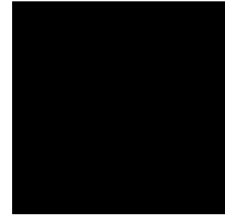
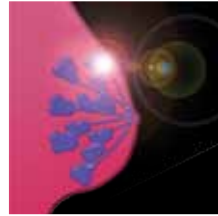


ONCOLOGY PRACTICE REVIEWS

A unique multitumor CME conference for medical oncologists and hematologists that is state-of-the-art, concise, practical, and interactive.

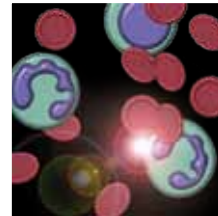
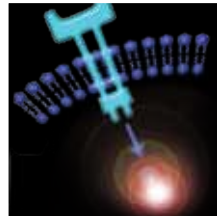
Program Director: **David M. Nanus, MD**

PER



April 30-May 1, 2010

New York Marriott at the Brooklyn Bridge
New York, NY



Register for this unique multitumor CME conference at OncologyReviews.CancerLearning.com

This activity is presented by Physicians' Education Resource
in conjunction with Weill Cornell Medical College.



Weill Cornell Medical College

ONCOLOGY PRACTICE REVIEWS

April 30-May 1, 2010

New York Marriott at the Brooklyn Bridge
New York, NY

PROGRAM DIRECTOR:

David M. Nanus, MD

Mark W. Pastmantiar Professor of Hematology and Oncology in Medicine
Professor of Medicine and Urology
Weill Cornell Medical College
Co-Division Chief, Hematology and Medical Oncology
NewYork-Presbyterian Hospital/Weill Cornell Medical Center
New York, NY

New from PER!

A unique multitumor CME-certified conference for medical oncologists and hematologists offering:

- **State-of-the-art** reviews of new clinical trial data
- **Concise** synthesis of practice-changing information
- **Practical** case-based discussions highlighting application to practice
- **Interaction** with internationally recognized experts

Overview and Purpose

Oncology Practice Reviews is a 2-day symposium designed to educate community physicians on the state-of-the-art clinical management of a wide variety of solid and hematologic malignancies. Lectures will highlight cutting-edge information and emerging treatment strategies for specific tumor types, including breast cancer, genitourinary malignancies, lymphoma, gastrointestinal malignancies, lung cancer, multiple myeloma, myelodysplastic syndromes, leukemia, and chronic lymphocytic leukemia, in addition to other special topics unique to each meeting location. To enhance learning, participants will be engaged in solving “real-world” problems through practical, interactive, case-based presentations.

Target Audience

This educational program is directed toward medical oncologists and hematologists practicing in the community or academic setting who are interested in recent advances in the treatment of solid tumors and hematologic malignancies. Fellows, nurse practitioners, nurses, physician assistants, pharmacists, researchers, and other health care professionals interested in the treatment of cancer are also invited to attend.

Product Theaters

Industry-led lectures and exhibits will be conducted in conjunction with this event to provide promotional product-specific information on available agents and products in development.

These optional activities are not certified for CME credit and are not planned or sanctioned by PER.

Register today to secure your seat at this exciting new conference!

Learning Objectives

At the conclusion of this symposium, you should be able to:

- Assess the efficacy and safety of targeted agents in the management of patients with solid tumors and hematologic malignancies
- Identify results of recent clinical trials that are currently applicable to the management of patients with solid tumors and hematologic malignancies

Continuing Education Information

Physicians: Physicians' Education Resource is accredited by the Accreditation Council for Continuing Medical Education to provide continuing medical education for physicians.

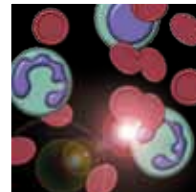
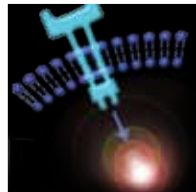
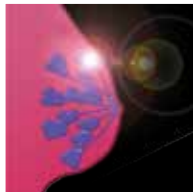
Physicians' Education Resource designates this educational activity for a maximum of 12.25 *AMA PRA Category 1 Credits*[™]. Physicians should only claim credit commensurate with the extent of their participation in the activity.

Physician Assistants: AAPA accepts category 1 credit from AOACCME, Prescribed credit from AAFP, and AMA category 1 CME credit for the PRA from organizations accredited by the ACCME.

