



Great Debates and Updates in GI Malignancies

March 26-27, 2010
New York, New York, USA

The Westin New York at Times Square

Organized for **NOCR**
The Oncology Professionals Network

Chairs:

Axel Grothey, MD
Mayo Clinic
Rochester, Minnesota

Daniel G. Haller, MD
University of Pennsylvania
Medical Center
Philadelphia, Pennsylvania

Moderator:

James Epstein, MD
Senior Medical Advisor
Imedex, LLC
Alpharetta, Georgia

2nd Announcement



Letter from the Chairs:

Dear Colleague,

We invite you to join us in New York City this March for **Great Debates and Updates in GI Malignancies**.

This meeting is a different kind of educational event – one we know you will enjoy and learn from. Recognized thought leaders engage in lively and interactive debates over some of the most **controversial topics** in the field and offer selected didactic presentations on the **latest developments** in colorectal cancer, GIST, pancreatic cancer, upper GI malignancies and more. Faculty and audience discussion is encouraged with a focus on how new information fits into current community practice in the field, providing you with the opportunity to learn how experts in the field manage their patients. New debates and topics this year will offer valuable information for repeat attendees as well as those new to the meeting.

The unique and instructive format of **Great Debates and Updates in GI Malignancies** will keep you up to date in the field and give you expert insight into the management of your GI patients. We hope to see you there!

Sincerely,

Axel Grothey, MD
Daniel G. Haller, MD
Conference Chairs

Confirmed Faculty

Ghassan K. Abou-Alfa, MD
Memorial Sloan-Kettering Cancer Center
Weill Medical College at Cornell University
New York, New York

Lowell B. Anthony, MD
LSU Health Sciences Center
New Orleans, Louisiana

Al B. Benson III, MD, FACP
Northwestern University
Comprehensive Cancer Center
Chicago, Illinois

Jordan D. Berlin, MD
Vanderbilt University Medical Center
Nashville, Tennessee

Karen T. Brown, MD, FSIR
Memorial Sloan-Kettering Cancer Center
New York, New York

Michael Choti, MD
Johns Hopkins University
School of Medicine
Baltimore, Maryland

Christopher H. Crane, MD
The University of Texas
M. D. Anderson Cancer Center
Houston, Texas

Lee M. Ellis, MD
The University of Texas
M. D. Anderson Cancer Center
Houston, Texas

Cathy Eng, MD
The University of Texas
M. D. Anderson Cancer Center
Houston, Texas

Axel Grothey, MD
Mayo Clinic
Rochester, Minnesota

Daniel G. Haller, MD
University of Pennsylvania Medical Center
Philadelphia, Pennsylvania

Howard S. Hochster, MD
New York University Cancer Center
New York, New York

David H. Ilson, MD, PhD
Memorial Sloan-Kettering Cancer Center
New York, New York

Robert G. Maki, MD, PhD
Memorial Sloan-Kettering Cancer Center
New York, New York

John L. Marshall, MD
Georgetown University
Washington, District of Columbia

David P. Ryan, MD
Massachusetts General Hospital
Boston, Massachusetts

James C. Yao, MD
The University of Texas
M. D. Anderson Cancer Center
Houston, Texas

Andrew X. Zhu, MD, PhD
Massachusetts General Hospital
Boston, Massachusetts



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Continuing Medical Education

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Imedex, LLC designates this educational activity for a maximum 11.5 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, gastroenterologists, pathologists, radiologists, and other physicians and healthcare professionals in active clinical practice who are interested and/or involved in the care of patients with GI cancers.

Objectives

After attending this educational activity, participants should be able to:

- Describe recent advances in our understanding of the biology of common GI tumors
- Discuss the current and future role of biologic and targeted therapies in managing GI cancers
- Review the use of biomarkers in GI malignancies and their applicability to prognosis and treatment
- Compare and contrast the various approaches to adjuvant therapy for pancreatic cancer patients following tumor resection
- Comment on whether targeted agents have truly altered outcomes for patients with advanced HCC
- Explain efforts to raise the current standard of care for patients with resected carcinomas of the gastroesophageal junction
- Summarize the roles of surgical resection and systemic chemotherapy in managing patients with recurrent GIST
- Review common adverse events of GI cancer treatments and devise appropriate approaches to their management
- Integrate conventional and emerging therapeutic options into a higher level of patient care

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.

