

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

Join **Dr. Kun Frank Lu** of **Pan Coastal Hematology Oncology** and
Dr. Syed K. Mahmood of **Bay Oncology Center**
on **Tuesday, December 14, 2010**

from **6:00 PM - 8:30 PM** at

Firefly

535 Richard Jackson Blvd.
Panama City Beach, Florida 32407

Earn 2 AMA PRA Category 1 Credits™

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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 *Firefly* in *Panama City Beach, Florida* on *Tuesday, December 14, 2010* 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. Kun Frank Lu** from **Pan Coastal Hematology Oncology** and **Dr. Syed K. Mahmood** from **Bay Oncology Center** who will stimulate and guide discussion of the latest data and their application through the presentation of select patient cases. In addition, **Dr. Amelia Zelnak** from **Emory University School of Medicine** 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 Rigenbach at Dawn.Rigenbach@OncologyToday.com.

On behalf of Pan Coastal Hematology Oncology and Bay Oncology 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 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 Moderators

Kun Frank Lu, MD, PhD
Pan Coastal Hematology Oncology
Panama City, Florida

Syed K. Mahmood, MD
Bay Oncology Center
Panama City, Florida

Faculty Presenter

Amelia Zelnak, MD
Hematologist/Medical Oncologist
The Emory Clinic Assistant Professor of Hematology and Oncology
Emory University School of Medicine
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	Kun Frank Lu, MD, PhD Syed K. Mahmood, 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+ Early-Stage Breast Cancer</i>	Amelia Zelnak, MD
7:25 pm–8:25 pm	Discussion <ul style="list-style-type: none">• <i>Case Studies</i>• <i>Question-and-Answer Session</i>	Kun Frank Lu, MD, PhD Syed K. Mahmood, MD Faculty and Participants
8:25 pm–8:30 pm	Post-session Survey and Closing Remarks	Kun Frank Lu, MD, PhD Syed K. Mahmood, MD

Venue

Firefly
535 Richard Jackson Blvd
Panama City Beach, Florida 32407
(850) 249-3359

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
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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!

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

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Panama City Beach, Florida 32407
(850) 249-3359

Tuesday, December 14, 2010

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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, December 7, 2010 to guarantee your reservation. Confirmations will be sent via e-mail only (e-mail will be used solely for confirmation purposes).