

## ***Community Updates in Oncology 2010: A Focus on Metastatic Breast Cancer***

Join Dr. Panagiotis Valilis of Texas Oncology-El Paso Cancer Treatment Center  
on **Wednesday, January 19, 2011**  
from **6:00 PM - 8:30 PM** at  
**Billy Crews**  
**1200 Country Club Road**  
**Santa Teresa, New Mexico 88008**

**Earn 2 AMA PRA Category 1 Credits™**

**Register NOW by printing and faxing the attached form**

**OR**

**[CLICK HERE TO REGISTER](#)**

Dear Colleagues,

It is with great pleasure that we invite you to join us for an exciting educational activity, ***Community Updates in Oncology 2010: A Focus on Metastatic Breast Cancer***, at *Billy Crews* on *Wednesday, January 19, 2011* from *6:00 pm – 8:30 pm*.

This certified CME-certified dinner meeting offers an opportunity for community-based cancer caregivers to acquire knowledge of the most recent advances in metastatic breast cancer. Designed to be multidisciplinary and interactive, this meeting will be facilitated by ***Dr. Panagiotis Valilis*** from ***Texas Oncology-El Paso Cancer Treatment Center*** who will stimulate and guide discussion of the latest data and their application through the presentation of select patient cases. In addition, ***Dr. Joanne L. Blum*** from ***Texas Oncology-Baylor Charles A. Sammons Cancer Center*** will also participate in the case discussions as well as provide updates on the latest applicable practice-changing data on metastatic breast cancer. The activity will ultimately focus on the immediate integration of these treatments into your community practice. Please refer to the agenda below for further meeting details, or e-mail Dawn Riggerbach at [Dawn.Riggerbach@OncologyToday.com](mailto:Dawn.Riggerbach@OncologyToday.com).

On behalf of ***Texas Oncology-El Paso Cancer Treatment Center***, we hope that you will join us as we provide a multidisciplinary perspective of the most up-to-date treatment options for patients with metastatic breast cancer and offer suggestions for their implementation into your practice.

Sincerely,



## Program Faculty

Program Moderator	Faculty Presenter
<b>Panagiotis Valilis, MD</b> Medical Oncology/Hematology Texas Oncology-El Paso Cancer Treatment Center El Paso, Texas	<b>Joanne L. Blum, MD, PhD, FACP</b> Director, Hereditary Cancer Risk Program Texas Oncology-Baylor Charles A. Sammons Cancer Center Dallas, Texas

## Program Agenda

<b>6:00 pm–6:30 pm</b>	<b>Registration and Dinner</b>	
<b>6:30 pm–6:40 pm</b>	<b>Welcome, Introduction, and Pre-session Survey</b>	<b>Panagiotis Valilis, MD</b>
<b>6:40 pm–7:25 pm</b>	<b>Presentation:</b> <ul style="list-style-type: none"><li>• <i>Recent Updates on the Treatment of HER2-Positive Metastatic Breast Cancer</i></li><li>• <i>New Insights into the Treatment of HER2-Negative Metastatic Breast Cancer</i></li></ul>	<b>Joanne L. Blum, MD, PhD, FACP</b>
<b>7:25 pm–8:25 pm</b>	<b>Discussion</b> <ul style="list-style-type: none"><li>• <i>Case Studies</i></li><li>• <i>Question-and-Answer Session</i></li></ul>	<b>Panagiotis Valilis, MD Faculty and Participants</b>
<b>8:25 pm–8:30 pm</b>	<b>Post-session Survey and Closing Remarks</b>	<b>Panagiotis Valilis, MD</b>

## Venue

Billy Crews  
1200 Country Club Road  
Santa Teresa, New Mexico 88008  
(575) 589-2071

## Program Overview

This activity will feature both a community-based and academic cancer expert reviewing the latest updates in the treatment and management of breast cancer. Discussions will focus on the immediate clinical integration of these treatments into the community setting where many cancer patients are treated. Participants will take away practical information to assist in delivering the most effective evidence-based clinical strategies to their patients.

## Target Audience

This educational program is directed toward medical, surgical, and radiation oncologists interested in the treatment of patients with breast cancer. Fellows, nurse practitioners, nurses, physician assistants, pharmacists, researchers, and other health care professionals interested in the treatment of breast cancer are also invited to attend.

## Learning Objectives

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

- Identify the pathologic and clinical characteristics of triple-negative breast cancer as they relate to underlying tumor biology and the rationale for targeting therapy
- Review the efficacy and safety of standard and novel therapeutic options for patients with HER2-overexpressing metastatic breast cancer, including combinatorial therapies and options beyond progression on standard therapy
- Examine the efficacy and safety of novel classes of targeted biologic agents and cytotoxic therapies currently under investigation for the treatment of metastatic breast cancer, including triple-negative disease
- Identify appropriate patients with HER2 or HER2 metastatic breast cancer who are eligible for promising clinical trials investigating novel agents and therapeutic strategies

### **Method of Instruction**

The method of instruction for this conference includes lectures, slide presentations, and question-and-answer sessions to create an interactive educational forum. A course evaluation will be given to each participant.

### **Accreditation Statement/Designation of Credit**



Physicians' Education Resource is dedicated to *advancing cancer care through professional education* for the multidisciplinary health care team.

Physicians' Education Resource is accredited by the Accreditation Council for Continuing Medical Education to provide continuing medical education for physicians.

Physicians' Education Resource designates this educational activity for a maximum of 2 *AMA PRA Category 1 Credits™*. Physicians should only claim credit commensurate with the extent of their participation in the activity.

Physician Assistants: AAPA accepts category 1 credit from AOACCME, Prescribed credit from AAFP, and AMA category 1 CME credit for the PRA from organizations accredited by the AACME.

### **Policy on Disclosure**

The ACCME Standards require that the faculty disclose to Oncology Today and PER any financial relationships that they or their spouse may have so that conflicts can be resolved prior to the meeting. Faculty is not permitted to speak at the meeting without resolving any conflicts that may exist.

### **Special Assistance**

#### **Americans With Disabilities Act**

We take pride in ensuring that our events and functions are accessible to all attendees with special needs. All meeting rooms are wheelchair accessible. Should you require special arrangements, please contact Oncology Today or PER staff at the Registration Desk.

### **This certified CME activity is supported by educational grants from:**

- Bristol-Myers Squibb
- Eisai, Inc.
- Genentech BioOncology

# Register Now. It's Easy! It's Free!

## *Community Updates in Oncology 2010: A Focus on Metastatic Breast Cancer*

Please copy completed form and fax to: (281) 863-6367 or register online at: [www.oncologytoday.com](http://www.oncologytoday.com)

**Billy Crews**  
1200 Country Club Road  
Santa Teresa, New Mexico 88008  
(575) 589-2071

### **Please Print:**

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For additional information, please call Dawn Riggerbach at (866) 924-5290.

Industry Registration Fee - \$100

**\*\* INDUSTRY** (defined as any person employed by a for-profit organization, including biotech, financial and pharmaceutical), **MUST REGISTER** via phone.

**Please reply by Wednesday, January 12, 2011 to guarantee your reservation.** Confirmations will be sent via e-mail only (e-mail will be used solely for confirmation purposes).