# Emerging Strategies in the Personalized Treatment of Breast Cancer

**Saturday, August 23, 2014**  
7:00 AM - 4:15 PM  
Houston, Texas

## Program Director

**Mark Pegram, MD**  
Professor, Stanford Medical School  
Director, Breast Cancer Oncology Program  
Stanford Cancer Institute  
Stanford, CA

### Educational Grants

This activity is supported by education grants from:  
Eisai, Inc; Genentech; Novartis Pharmaceuticals Corporation; AstraZeneca

Jointly sponsored by

For online registration and more information visit: www.cancernetus.com

## REGISTRATION FORM

**Emerging Strategies in the Personalized Treatment of Breast Cancer**

<table>
<thead>
<tr>
<th>First Name</th>
<th>Middle Initial</th>
<th>Last Name</th>
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<tbody>
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- Physician  
- Pa-C  
- NP  
- PhD  
- Pharmacist  
- Industry  
- Nurse  
- Other

- Mailing Address

<table>
<thead>
<tr>
<th>City</th>
<th>State</th>
<th>Zip Code</th>
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- Phone  
- Fax

- E-Mail

- Speciality

### Registration Fee

(Registration fee partially covers buffet breakfast, lunch and syllabus book)

<table>
<thead>
<tr>
<th></th>
<th>Early Registration Fee - Up to 7/31/14</th>
<th>Discounted Registration Fee - 8/1/14-8/15/14</th>
<th>Regular Registration Fee - 8/16/14-8/23/14</th>
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</thead>
<tbody>
<tr>
<td>Physicians</td>
<td>$95.00</td>
<td>$115.00</td>
<td>$135.00</td>
</tr>
<tr>
<td>Nurses, Nurse Practitioners, Physician Assistants</td>
<td>$60.00</td>
<td>$70.00</td>
<td>$85.00</td>
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<tr>
<td>Pharmacists, Fellows</td>
<td>$60.00</td>
<td>$70.00</td>
<td>$85.00</td>
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<tr>
<td>Industry †</td>
<td>$250.00</td>
<td>$300.00</td>
<td>$350.00</td>
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† Person(s) employed by for-profit organizations such as pharmaceutical and biotech companies, and financial institutions

- No refund. Substitution is allowed.

Payment may be made:  
- MC  
- Visa  
- Discover  
- Amex  
- Check

Credit Card Number  
Expiration Date

Name and address (as given on the monthly credit card statement)

Pharmacists only:  
NABP e-profile #  
Birth Date (MMDD):

Signature

Register online at www.cancernetus.com  
Fax registration to: 443-267-0016  
Mail registration to:  
860 Hebron Pkwy, Suite 1104  
Lewisville, TX 75057

- Check box to receive information about Live and Webcast programs.
- You can unsubscribe at any time.

Please make checks payable to CancerNet, LLC. Mail checks to CancerNet, 860 Hebron Pkwy, Suite 1104, Lewisville, TX 75057

To reserve your place for the meeting, please complete the registration form and fax it to 443-267-0016. For questions, if any, please call 972-459-5222 or  
E-mail: brianw@cancernetus.com
Emerging Strategies in the Personalized Treatment of Breast Cancer
Saturday, August 23, 2014
Houston Marriott at the Texas Medical Center
6580 Fannin Street, Houston, TX 77030
Phone: 713-796-0080

Statement of Need/Program Overview
This symposium is intended to improve care of patients with breast cancer by accelerating adoption of new guidelines and evidence-based practice change. The format will include didactic lectures from known opinion leaders, question and answer sessions, and ample opportunity for participant interaction with faculty.

Target Audience
This symposium is directed primarily to hematologists/oncologists, radiation oncologists, researchers, pharmacists, registered nurses, physician assistants, nurse practitioners and fellows in training interested in new development in breast cancer. No specific skill or knowledge other than a basic training in hematology/oncology is required for successful participation in this activity.

Learning Objectives
After completing this activity, the participant should be better able to:

• Outline treatment options for advanced/metastatic breast cancer
• Evaluate optimal adjuvant hormonal therapy in breast cancer
• Identify adjuvant and neoadjuvant treatment options for triple negative breast cancer
• Identify emerging chemotherapeutic use of mTOR inhibitors and endocrine agents in treatment of breast cancer
• Describe strategies to treat metastatic bone disease in women with breast cancer
• Indicate the utility of molecular profiling in breast cancer patients
• Identify the use of prognostication tools such as EndoPredict Score and Oncotype DX RS for breast cancer
• Describe the current status of radiation therapy in optimizing local control in breast cancer
• Identify the role of accelerated hypofractionated breast radiation therapy
• Review supportive care and quality of life issues in the management of patients with breast cancer
• Discuss practice guidelines and its impact on reimbursement issues in the management of breast cancer treatment
### Agenda Emerging Strategies in the Personalized Treatment of Breast Cancer

