and BIRADs4 using ultrasonography. With extensive experience, Dr. Sahar also serves as the President of the Breast Imaging Subspecialty Fellowship of the Arab Board in Iraq.

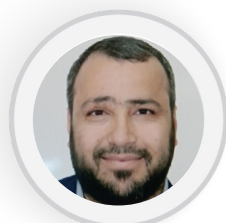
2. Exploring the Array of Imaging and Histopathology Findings from Recall Community Outreach Screening Mammography



Dr. Suha Ghoul

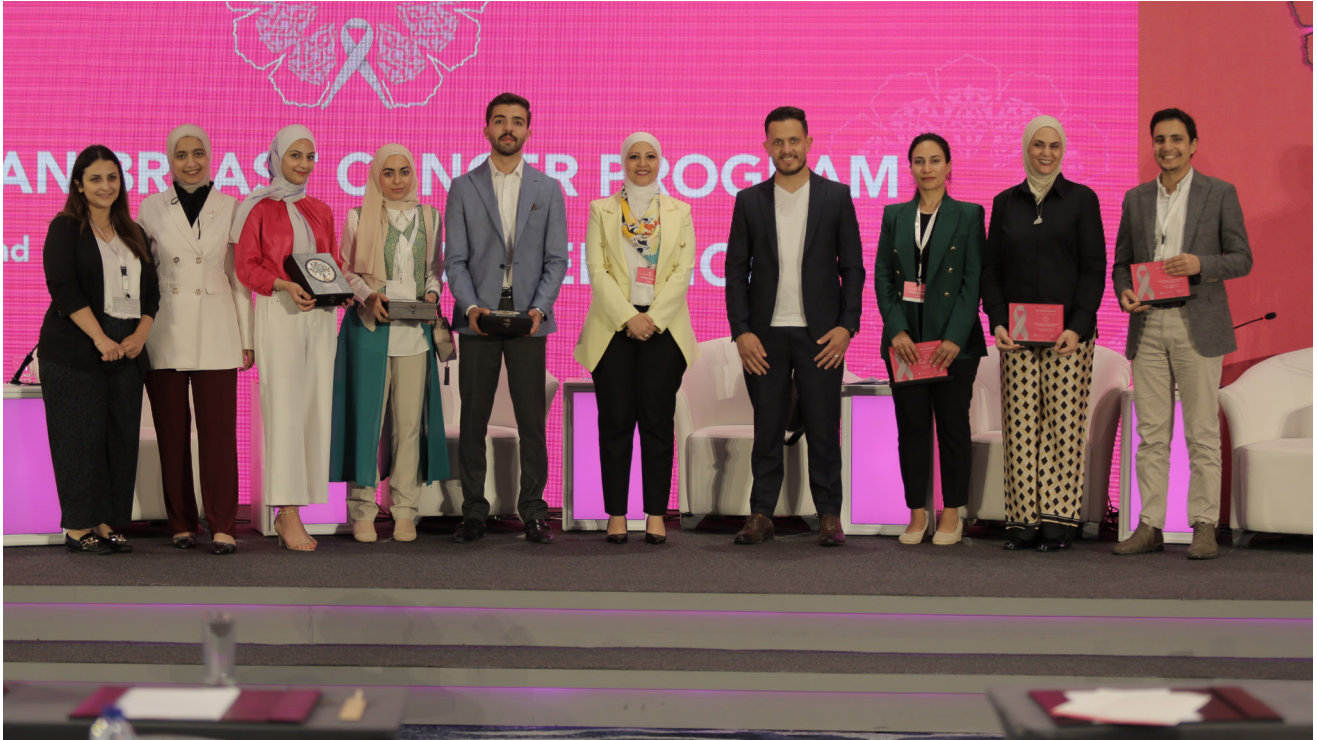
Dr. Suha Ghoul, a skilled consultant radiologist at KHCC, brings into focus a comprehensive perspective involving imaging and histopathological discoveries arising from recall community outreach screening mammography. Her extensive expertise and dedication center around women's imaging and body MRI, enriching the exploration with her distinct insights.