Register online today at: OncologyReviews.CancerLearning.com



Weill Cornell Medical College



Friday, April 30, 2010

ONCOLOGY PRACTICE REVIEWS

	CME Opportunities	Non-CME Opportunities
7:00 am	Registration and Continental Breakfast	
7:30 am	Welcome and Introductions <i>David Nanus</i>	
Clinical Advances in Breast Cancer		
7:45 am	Adjuvant Chemotherapy and Molecular Assays for Individualizing Treatment <i>Anne Moore</i>	
8:15 am	Endocrine Therapy and Bone Health <i>Adam Brufsky</i>	
8:45 am	Novel Cytotoxic and Targeted Agents <i>Linda Vadhat</i>	
9:15 am	Case-Based Panel Discussion	
9:50 am		Morning Break Product Theater*
10:50 am	Break	
Treatment Options for Patients With Genitourinary Cancers <i>Moderator: David Nanus</i>		
11:15 am	Risk-Stratified Therapy for Renal Cell Carcinoma <i>David Nanus</i>	
11:35 am	A Forward Look at Options for Prostate Cancer <i>Scott T. Tagawa</i>	
11:55 am	Case-Based Panel Discussion	
12:15 pm		Lunch Product Theater: Considerations for the Treatment of Relapsed/Refractory PTCL* <i>This presentation is brought to you by Allos Therapeutics, Inc.</i>

	CME Opportunities	Non-CME Opportunities
1:15 pm	Break	
Updates on Lymphoma <i>Moderator: Rebecca Elstrom</i>		
1:45 pm	Standards of Care for Indolent Lymphomas <i>Peter Martin</i>	
2:05 pm	Newer Options for Aggressive Disease <i>Rebecca Elstrom</i>	
2:25 pm	Case-Based Panel Discussion	
2:45 pm		Afternoon Break Product Theater*
3:45 pm	Break	
New Trends in Gastrointestinal Malignancies		
4:00 pm	Colorectal Cancer: Recent Data and Impact on Standard of Care <i>Allyson Ocean</i>	
4:20 pm	Novel Agents for Other Gastrointestinal Malignancies <i>TBA</i>	
4:40 pm	Case-Based Panel Discussion	
5:00 pm	Closing Remarks	
5:15 pm		Wine & Cheese Poster Reception

*Product Theaters

Industry-led lectures and exhibits will be conducted in conjunction with this event to provide promotional product-specific information on available agents and products in development, respectively.

These optional activities are not certified for CME credit and are not planned or sanctioned by PER.

Saturday, May 1, 2010

CME Opportunities		Non-CME Opportunities
7:00 am		Breakfast Product Theater*
8:15 am	Welcome and Introductions <i>David Nanus</i>	
Progress in Lung Cancer <i>Moderator: Bryan J. Schneider</i>		
8:30 am	Adjuvant and Locally Advanced Disease <i>Martin Edelman</i>	
9:00 am	Optimizing Frontline Therapy in Metastatic NSCLC <i>Román Pérez-Soler</i>	
9:30 am	Maintenance Therapy <i>Bryan J. Schneider</i>	
10:00 am	Case-Based Panel Discussion	
10:30 am	Break	
What's New in Myelodysplastic Syndromes and Leukemia? <i>Moderator: Eric Feldman</i>		
10:45 am	Case-Based Discussion of Acute Leukemias and Myelodysplastic Syndromes <i>Gail J. Roboz</i>	
11:15 am	The Treatment Continuum for Patients With Chronic Myeloid Leukemia <i>Eric Feldman</i>	
11:45 am		Lunch Product Theater*
12:45 pm	Break	

CME Opportunities		Non-CME Opportunities
Special Topics <i>Moderator: David M. Nanus</i>		
1:00 pm	Glioma <i>John Boockvar</i>	
1:30 pm	Head and Neck Cancer <i>Marshall Posner</i>	
2:00 pm	Break	
Evolving Standards of Care in Myeloma <i>Moderator: Ruben Niesvizky</i>		
2:15 pm	Induction Therapy in Transplantation-Eligible vs. Transplantation-Ineligible Patients <i>Ruben Niesvizky</i>	
2:45 pm	Incorporating Novel Agents Into the Management of Relapsed or Treatment-Refractory Disease <i>TBA</i>	
3:10 pm	Case-Based Panel Discussion	
Clinical Management of Chronic Lymphocytic Leukemia <i>Moderator: Eric Feldman</i>		
3:30 pm	Standards of Care <i>Richard R. Furman</i>	
4:00 pm	New Agents and Management Strategies on the Horizon <i>Nicole Lamanna</i>	
4:30 pm	Closing Remarks	
4:45 pm	Adjourn	

ONCOLOGY PRACTICE REVIEWS

POSTER SESSION – SUBMIT AN ABSTRACT! Deadline for submission is Wednesday, March 31, 2010

Abstracts must be e-mailed as a Word document to info@cancerlearning.com.

Complimentary registration if your abstract is accepted!

One week after the close of submissions, you will receive notification of the acceptance or nonacceptance of the abstract.

Upon acceptance, you will be provided specific information on the preparation of the abstract as a poster as well as the date and times of the poster session.

Selection Process

Abstracts submitted for the poster session will be reviewed by the program committee and selected based on clinical relevance. Posters can be previously presented data, information on ongoing clinical trials, and interim clinical trial results.

Instructions for submitting an abstract:

- The subject line of the e-mail and body of the Word document **MUST** include the meeting location and date.
- Submissions are accepted as a Word document via e-mail only.
- Include the key contact information for the abstract in the e-mail:
 - Name and credentials
 - Title
 - Organization
 - Specialty
 - Address
 - City, state/province, postal code, and country
 - Phone, fax, and e-mail address
- Underline the presenter of the paper, and spell out the complete name of each author.
- List city, state, country, and institution for each author.

