



EDUCATION IS THE BEST MEDICINE®

4325 Alexander Drive  
Alpharetta, Georgia 30022-3740, USA



2010 ONCOLOGY  
**HIGHLIGHTS™**  
News from the Annual Oncology Meeting

**Saturday, July 10, 2010**

New York, New York  
The Westin New York at Times Square

**Saturday, July 10, 2010**

Los Angeles, California  
The Westin Bonaventure Hotel & Suites

**Saturday, July 17, 2010**

Tysons Corner, Virginia  
The Westin Tysons Corner

**Saturday, July 24, 2010**

Dallas, Texas  
The Westin Galleria

**CONFERENCE REGISTRATION** **A176.01-NYC | A176.02-LAX | A176.03-WAS | A176.04-DFW**

FIRST NAME \_\_\_\_\_ LAST NAME \_\_\_\_\_ MI \_\_\_\_\_

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INSTITUTE \_\_\_\_\_ DEPARTMENT \_\_\_\_\_

ADDRESS \_\_\_\_\_

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**PAYMENT METHOD**  American Express  MasterCard  Visa  Check in the amount of \$ \_\_\_\_\_

CARDHOLDER'S NAME \_\_\_\_\_ SIGNATURE \_\_\_\_\_

CARD NUMBER \_\_\_\_\_ EXP. DATE \_\_\_\_\_

DEGREE:  MD  PHD  PharmD  RN  Other \_\_\_\_\_

SPECIALTY:  Hematology  Medical Oncology  Nursing

Radiation Oncology  Surgery  Other \_\_\_\_\_

**REGISTRATION FEE**

**\$99.00 Physicians**

**\$45.00 Nurses/Residents/Students\***

*\*proof of eligibility must accompany registration  
\*cannot be combined with any other discounts*

**\$175.00 Pharmaceutical Industry Non-Supporters:**

**CONFERENCE DATES**

**July 10, 2010**  
**New York, New York**  
The Westin New York at Times Square

**July 17, 2010**  
**Falls Church, Virginia**  
The Westin Tysons Corner

**July 10, 2010**  
**Los Angeles, California**  
The Westin Bonaventure Hotel & Suites

**July 24, 2010**  
**Dallas, Texas**  
The Westin Galleria

Check if you require special facilities or assistance and attach a note with specific details and requirements.

To pre-register, registration and payment must be received no later than 5 business days before the conference start date. Please register onsite after this date. Contact Imedex at +1 (678) 242.0906 or visit our website at [www.imedex.com](http://www.imedex.com) to ensure that the program is being held as scheduled and to confirm that the meeting is not full.

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2010 ONCOLOGY

# HIGHLIGHTS<sup>SM</sup>

News from the Annual Oncology Meeting

Organized for **NOCR**  
The Oncology Professionals Network

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1ST ANNOUNCEMENT



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2010 ONCOLOGY

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## CONTINUING MEDICAL EDUCATION



Purdue University College of Pharmacy, an equal access/equal opportunity institution, is accredited by the Accreditation Council for Continuing Medical Education to provide continuing medical education for physicians.

Purdue University College of Pharmacy designates this educational activity for a maximum of 6.5 AMA PRA Category 1 Credits™. Physicians should only claim credit commensurate with the extent of their participation in the activity.

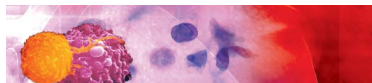
### WHO SHOULD ATTEND

This educational activity is specifically designed for oncologists, hematologists, and other healthcare professionals, including nurses and pharmacists interested and/or involved in the care of patients with cancer.

### LEARNING OBJECTIVES

Upon completion of this activity, participants should be able to:

- Analyze emerging data on the diagnosis and screening for multiple types of cancers
- Discuss the advances in multidisciplinary care of cancer patients, specifically the optimal sequencing and combinations of various therapeutic options in diverse patient populations with a range of solid tumors and hematologic malignancies
- Evaluate the new and emerging therapeutic strategies for patients with multiple tumor types, focusing on the benefits and limitations of each
- Discuss the most clinically relevant data presented at *The 46<sup>th</sup> American Society of Clinical Oncology Meeting* to determine ways in which current clinical practice should be modified based on these latest advances in cancer management



### CORPORATE SUPPORT

The following companies have provided an educational grant in support of this series:

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#### CORPORATE

 **Bristol-Myers Squibb**



   
**MILLENNIUM**  
THE TAKEDA ONCOLOGY COMPANY

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](mailto:cme@imedex.com).

### CONFERENCE ORGANIZER

 **Imedex®**

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Alpharetta, GA 30022-3740, USA  
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Fax: +1 (770) 751 7334  
[www.imedex.com](http://www.imedex.com)  
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## FACULTY

