Great Debates & Updates in Breast Cancer

June 19-20, 2009
San Francisco, California
Palace Hotel

Chairs
William Gradishar, MD, FACP
Northwestern University Medical School
Chicago, Illinois

Hope Rugo, MD
University of California San Francisco
San Francisco, California

Course Director
Christy Russell, MD
University of Southern California
Keck School of Medicine
Los Angeles, California

Second Announcement
Dear Colleague,

It is with great pleasure and enthusiasm that we invite you to Great Debates and Updates in Breast Cancer, June 19-20, 2009, in San Francisco, California. This conference promises to be an exciting two-day interactive and educational experience for attendees from all breast cancer-related disciplines.

The meeting will be a world class medical education forum for the exchange of critical information in the field of breast cancer. It will feature didactic presentations and debates, in which recognized thought leaders discuss some of the most challenging topics in breast cancer. These leading experts will provide you with a thorough analysis of current as well as new areas of research and emerging data. Especially highlighted will be the bench to bedside application for your community practice.

We hope you will be able to join us in San Francisco for what is sure to be a rewarding experience!

Sincerely,

William Gradishar, MD, FACP
Hope Rugo, MD

Confirmed Faculty

Benjamin O. Anderson, MD
University of Washington
Seattle, Washington

Helen Chew, MD
University of California
Davis Cancer
Sacramento, California

Mary E. Cianfrocca, DO
Northwestern University
Chicago, Illinois

Anthony Elias, MD
University of Colorado
Denver School of Medicine
Aurora, Colorado

Julie Gralow, MD
University of Washington & Fred Hutchinson Cancer Research Institute
Seattle, Washington

Marjorie Green, MD
University of Texas
M. D. Anderson Cancer Center
Houston, Texas

Dennis R. Holmes, MD, FACP
University of Southern California
Los Angeles, California

Virginia Kaklamani, MD
Northwestern University
Chicago, Illinois

Michelle E. Melisko, MD
UCSF Comprehensive Cancer Center,
San Francisco, California

Lori J. Pierce, MD
University of Michigan
Ann Arbor, Michigan

Lawrence Solin, MD,
FACR, FASTRO
Albert Einstein Medical Center
Philadelphia, Pennsylvania
Great Debates & Updates in Breast Cancer

June 19-20, 2009
San Francisco, California

Corporate Support
The following companies have provided an educational grant in support of this conference:

Gold:
Genentech BioOncology

Silver:
Corporation:
Novartis
Genomic Health

Several options are available to companies interested in supporting this conference. For more information, please contact Imedex at +1 (770) 751 7332, or by email at cme@imedex.com.

Conference Organizer
4325 Alexander Drive
Alpharetta, Georgia
30022-3740 USA
Tel.: +1 (770) 751 7332
Fax: +1 (770) 751 7334
Email: meetings@imedex.com
www.imedex.com

Conference Location and Registration
Palace Hotel
2 New Montgomery Street
San Francisco, CA 94105
Phone: +1 (415) 512 1111
Fax: +1 (415) 543 0671

The Registration and Information Desk will be staffed:
Friday, June 19, 2009
8:00 am – 3:30 pm
Saturday, June 20, 2009
8:30 am – 3:30 pm

Continuing Medical Education
Imedex, LLC is accredited by the Accreditation Council for Continuing Medical Education to provide continuing medical education for physicians. This activity has been approved for 9.75 of AMA PRA Category 1 Credits™. Physicians should only claim credit commensurate with the extent of their participation in the activity.

Who Should Attend
This educational activity is designed for medical oncologists, radiation oncologists, surgical oncologists, pathologists, and other healthcare providers involved and/or interested in the diagnosis, treatment, and management of patients with breast cancer.

Objectives
After successful completion of this course, attendees should be able to:

- Describe recent advances in the screening and imaging of breast cancer
- Discuss the clinical applicability of available genomic profiling techniques
- Debate and discuss controversial topics in the use of radiotherapy in breast cancer management
- Compare and contrast the most appropriate therapeutic options utilizing neoadjuvant and adjuvant hormonal therapies
- Identify optimal strategies for the treatment of metastatic triple-negative breast cancer
- Interpret and apply recent clinical trial data in the management of both early stage and metastatic breast cancer
- Formulate the most appropriate plan of care for the management of cognitive impairment in patients undergoing chemotherapy for breast cancer
- Summarize the most current chemotherapy options available in the treatment of early stage and metastatic breast cancer
- Describe novel targeted therapies currently in clinical trials for breast cancer, focusing on the benefits and limitations of each
Scientific Agenda

Friday, June 19, 2009

9:00 am  Welcome and introduction
William J. Gradishar, MD, FACP
and Hope Rugo, MD

9:10 am  Debate: Should MRI be performed
prior to surgery on everyone with
a diagnosis of early stage
breast cancer?

9:40 am  Debate: Should patients with
low-risk node-positive disease
have gene profiling performed
to help with decision making?

10:10 am Debate: Should the SLN
procedure be performed before
or after administration of
neoadjuvant chemotherapy?

10:40 am Discussion

10:50 am  Break

11:10 am Optimal strategies for the
treatment of metastatic
triple-negative breast cancer

11:40 am Clinical applicability of available
genomic profiling techniques

12:10 pm Debate: Should all patients
receiving tamoxifen have
CYP2D6 genotyping performed?

