



Seventh Annual
*Orlando Breast
Cancer Conference*

Chairman:

Hyman B. Muss, MD

Professor of Medicine
Lineberger Comprehensive Cancer Center
University of North Carolina School of Medicine
University of North Carolina at Chapel Hill

Co-Chairs:

Olufunmilayo I. Olopade, MD, FACP

Walter L. Palmer Distinguished
Service Professor
Department of Medicine & Human Genetics
University of Chicago

Mark D. Pegram, MD

Professor of Medicine
University of Miami
Miller School of Medicine
Slyvester Comprehensive Cancer Center

John Pippen, Jr., MD, FACP

Attending Physician
Chair, Breast Tumor Site Committee
Baylor-Sammons Cancer Center

March 27 - 28, 2010

Orlando, Florida

Register Today At:

www.OrlandoBreastCancer.com

This activity is sponsored by:



MEDICAL EDUCATION CONFERENCES

Developing Medical Paradigms Through Education™

Orlando Breast Cancer Conference

Description

Despite recent advances in early detection and therapy for breast cancer, many patients have a poor prognosis, particularly those with metastatic disease. Newer methods for detection and selection of optimal therapy are needed, along with improved, less toxic drugs and regimens. This symposium will provide practicing oncologists with updates on recent advances and current challenges in the diagnosis and treatment of breast cancer. Leaders in the field will present in-depth presentations covering the use of hormonal therapy, radiation therapy, and chemotherapy. The current status of novel agents and emerging therapies will be reviewed along with new methods for diagnosis and predicting response to therapy.

Target Audience

Medical, surgical, and radiation oncologists, as well as other healthcare professionals involved in the research and treatment of patients with breast cancer.

Educational Objectives

After participating in this activity, physicians should be able to:

1. Identify new diagnostic tools for diagnosing breast cancer and predicting response to therapy.
2. Explain the results from recent trials of hormonal therapy and chemotherapy in the adjuvant setting and apply these to the care of your patients with breast cancer.
3. Identify new agents and regimens, and evaluate their safety and efficacy for treatment of metastatic disease.
4. Summarize the New Data on Prevention and Genetics.
5. Identify and Explain the appropriate uses of Biologic Agents and Growth Factors
6. Explain the Sexual Function Treatment Interventions available to breast cancer patients.
7. Define the Role of Localized Breast Radiation after Lumpectomy.
8. Identify and Explain the Role of Predictive Assays in Determining the Role of Chemotherapy in ER+/HER2 Negative Patients.

Accreditation Statement

Medical Education Conferences, Inc. is accredited by the Accreditation Council for Continuing Medical Education to provide continuing medical education for physicians.

Credit Designation Statement

Medical Education Conferences, Inc. designates this educational activity for a maximum of 10 AMA PRA Category 1 credits™. Physicians should only claim credit commensurate with the extent of their participation in the activity.

Faculty Disclosure Statement

All faculty participating in continuing education activities sponsored by Medical Education Conferences, Inc. are expected to disclose to the audience any real or apparent commercial financial affiliations related to the content of their presentations/materials.





Orlando Breast Cancer Conference



INVITED FACULTY

Howard A. "Skip" Burris, MD

Chief Medical Officer
Director, Drug Development
Sarah Cannon Research Institute

Harold J. Burstein, MD, PhD

Assistant Professor of Medicine
Harvard Medical School
Dana-Farber Cancer Institute
Cliff Hudis, MD
Chief, Breast Cancer Medicine Service
Memorial Sloan-Kettering Cancer Center

Rowan T. Chlebowski, MD, PhD

Professor and Chief, Harbor/UCLA Medical Center
Jonsson Comprehensive Cancer Center
David Geffen School of Medicine at UCLA

Cliff Hudis, MD

Chief, Breast Cancer Medicine Service
Memorial Sloan-Kettering Cancer Center

Allan Lipton, MD

Professor of Medicine and Oncology
Chief, Division of Oncology
Milton S. Hershey Medical Center

Professor of Medicine and Oncology
Chief, Division of Oncology
Penn State University

Terry B. Mamounas, MD

Associate Professor of Surgery
Medical Director, Aultman Cancer Center
Northeastern Ohio University
College of Medicine
Aultman Cancer Center

Lawrence B. Marks, MD

Chair, Professor
Department of Radiation Oncology

Chair, Professor
Clinical Research, Breast Cancer
Lineberger Comprehensive Cancer Center
University of North Carolina at Chapel Hill

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Attending Physician
Chair, Breast Tumor Site Committee
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Eric P. Winer, MD

Associate Professor of Medicine and Oncology
Director, Breast Oncology Center
Chief, Division of Women's Cancers
Thompson Senior Investigator in Breast Cancer Research
Dana-Farber Cancer Institute
Professor of Medicine
Harvard Medical School

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AGENDA

Saturday, March 27, 2010

7:00 – 8:00 am Registration and Breakfast

Session I: Prevention, Screening in the High Risk Patient, & Radiation Therapy

Moderator: Funmi Olopade

8:00 – 8:05 am	Introduction	
8:05 – 8:25 am	Decreasing the Risk of Breast Cancer	Rowan Chlebowski
8:25 – 8:45 am	Genes, Genomics and Breast Cancers	Funmi Olopade
8:45 – 9:05 am	Pitfalls of Breast Radiation	Larry Marks
9:05 – 9:25 am	Update on Surgical Options in High Risk Patients	Terry Mamounas
9:25 – 9:45 am	Update on Genetic Testing	Al Lipton
9:45 – 10:05 am	Case Discussions - attendees and faculty	John Pippin
10:05 – 10:20 am	Break	

Session II: Adjuvant Treatment of Early Breast Cancer

Moderator: Hyman Muss

10:20 – 10:40 am	Hormone Therapy in the Adjuvant Setting	Hyman Muss
10:40 – 11:00 am	Adjuvant Therapy for HER2 Positive Patients	Mark Pegram
11:00 – 11:20 am	Chemotherapy for Triple Negative Tumors	John Pippin
11:20 – 12:00 pm	Case Discussions - attendees and faculty	Hyman Muss
12:00 – 1:00 pm	Lunch	
1:00 – 1:20 pm	Predictive Assays for ER Positive Low Risk Patients	Eric Winer
1:20 – 1:40 pm	Chemotherapy for ER+/Node Positive/HER2 Negative Patients	Cliff Hudis
1:40 – 2:00 pm	Adjuvant Chemotherapy in Older Patients	Hyman Muss
2:00 – 2:20 pm	Case Discussions - attendees and faculty	John Pippin

Sunday, March 28, 2010

7:00 – 8:15 am Registration and Breakfast

7:30 – 8:15 am Case-Study on Metastatic Breast Cancer
Session Co-Chairs:

TBD

Session III: Metastatic Breast Cancer

Moderator: Mark Pegram

8:30 – 8:55 am	Chemotherapy in Metastatic Breast Cancer	Hal Burstein
8:55 – 9:20 am	Biologic Agents in the Metastatic Setting	Skip Burris
9:20 – 9:45 am	Case Discussions - attendees and faculty	Mark Pegram
9:45 – 10:05 am	Break	

Session IV: Hot Topics

Moderator: Hyman Muss

10:05 – 10:35 am	Update on Growth Factors	Rowan Chlebowski
10:35 – 11:05 am	Survivorship and Advocacy	TBD
11:05 – 11:35 am	Update on Bisphosphonates	Al Lipton
11:35 – 12:05 pm	Case Discussions - attendees and faculty	Hyman Muss
12:05 – 12:35 pm	Symposium Closing Remarks	