<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
<th>Presenter(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>8:00 AM</td>
<td>Welcome and Introductions</td>
<td>Mark Pegram, MD</td>
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<tr>
<td>8:15 AM</td>
<td><strong>MOLECULAR SUBTYPES AND MARKERS IN BREAST CANCER</strong></td>
<td>Merrick Ross, MD</td>
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<tr>
<td>8:30 AM</td>
<td>State of the Art: Breast Cancer Therapy 2014</td>
<td>Mark Pegram, MD</td>
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<tr>
<td>9:00 AM</td>
<td>Optimizing Adjuvant Hormonal Therapy in Breast Cancer: Current Status</td>
<td>TBD</td>
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<tr>
<td>9:30 AM</td>
<td>Panel Discussion and Case Presentation</td>
<td>Mark Pegram, MD / TBD</td>
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<tr>
<td>9:45 AM</td>
<td>Recent Advances in the Adjuvant and Neoadjuvant and Metastatic Treatment</td>
<td>Mariana Chavez-Mac Gregor, MD</td>
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<td>Options for Triple Negative Breast Cancer</td>
<td>TBD</td>
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<tr>
<td>10:15 AM</td>
<td>BREAK</td>
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<tr>
<td>10:30 AM</td>
<td>Role of mTOR inhibitors in the treatment of endocrine-sensitive metastatic breast cancer</td>
<td>Jennifer K. Litton, MD</td>
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<tr>
<td>11:00 AM</td>
<td>Therapeutic Strategies Directed at Prevention and Management of Bone Metastasis in Women With Breast Cancer</td>
<td>TBD</td>
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<tr>
<td>11:30 AM</td>
<td>Panel Discussion and Case Presentation</td>
<td>Mariana Chavez-Mac Gregor, MD / Jennifer Litton, MD</td>
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<tr>
<td>11:45 AM</td>
<td><strong>RADIATION THERAPY APPROACHES IN BREAST CANCER</strong></td>
<td>Wendy Woodward, MD, PhD</td>
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<td>12:00 PM</td>
<td>LUNCH</td>
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<tr>
<td>12:15 PM</td>
<td>Predictive and Prognostic Markers for Response and Survival in Breast Cancer</td>
<td>Fraser Symmans, MD</td>
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<td>Personalizing Therapy</td>
<td>Merrick Ross, MD / Fraser Symmans, MD</td>
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<td>1:00 PM</td>
<td>Treatment Insights Based on Molecular Subtypes and Novel Diagnostics:</td>
<td>Mark Pegram, MD</td>
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<td>Endopredict vs Oncotype RS</td>
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<tr>
<td>1:30 PM</td>
<td>Panel Discussion and Case Presentation</td>
<td>Merrick Ross, MD / Fraser Symmans, MD</td>
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<tr>
<td>1:45 PM</td>
<td><strong>SUPPORTIVE THERAPY IN BREAST CANCER</strong></td>
<td>Wendy Woodward, MD</td>
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<td>2:00 PM</td>
<td><strong>NOVEL THERAPIES OF BREAST CANCER</strong></td>
<td>Merrick Ross, MD</td>
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<td>2:15 PM</td>
<td>BREAK</td>
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<tr>
<td>2:30 PM</td>
<td>Accelerated Hypofractionated Breast Radiation Therapy: Safety and Efficacy Issues</td>
<td>Simona F. Shaitelman, MD</td>
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<tr>
<td>3:00 PM</td>
<td>Panel Discussion and Case Presentation</td>
<td>Wendy Woodward, MD / Simona F. Shaitelman, MD</td>
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<td>3:15 PM</td>
<td>Supportive Care and Quality of Life Issues in the Management of Patients with Breast Cancer</td>
<td>David Hui, MD</td>
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<td>3:45 PM</td>
<td>Practice Guidelines and its Impact on Reimbursement Issues in the Treatment of Breast Cancer</td>
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<td>4:15 PM</td>
<td>Closing Remarks and Adjourn</td>
<td>Mark Pegram, MD</td>
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### Physician Continuing Education

**Accreditation Statement:**
This activity has been planned and implemented in accordance with the accreditation requirements and policies of the Accreditation Council for Continuing Medical Education (ACCME) through the co-provision of A. Webb Roberts Center for Continuing Medical Education of Baylor Health Care System and CancerNet. The A. Webb Roberts Center for Continuing Medical Education of Baylor Health Care System is accredited by the ACCME to provide continuing medical education for physicians.

**Credit Designation:**
This activity provides 6.5 contact hours (0.65 CEUs) - Knowledge based credits
ACPE Universal Activity Number: 0280-9999-14-066-L01-P
Initial Release Date: August 23, 2014

**Participant Requirements for Credit:**
- Participants must fully attend all sessions as well as pass in a completed signature verification form with NABP e-profile number and birth date (MMDD) information (No partial credit will be given).
- Participants can earn Continuing Pharmacy Education credits for this program by electronically logging onto the website https://ce.ahrevents.com/ and completing the session evaluation form for sessions attended within 60 days of session date. After completion of the activity evaluation, your continuing pharmacy education credit is automatically reported to CPE Monitor where a certificate of credit can be printed. Please allow up to 48 hours for credit to be available on the CPE Monitor.
- Participant names will be checked against program attendance sheets for verification of attendance.

**Disclosure & Evaluation:**
*Only Certificates of Credit issued from CPE Monitor are valid in the US*
*Participants may reserve guest rooms by calling (713) 796-0080*

### Pharmacist Continuing Education

**Accreditation Statement:**
American Health Resources is approved by the California Board of Registered Nursing, Provider # CEP 14254 and approved this program for 6.5 contact hours. Please check with licensing board to verify credits can be claimed in your state.

**Credit Designation:**
American Health Resource is accredited by the Accreditation Council for Pharmacy Education as a provider of continuing pharmacy education.

### Participants may reserve guest rooms by calling (713) 796-0080