12:40 pm Discussion

12:50 pm Lunch

1:50 pm Debate: All patients with
untreated metastatic ER+/HER2+
brust cancer should receive an
anti-HER2 agent in addition to
hormone therapy?

2:20 pm Debate: 68 year old with Stage
II, ER +, lymph node (+) breast
cancer with recent history of
osteoporotic spine fractures
now on calcium, Vitamin D, and a
bisphosphonate. What adjuvant
hormone therapy is most
appropriate?

2:50 pm Debate: A 42-year old patient
with triple-negative breast
cancer receives neoadjuvant
anthracycline/taxane-based
chemotherapy, but significant
residual disease remains after
therapy. Should more systemic
chemotherapy be administered?

3:20 pm Discussion

3:30 pm Adjourn

Saturday, June 20, 2009

9:00 am  Welcome and introduction
William J. Gradishar, MD, FACP
and Hope Rugo, MD

9:10 am Debate: All patients with small
T1a,T1b HER2-positive (ER-/PR-)
disease should receive anti-HER2
therapy in the adjuvant setting?

9:40 am Clinical updates in translational
science for breast cancer: What’s
on the horizon?

10:10 am Debate: Is short course
radiotherapy as safe and
effective as conventional
fractionation schedules?

10:40 am Discussion

10:50 am  Break

11:10 am Debate: Should tumor markers be
utilized in the routine follow-up of
patients with breast cancer?

11:40 am Cognitive impairment in the
breast cancer patient: Fact or fiction?

12:00 pm Debate: Should anthracyclines
be omitted from adjuvant
chemotherapy regimens for
patients with HER2-negative
invasive breast cancer?

12:30 pm Discussion

12:40 pm Lunch

1:40 pm Management of brain metastases
in ER+ and ER- breast cancer

2:10 pm Novel targeted therapies in
clinical trials

2:40 pm Debate: What is the optimal
management strategy of patients
whose disease progresses while
on trastuzumab?

3:10 pm Discussion

3:20 pm Adjourn
Registration Procedure

To Register
You may register online by June 11, 2009 at www.imedex.com, by calling Imedex at +1 (678) 242 0906 or by returning the registration form in this program by mail or fax. If you mail the form, please keep a copy for your records. Registration confirmations will be issued before the meeting.

To qualify for special registration fees, registration and full payment must be received by Imedex by the dates specified.

Payment
To pre-register, registration and payment must be received no later than June 11, 2009. Please register onsite after this date. Contact Imedex at +1 (678) 242 0906 or visit our website at www.imedex.com to ensure the course is being held as scheduled and to confirm that the meeting is not full. Registration fees must be remitted by credit card or check. Checks should be payable to Imedex. Attendee is not registered until full payment is received.

Registration Fee Inclusions
Registration fees include admittance to all scientific sessions, conference materials, processing of certificates of attendance or continuing medical education, and all event functions as specified in the program.

Cancellation
For registration fees to be refunded, written notice of cancellation must be received at meetings@imedex.com no later than June 11, 2009. The amount of registration fees remitted, minus a $50 administrative charge, will be refunded after the conference. Substitutions are accepted with written notification. No refunds will be made if notice is received after June 11, 2009. Imedex does not accept responsibility for covering travel, accommodation or any other costs incurred by registrants in the rare event that this program should be canceled for any reason. Every effort will be made to give reasonable notice in the event of cancellation. The event agenda is subject to change without notice.

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Registration Fees

Physicians ........................................................ $150
Nurses, Fellows, Residents ........................................ $75
Pharmaceutical Industry ............................................. $175

Hotel Accommodations

Palace Hotel
2 New Montgomery Street
San Francisco, CA 94105
Phone: +1 (415) 512 1111
Fax: +1 (415) 543 0671
http://www.starwoodmeeting.com/StarGroupsWeb/res?id=0812183327&key=1F678

Built in 1875 to celebrate the West Coast boom, the Palace Hotel, San Francisco is one of San Francisco's most treasured landmarks. The hotel is located just steps away from Union Square, Chinatown, the Financial District and the Moscone Convention Center.

For the convenience of attendees, a limited number of rooms have been reserved until May 19, 2009 at a discounted rate of $225 single/double occupancy, plus tax, currently at 14.065%. This rate is not guaranteed outside the conference dates or after May 19, 2009.

To reserve your room, please contact the Palace Hotel reservations department at +1 (415) 512 1111 or visit the hotel's website at http://www.starwoodmeeting.com/StarGroupsWeb/res?id=0812183327&key=1F678. To receive the group rate, callers must identify themselves as being with the Great Debates and Updates in Breast Cancer group. Reservation requests received after May 19, 2009 may not be guaranteed the group rate.

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Great Debates & Updates in Breast Cancer
June 19-20, 2009
San Francisco, California

Quotes from past participants
- "Excellent conference. The speakers were well informed and prepared."
- "Debate forum was great."
- "Physicians absent from this conference are missing a massive amount of new information and not getting the benefit of the superb faculty."

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**REGISTRATION FEES**

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<td>Nurses/Fellows/Residents</td>
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**PAYMENT METHOD**

- American Express
- MasterCard
- Visa
- Check in the amount of $ ________________

**REGISTRANT INFORMATION**

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DEGREE:  
- MD
- PhD
- PharmD
- RN
- Other _________________________

SPECIALTY:  
- Medical Oncology
- Nursing
- Radiation Oncology
- Surgery
- Other _________________________

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