

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

Join Dr. Leona Downey of Arizona Oncology
on **Thursday, December 2, 2010**
from **6:00 PM - 8:30 PM** at
Tavolino
2890 E. Skyline Drive
Tucson, Arizona 85718

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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 Metastatic Breast Cancer***, at *Tavolino's* in *Tucson, Arizona* on *Thursday, December 2, 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 metastatic breast cancer. Designed to be multidisciplinary and interactive, this meeting will be facilitated by **Dr. Leona Downey** from **Arizona Oncology** who will stimulate and guide discussion of the latest data and their application through the presentation of select patient cases. In addition, **Dr. Susan Campos** from the **Dana-Farber Cancer Institute** 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.

On behalf of **Arizona Oncology**, 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,



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

Program Faculty

Program Moderator	Guest Faculty
Leona Downey, MD Breast Cancer Medical Oncologist Arizona Oncology Tucson, Arizona	Susana Campos, MD, MPH Assistant Professor of Medicine Harvard Medical School Dana-Farber Cancer Institute Boston, Massachusetts

Program Agenda

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

Venue

Tavolino
2890 E. Skyline Drive
Tucson, Arizona 85718
(520) 531-1913

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

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2890 E. Skyline Drive
Tucson, Arizona 85718
(520) 531-1913

Thursday, December 2, 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, November 23, 2010 to guarantee your reservation. Confirmations will be sent via e-mail only (e-mail will be used solely for confirmation purposes).