3. Unveiling the Landscape of Survival Rates and Epidemiology Among Jordanian Females with Breast Cancer (2013-2018)



Dr. Abdallah Mazin Matouq

Dr. Abdallah Mazin Matouq, a skilled community health practitioner, delves into the landscape of breast cancer survival rates and epidemiology among Jordanian females from 2013 to 2018. His diverse background spans roles in the Jordanian Ministry of Health, primary healthcare, occupational health, and maternal and child health. Presently, he guides the non-communicable health department and oversees the management of the Jordan cancer registry portfolio.



Youth-Lead Workshop: The Role of Medical Students and Emerging Health Providers in Cancer Awareness and Control

Centered around the theme “The Role of Medical Students and Emerging Health Providers in Cancer Awareness and Control,” the Youth-Lead Workshop illuminated the potent impact of youth leadership and engagement in cancer awareness and control. Mo’ayad Al-Jizzawi, representing IFMSA, JPSA, and the Medical Students Federation, moderated the session, empowering medical students and emerging health providers to contribute to cancer awareness and ongoing control initiatives.

The panelists included:



Dr. Anoud Alnsour

An eminent radiation oncology consultant hailing from KHCC, Dr. Anoud brought her wealth of expertise to this discourse.



Dr. Laith odeh

The embodiment of a clinical psychologist and Executive Director of the Safsaf Rehabilitation Center, Dr. Laith adds a psychological perspective to the session.



Mrs. Roland Bawwab

Rising above as a Breast Cancer survivor, Roland’s presence embodies the triumphs and resilience of those who’ve braved the journey.



Mohammad Sweidat

As a fervent youth activist championing youth participation and empowerment, Mohammad leads the SIWAR Program, the volunteer work initiative at KHCF.

The panelists had an insightful discussion, exploring the unique responsibilities of medical students as advocates for cancer prevention, early detection, and holistic care. They emphasized the significance of collaboration across disciplines, educating patients, and engaging with the community—crucial elements in cancer control.

Attendees gained valuable insights, setting the stage for their future roles in raising awareness and contributing to cancer control as healthcare professionals. The workshop fostered active participation, knowledge sharing, and networking among medical students and emerging health providers.



Multidisciplinary Workshops



Workshop 1: Breast Imaging Multi-Modality Workshop “Read Full-Field Digital Mammography Cases”

The European Society of Breast Imaging (ESBI) organized a four-day Breast Imaging Multi-Modality Workshop that brought together regional radiologists. Focusing on breast cancer screening and diagnosis, the workshop highlighted techniques involving MRI, ultrasound, and biopsy. The course aimed to enhance radiologists’ breast imaging skills through hands-on experience with real cases, interactive discussions, and exposure to diverse imaging methods. It emphasized early cancer detection, reducing callbacks, and comprehensive workups for a comprehensive overview. The workshop also covered normal breast images and utilized advanced techniques, highlighting the clinical importance of breast MRI, disease patterns, and its correlation with pathology.

Target Audience:

The Breast Imaging Multi-Modality Workshop catered to radiologists, surgeons, and pathologists aiming to enhance their understanding and skills in breast imaging and diagnosis.

Faculty Members:

The workshop featured a distinguished panel of breast imaging experts, including:



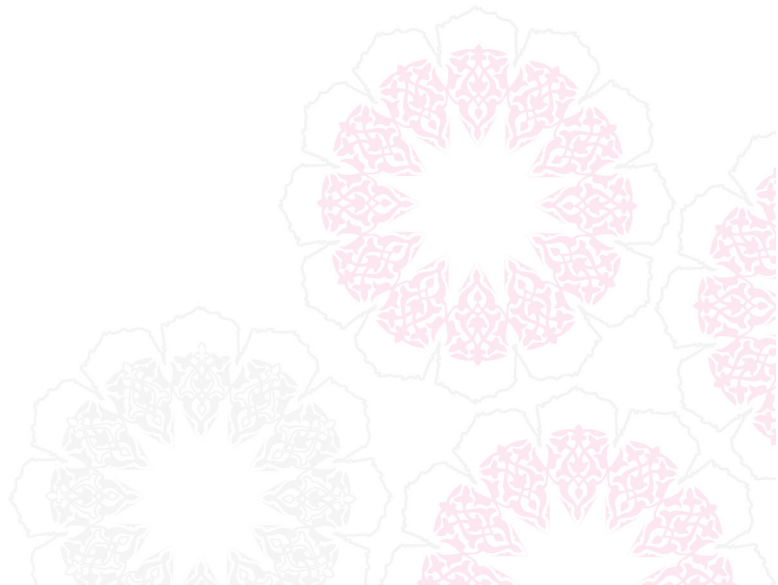
Professor Fiona J Gilbert:

Radiology professor and department head of radiology at Cambridge University.



Dr. Paola Clauser:

Consultant radiologist at the Medical University of Vienna, with a background from the University of Udine in Italy. She's a Deputy Editor for "La Radiologia Medica" and serves on the Editorial Boards of "European Radiology" and "Insights into Imaging." Notably, she is a prominent figure in the European Society of Breast Imaging and has authored over 80 peer-reviewed publications.





Workshop 2: The Breast Imaging Multi-Modality Workshop

The Radiographers Skills Workshop was a highly-anticipated event that attracted participants from the breast imaging field. The four-day workshop aimed to enhance radiographers' skills and knowledge in advanced breast imaging techniques through a mix of intensive theoretical sessions and hands-on training.

The workshop focused on standardized positioning, advanced breast imaging modalities, and quality control testing. Participants attended theoretical sessions covering imaging techniques, Breast MRI, mammography tomosynthesis, and positioning skills. They also practiced live cases on-site following the latest guidelines. The workshop's success highlighted radiographers' keen interest in improving their skills in breast imaging and their commitment to providing high-quality care. Led by experienced faculty and Jordanian radiographers, the event provided practical skills and up-to-date knowledge that participants could readily apply to their daily practices.

Faculty Members:

The workshop was facilitated by a team of accomplished and experienced faculty members, comprising:



Robyn Hadley

A mammography consultant who served as the lead mammography technologist and quality assurance administrator for Billings Clinic and its affiliated sites in Montana. Her profound expertise in mammography provided valuable insights and guidance to the workshop participants.



Sarah Jacobs

A mammography consultant who held a senior position with Mammography Educators. With extensive experience and expertise in the field, she enriched the workshop with practical insights and valuable knowledge.





Workshop 3: Social Behavior Change Communication (SBCC) Workshop

The SBCC and Mass Awareness Workshop, a highly anticipated training event, attracted a diverse audience from various sectors. Accredited by the Agency for Public Health Education Accreditation (APHEA), the workshop aimed to equip professionals with the essential skills and knowledge needed to design and implement impactful mass awareness campaigns.

The workshop delved into the strategic significance of mass awareness campaigns, emphasizing their potential to shape behaviors and societal norms on a large scale. Participants engaged in discussions about campaign structure, communication strategies, and essential elements crucial for campaign success. Through interactive sessions and practical exercises, attendees gained insights into setting objectives, identify target audiences, and effectively planning and executing campaigns. The workshop also highlighted the importance of creating compelling campaigns through impactful messaging and visually engaging content.

With a full-house attendance, the SBCC and Mass Awareness Workshop showcased professionals' keen interest in enhancing their expertise and proficiency in developing and executing impactful and influential mass awareness campaigns. With the backing of APHEA accreditation, the workshop provided a comprehensive understanding of campaign strategies, effective messaging, and the entire campaign lifecycle. Facilitated by experienced trainers, the workshop offered practical insights,

exercises, and real-world examples to empower participants with the tools to create successful mass awareness campaigns. The enthusiastic response to this workshop reflects professionals' dedication and commitment to leveraging mass awareness campaigns as a potent tool for driving behavior change and cultural transformation.

Faculty Members:

The workshop was guided by experienced and knowledgeable faculty members who possess extensive experience and expertise, offering valuable insights and guidance to the participants. The faculty members included:



Dr. Basima Loukasha

Who brings over 30 years of experience in education, management, and talent development. She holds a PH.D. And M.A. In educational foundations and administration, and is recognized for designing capacity-building programs.