Scientific Agenda

Friday, March 26, 2010

7:00 am Registration and
Continental Breakfast

8:00 am Welcome and introduction
*Axel Grothey, MD and
Daniel G. Haller, MD*

Session I: Colorectal Carcinoma

8:10 am Debate: Following a CR or near
CR in advanced CRC from
chemotherapy plus bevacizumab,
is there significant value
in continuing bev as
maintenance therapy?

Yes, it improves and
prolongs response
Cathy Eng, MD

No, it merely adds additional cost
and toxicity
Howard S. Hochster, MD

8:40 am Hereditary GI cancer syndromes:
Advances in genetics, surveillance
and management
Howard S. Hochster, MD

9:10 am Debate: How intensively should
resected CRC patients who have
completed adjuvant therapy
be followed?

High intensity surveillance
Al B. Benson III, MD, FACP

Low intensity surveillance
David P. Ryan, MD

9:40 am Break

Session II: Hepato-Biliary Cancers

10:00 am Debate: Is cisplatin-gemcitabine
now the standard of care for
advanced biliary tract cancer?

Yes, it is definitely the
new standard
Ghassan K. Abou-Alfa, MD

Not so fast, we need confirmation
of ABC-01/02 trials
David H. Ilson, MD, PhD

10:30 am Debate: Have targeted agents
significantly altered the long
term outcome for advanced HCC?

Yes, they have achieved a major
improvement in outcome
Ghassan K. Abou-Alfa, MD

No, only the best prognosis
patients live a few extra months
Andrew X. Zhu, MD, PhD

11:00 am What is the role of transarterial
therapy in HCC?
Karen T. Brown, MD, FSIR

11:30 am Novel therapies for advanced HCC:
What to do when sorafenib fails
Andrew X. Zhu, MD, PhD

12:00 pm Lunch

Session III: Pancreatic Tumors

1:00 pm Debate: What is the best adjuvant
therapeutic approach for resected
pancreatic carcinoma?

5-FU based adjuvant therapy
Jordan D. Berlin, MD

Gemcitabine based
adjuvant therapy
David H. Ilson, MD, PhD

1:30 pm Novel agents under development
and evaluation for pancreatic
adenocarcinoma: Molecular
biology leading the way to
novel therapeutics
Jordan D. Berlin, MD

2:00 pm Neuroendocrine tumors:
Recent advances and goals for
the future
James C. Yao, MD

2:30 pm Break

Session IV: Colorectal Carcinoma

3:00 pm Debate: Can genomic and molecular markers stratify colon cancer patients by prognosis and predict response to therapy?

Yes

Al B. Benson III, MD, FACP

No

Daniel G. Haller, MD

3:30 pm Debate: How should patients with resectable liver-only metastatic CRC be managed?

Neoadjuvant systemic therapy followed by surgery
John L. Marshall, MD

Surgery followed by adjuvant systemic therapy
Michael Choti, MD

4:00 pm Debate: How should we manage resected stage III colon carcinoma in patients 70 years of age or older?

mFOLFOX6
Cathy Eng, MD

5-FU-leucovorin alone
Axel Grothey, MD

4:30 pm Anal carcinoma: Standards of care, the role of HPV, vaccines and novel therapies under evaluation
Cathy Eng, MD

5:00 pm Adjourn

Saturday, March 27, 2010

7:00 am Registration and Continental Breakfast

8:00 am Welcome and introduction
Axel Grothey, MD and Daniel G. Haller, MD

Session V: Gastro-Esophageal Adenocarcinoma

8:05 am Debate: What is the standard of care for adjuvant therapy of resected HER2-negative gastric and GE junction adenocarcinomas?

5-FU based chemoradiation
Jordan D. Berlin, MD

Combination chemotherapy alone
David H. Ilson, MD, PhD

8:35 am Advanced gastroesophageal HER2-positive adenocarcinoma: A case based discussion

Three part clinical case beginning with neoadjuvant vs. adjuvant therapy discussion, followed by post adjuvant therapy recurrence, followed by management of post-trastuzumab recurrent disease
David P. Ryan, MD and Daniel G. Haller, MD

9:05 am Break

Session VI: GIST

9:30 am Debate: Does imatinib cure micro-metastases in resected GIST?

Yes

Lowell B. Anthony, MD

No

Robert G. Maki, MD, PhD

10:00 am Debate: What is the most effective management of recurrent GIST?

Surgical resection followed by systemic therapy
Michael Choti, MD

Systemic therapy alone
Robert G. Maki, MD, PhD

Continued on next page...

