

Community Updates in Oncology 2010: A Focus on Early-Stage Breast Cancer

Join **Dr. Eric Santos** of **Cancer Centers of Florida**
on **Tuesday, January 11, 2011**
from **6:00 PM - 8:30 PM** at
Ruth's Chris Steak House
7501 West Sand Lake Road
Orlando, Florida 32819

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OR

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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 Early-Stage Breast Cancer***, at *Ruth's Chris Steak House* on *Tuesday, January 11, 2011* from *6:00 pm – 8:30 pm*.

This CME-certified dinner meeting offers an opportunity for community-based cancer caregivers to acquire knowledge of the most recent advances in early-stage breast cancer. Designed to be multidisciplinary and interactive, this meeting will be facilitated by **Dr. Eric Santos** from **Cancer Centers of Florida** who will stimulate and guide discussion of the latest data and their application through the presentation of select patient cases. In addition, **Dr. Ruth O'Regan** from **Winship Cancer Institute** will also participate in the case discussions as well as provide updates on the latest applicable practice-changing data on early-stage 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.

On behalf of **Cancer Centers of Florida**, we hope that you will join us as we provide a multidisciplinary perspective of the most up-to-date treatment options for patients with early-stage breast cancer and offer suggestions for their implementation into your practice.

Sincerely,



Oncology Today™ 10101 Woodloch Forest, The Woodlands, TX 77380

Program Faculty

Program Moderator	Faculty Presenter
Eric Santos, MD Medical Oncologist/Hematologist Cancer Centers of Florida Orlando, Florida	Ruth O'Regan, MD Associate Professor of Hematology and Medical Oncology Chief of Hematology and Medical Oncology of Georgia Cancer Center for Excellence at Grady Memorial Hospital Louisa and Rand Glenn Family Chair in Breast Cancer Research Director, Hematology Oncology Fellowship Program Director, Translational Breast Cancer Research Program Medical Director, Emory Breast Center Emory University School of Medicine Winship Cancer Institute Atlanta, Georgia

Program Agenda

6:00 pm–6:30 pm	Registration and Dinner	
6:30 pm–6:40 pm	Welcome, Introduction, and Pre-session Survey	Eric Santos, MD
6:40 pm–7:25 pm	Presentation: <ul style="list-style-type: none">• <i>Recent Advances In Cytotoxic and Endocrine Therapy for Early-stage Breast Cancer</i>• <i>New Insights into the Treatment of HER2-Positive Early-Stage Breast Cancer</i>	Ruth O'Regan, MD
7:25 pm–8:25 pm	Discussion <ul style="list-style-type: none">• <i>Case Studies</i>• <i>Question-and-Answer Session</i>	Eric Santos, MD Faculty and Participants
8:25 pm–8:30 pm	Post-session Survey and Closing Remarks	Eric Santos, MD

Venue

Ruth's Chris Steak House
7501 West Sand Lake Road
Orlando, Florida 32819
(407) 226-3900

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:

- Evaluate genomic and proteomic tools for the estimation of recurrence risk, prediction of benefit from chemotherapy, and individualization of therapeutic decision-making
- Examine the efficacy and safety of cytotoxic therapeutic strategies, targeted therapies, and combinations of the two in patients with early-stage breast cancer
- Review adjuvant endocrine options for pre- and postmenopausal patients, including timing and sequencing of aromatase inhibitors in adjuvant regimens and the integration of bone-targeted agents

- Assess available and investigational agents for improving bone health in patients receiving adjuvant therapy for breast cancer
- Examine the clinical guidelines and data regarding monitoring and managing cardiac toxicity associated with HER2-targeted therapy
- Identify appropriate patients with early-stage 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:

- Genentech BioOncology

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

Community Updates in Oncology 2010: A Focus on Early-Stage Breast Cancer

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

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7501 West Sand Lake Road
Orlando, Florida 32819
(407) 226-3900

Tuesday, January 11, 2011

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 Tuesday, January 11, 2011 to guarantee your reservation. Confirmations will be sent via e-mail only (e-mail will be used solely for confirmation purposes).