Mrs. Shorouq Al-Hasson

A certified trainer with 15 years of experience in sbcc. She has overseen and managed regional campaigns for breast cancer awareness, bringing practical insights from her campaign management and SBCC background.



Mr. Huthaifa Al-Tamimi

A certified trainer holding an MBA and possessing 15 years of experience in capacity building and sbcc training. His expertise in individual and institutional development enriched participants' learning.





Workshop 4: Digital Marketing for Health Workshop

The Digital Marketing for Health Workshop provided a comprehensive training platform for individuals and organizations seeking to enhance and refine their digital marketing strategies, with a particular focus on leveraging and harnessing the potential of social media platforms.

This workshop highlighted the importance of social media marketing in effectively reaching potential customers, fostering brand recognition, and generating leads and sales. Guided by professionals from the industry, the workshop aimed to equip participants with the essential knowledge and skills to develop successful digital marketing campaigns within the healthcare sector.

The workshop emphasized the transformation of media landscapes and the substantial impact of social media platforms in the realm of digital marketing. Participants gained nuanced understanding of the differences between traditional and digital marketing, while delving into key marketing strategies to effectively engage audiences across social networks.

The training encompassed the creation and management of advertising campaigns on Google services and various social media platforms. Participants also gained the skills necessary to establish and manage accounts, pages, and advertisements on social networks, enabling them to establish a robust online presence and effectively promote their healthcare services or initiatives. Furthermore, the workshop covered fundamental principles of digital marketing, including Google ads displayed on search engines and websites.

Faculty Members:

The workshop was guided by faculty members with extensive experience and knowledge, offering valuable insights and practical guidance to the participants. The course faculty included:



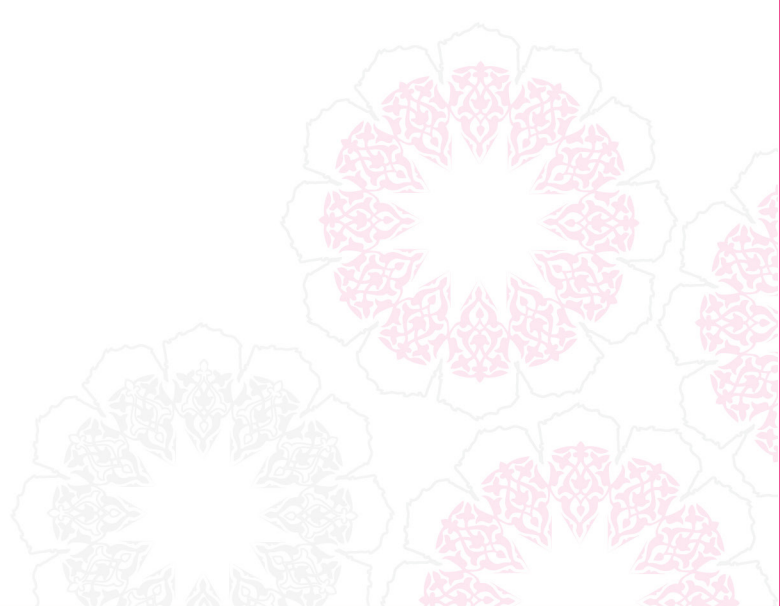
Thamer Alwasheh

A seasoned journalist and media coach well-versed in social communication, media management, and social media campaigns. Mr. Alwasheh delivered training and guidance on leveraging social media platforms, website development, and the intersection of journalism and modern media. His extensive experience enriched the workshop, empowering participants to develop effective digital marketing strategies.



Sahar Masharqa

A seasoned marketing professional with over 25 years of experience in marketing disciplines, including PR, social media, and communication. Currently serving as the Head of Media & Networks at KHCC, Ms. Masharqa shared her insights and expertise in campaign management and marketing consulting. Her profound knowledge of the healthcare industry infused significant value into the workshop, enabling participants to tailor their digital marketing strategies to the unique needs of the sector.





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