Saturday, March 27, 2010
continued

Session VII: Colon Carcinoma

10:30 am Debate: Should oxaliplatin be added to the standard pre-op fluoropyrimidines-XRT regimen for locally advanced rectal adenocarcinoma?

Yes, the benefit outweighs any added toxicity
David P. Ryan, MD

No, the additional toxicity outweighs the benefit
Christopher H. Crane, MD

11:00 am Lunch

12:00 pm Adjuvant therapy for resected colon cancer: Where do we stand now?
John L. Marshall, MD

12:30 pm Novel targets and novel agents under development and evaluation for CRC
Lee M. Ellis, MD

1:00 pm Debate: What should the role of RFA be in liver-only metastatic CRC?

RFA is underutilized
Karen T. Brown, MD, FSIR

RFA is over-utilized
Michael Choti, MD

1:30 pm Debate: Is stage II colon cancer a different disease than stage III or merely an earlier stage of the same disease?

Stage II and III are biologically different diseases
Axel Grothey, MD

Stage II is an earlier stage of the same disease as stage III
John L. Marshall, MD

2:00 pm Adjourn

Corporate Support

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

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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

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Hotel Accommodations

The Westin New York at Times Square

270 West 43rd Street
New York, New York 10036
Tel.: +1 (212) 201 2700
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<http://www.starwoodmeeting.com/Book/greatdebatesandupd>

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For the convenience of attendees, a limited number of rooms have been reserved until March 4, 2010 at a discounted rate of \$199.00 single/double occupancy in a 'Traditional Room' plus tax, currently at 14.75% plus \$3.50 (NY City Occupancy Tax/Javits Center fee). This rate is not guaranteed outside the conference dates or after March 4, 2010.

To reserve your room please contact The Westin New York at Times Square reservations department at (888) 627-7149 for callers in the US and Canada and (212) 201-2700 for callers in all other regions. To receive the group rate, callers must identify themselves as being with the Great Debates and Updates in GI Malignancies group. Internet users must copy and paste the following link into a web browser: <http://www.starwoodmeeting.com/Book/greatdebatesandupd>. Reservation requests received after March 4, 2010 may not be guaranteed the group rate. Reservation requests received after March 4, 2010, will be accepted on a space available basis at the hotel's published rates. Guest wishing to avoid an early departure fee of \$100 must advise the hotel at or before check-in of any changes in the length of stay.

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A160.01

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SPECIALTY: Gastroenterology Medical Oncology Nurse Pharmacist Radiation Oncology
Surgery Other _____

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

REGISTRATION FEES

\$150 Regular
If payment received by March 18, 2010

\$75 Nurses/Residents/Students
**proof of eligibility must accompany registration*

\$250 Full/Onsite:
If payment received after March 18, 2010

PAYMENT METHOD

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To pre-register, registration and payment must be received no later than March 18, 2010. Please register onsite after this date. Contact Imedex at +1 (678) 242 0906 or visit our website at www.imedex.com to ensure that the program is being held as scheduled and to confirm that the meeting is not full.

For registration fees to be refunded, written notice of cancellation must be received at meetings@imedex.com no later than March 18, 2010. 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 March 18, 2010.

Imedex does not accept responsibility for covering travel, accommodation or any other costs incurred by registrants in the rare event that this meeting should be canceled for any reason. Every effort will be made to give reasonable notice in the event of cancellation. The event agenda content is subject to change without notice.

Registration Fees

Regular\$150

If payment received by March 18, 2010

Full/Onsite\$250

If payment received after March 18, 2010

Nurses/Residents/Students\$75

**proof of eligibility must accompany registration*

Registration Procedure

Register

You may register online by Thursday, March 18, 2010 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. Please register onsite after this date.

Payment

To pre-register, registration and payment must be received no later than Thursday, March 18, 2010. 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 agenda.

Cancellation

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The Registration and Information Desk will be staffed:

Friday, March 26, 2010 7:00 am – 5:00 pm

Saturday, March 27, 2010 7:00 am – 2:00 pm

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Quotes from Past Participants

- "Amazing cutting-edge discussion"
- "Enjoyed the interaction among the faculty following the presentations"
- "Debates were very stimulating; I was impressed with how serious the speakers took their side of the debate"
- "Excellent review of data on both sides of difficult questions"
- "Very well done conference with quality faculty"
- "Excellent state of the art overview"

Important Dates

Hotel Reservation Deadline

Thursday, March 4, 2010

Online Registration Deadline

Thursday, March 18, 2010

Conference Dates

March 26 - 27, 2010

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