### **Deborah Armstrong, MD - NYC & Tysons Corner**

Johns Hopkins Kimmel  
Cancer Center  
Baltimore, MD

### **Dean Bajorin, MD - NYC**

Memorial Sloan-Kettering  
Cancer Center  
New York, NY

### **Joanne Blum, MD - Dallas**

Baylor Sammons  
Cancer Center  
Dallas, TX

### **Barbara Burtness, MD - Tysons Corner**

Fox Chase Cancer Center  
Philadelphia, PA

### **Robert Dreicer, MD - Tysons Corner**

Cleveland Clinic  
Cleveland, OH

### **Martin Edelman, MD - Tysons Corner**

University of Maryland  
Baltimore, MD

### **Cathy Eng, MD - Dallas**

University of Texas  
M.D. Anderson Cancer Center  
Houston, TX

### **Keith T. Flaherty, MD - NYC**

Massachusetts General Hospital  
Boston, MA

### **Eric J. Feldman, MD - NYC**

Weill Cornell Medical College  
New York, NY

### **Robert Haddad, MD - Dallas**

Dana Farber Cancer Institute  
Boston, MA

### **Frederick Hagemeister, MD - Dallas**

University of Texas  
M.D. Anderson Cancer Center  
Houston, TX

### **David H. Ilson, MD - NYC**

Memorial Sloan-Kettering  
Cancer Center  
New York, NY

### **John Marshall, MD - Tysons Corner**

Lombardi Comprehensive  
Cancer Center  
Georgetown University  
Washington, DC

### **Bradley Monk, MD - LAX**

University of California-Irvine  
Orange, CA

### **David Quinn, MD - LAX**

University of Southern California  
Los Angeles, CA

### **Craig B. Reeder, MD - LAX**

Mayo Clinic  
Scottsdale, AZ

### **Antoni Ribas, MD - LAX and Dallas**

University of California – Los Angeles  
Los Angeles, CA

### **Anne Tsao, MD - LAX and Dallas**

University of Texas  
M.D. Anderson Cancer Center  
Houston, TX

### **David Vesole, MD, PhD, FACP - NYC**

Hackensack University  
Medical Center  
Hackensack, NJ



2010 ONCOLOGY

HIGHLIGHTS<sup>SM</sup>

News from the Annual Oncology Meeting

## AGENDA

- 7:00 AM Breakfast and registration
- 8:00 AM Welcome and introduction
- 8:10 AM Pre-session audience response survey
- 8:35 AM **Lung Cancers**  
Abstract Discussion
- 9:00 AM Case presentations & Questions
- 9:15 AM **Gynecological Cancers**  
Abstract Discussion
- 9:40 AM Case presentations & Questions
- 9:55 AM Coffee Break
- 10:20 AM **Melanomas**  
Abstract Discussion
- 10:40 AM Case presentations & Questions
- 10:55 AM **Gastrointestinal Cancers**  
Abstracts Discussion
- 11:20 AM Case presentations & Questions
- 11:35 AM Lunch
- 12:35 PM **Head & Neck Cancers**  
Abstract Discussion
- 1:00 PM Case presentations & Questions
- 1:15 PM **Genitourinary Cancers**  
Abstract Discussion
- 1:40 PM Case presentations & Questions
- 1:55 PM **Breast Cancers**  
Abstract Discussion
- 2:20 PM Case presentations & Questions
- 2:35 PM Coffee Break
- 2:55 PM **Hematological Malignancies:  
Lymphomas/CLL Abstract Discussion**
- Leukemias**  
Abstract Discussion
- Myelomas**  
Abstract Discussion
- 4:05 PM Case Presentations & Questions
- 4:30 PM Closing remarks and adjourn

Please visit [www.imedex.com](http://www.imedex.com) for the most up-to-date agenda and to register.

## HOTEL ACCOMMODATIONS

### **Westin New York at Times Square**

**July 10, 2010**

270 West 43rd Street  
New York, New York 10036  
Tel: +1 (212) 201-2700  
Fax: +1 (212) 201-2701

### **The Westin Bonaventure Hotel & Suites**

**July 10, 2010**

404 South Figueroa Street  
Los Angeles, California 90071 United States  
Tel: (213) 624-1000  
Fax: (213) 612-4800

### **The Westin Tysons Corner**

**July 17, 2010**

7801 Leesburg Pike  
Falls Church, Virginia 22043 United States  
Tel: (703) 893-1340  
Fax: (703) 847-9520

### **The Westin Galleria Dallas**

**July 24, 2010**

13340 Dallas Parkway  
Dallas, Texas 75240 United States  
Tel: (972) 934-9494  
Fax: (972) 851-2869

### **Quotes:**

*"I liked this review very much. The presentations were quite concise"*

*"I always get a lot out of these meetings – very clinically significant"*

## **AUDIENCE PARTICIPATION.... A HANDS-ON EXPERIENCE**

During the scientific sessions, speakers and the audience can exchange information through a "hands-on" computerized speaker-audience interaction system. With this state-of-the-art equipment, participants answer multiple choice questions, and within seconds, the answers are calculated and projected on a screen in tabular or graphic form for all to see. This system maximizes the ability for attendees from diverse disciplines to see differing opinions and compare consensus between the speakers and each other.

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**Physicians** .....\$99.00

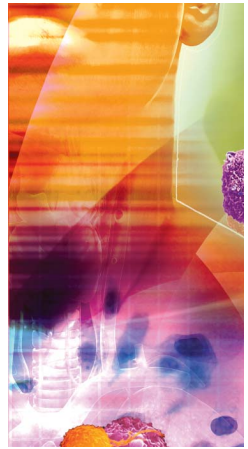
**Nurses/Residents/Students/Pharmacists\*** .....\$45.00

\*proof of eligibility must accompany registration

\*cannot be combined with any other discounts

**Pharmaceutical Industry**

**Non-Supporters** .....\$175.00



## REGISTRATION PROCEDURES

### To Register

You may register online by at [www.imedex.com](http://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 by email.

### Payment

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### 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

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### Quotes:

*"The conference was useful for community oncologists"*

*"One of the best conferences that I have attended"*

### 4 EASY ways to register:



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