FAQS:

Can I submit an abstract from another meeting?

Yes, previously presented posters and/or oral presentations will be considered for selection. The main purpose of the session is to foster interaction among participants.

Will I be able to submit my abstract to ASCO or ASH if I submit an abstract for this meeting?

*The American Society of Clinical Oncology abstract submission rules do not exclude abstracts that have been presented at meetings with < 500 attendees (**Oncology Practice Reviews** has an expected attendance of approximately 250). The American Society of Hematology abstract submission requirements similarly exclude abstracts presented at “major” national and international meetings.*

PROGRAM DIRECTOR:

David M. Nanus, MD

Mark W. Pastmanti Professor of Hematology and Oncology in Medicine
Professor of Medicine and Urology
Weill Cornell Medical College
Co-Division Chief, Hematology and Medical Oncology
NewYork-Presbyterian Hospital/Weill Cornell Medical Center
New York, NY

FACULTY:

John Boockvar, MD

Associate Professor of Neurological Surgery
Director, Neurosurgical Laboratory for Translational Brain Tumor and Stem Cell Research
Co-Director, Brain and Spinal Tumor Program
Weill Cornell Medical College
Associate Attending Neurological Surgeon
NewYork-Presbyterian Hospital/Weill Cornell Medical College
New York, NY

Adam Brufsky, MD, PhD

Professor of Medicine
Associate Chief, Division of Hematology-Oncology
Department of Medicine
University of Pittsburgh School of Medicine (UPMC)
Director, Women's Cancer Center
Magee-Womens Hospital of UPMC
Co-Director, Magee-Womens Breast Cancer Program of UPMC Cancer Centers
Pittsburgh, PA

Martin Edelman, MD

Professor of Medicine
Director, Medical Thoracic Oncology
Director, Solid Tumor Oncology
University of Maryland Greenebaum Cancer Center
Baltimore, MD

Rebecca Elstrom, MD

Assistant Professor
Division of Hematology and Medical Oncology
NewYork-Presbyterian Hospital/Weill Cornell Medical College
New York, NY

Eric Feldman, MD

Director, Hematological Malignancies
Professor of Medicine
NewYork-Presbyterian Hospital/Weill Cornell Medical College
New York, NY

Richard R. Furman, MD

Director, CLL Research Center
Assistant Professor of Medicine
Weill Cornell Medical College
New York, NY

Nicole Lamanna, MD

Assistant Attending Physician
Leukemia Service
Memorial Sloan-Kettering Cancer Center
New York, NY

Peter Martin, MD

Assistant Professor
Division of Hematology-Oncology
Weill Cornell Medical College
New York, NY

Anne Moore, MD

Professor of Clinical Medicine
Director, Weill Cornell Breast Center
Weill Cornell Medical College
New York, NY

Ruben Niesvizky, MD

Director, Multiple Myeloma Program
Associate Professor, Clinical Medicine
NewYork-Presbyterian Hospital
Weill Cornell Medical College
New York, NY

Allyson Ocean, MD

Assistant Professor of Medicine
Weill Cornell Medical College
Medical Oncologist
The Jay Monahan Center for Gastrointestinal Health
Medical Oncologist/Attending Physician
Solid Tumor Division
Gastrointestinal Medical Oncology
NewYork-Presbyterian Hospital/Weill Cornell Medical Center
New York, NY

Román Pérez-Soler, MD

Professor of Medicine
Chairman, Department of Oncology
Montefiore Medical Center
Albert Einstein College of Medicine
Bronx, NY

Marshall Posner, MD

Medical Director, Head and Neck Oncology Program
Dana-Farber Cancer Institute
Associate Professor of Medicine
Harvard Medical School
Boston, MA

Gail J. Roboz, MD

Associate Professor of Medicine
Director, Leukemia Program
Weill Cornell Medical College
NewYork-Presbyterian Hospital
New York, NY

Bryan J. Schneider, MD

Assistant Professor of Medicine
Division of Hematology/Oncology
Department of Internal Medicine
Weill Cornell Medical College
Assistant Attending Physician
NewYork-Presbyterian Hospital
New York, NY

Scott T. Tagawa, MD

Assistant Professor of Medicine and Urology
Weill Cornell Medical College
Assistant Attending Physician
NewYork-Presbyterian Hospital/Weill Cornell Medical Center
New York, NY

Linda Vahdat, MD

Associate Professor of Clinical Medicine
Director, Breast Cancer Research
NewYork-Presbyterian Hospital/Weill Cornell Medical College
New York, NY



New York Marriott at the Brooklyn Bridge

333 Adams St.
Brooklyn, NY 11201
Phone: (718) 246-7000
Fax: (718) 246-0563

A block of rooms has been reserved at the New York Marriott Hotel at the Brooklyn Bridge. Please contact the Reservations Department by phone at (888) 436-3759 or at marriott.com. Identify yourself as attending the ***"Oncology Practice Reviews"*** symposium. We recommend making your reservations by **Friday, February 26, 2010**, in order to ensure availability. Please inquire with the hotel for full details.

All prices are based on single/double occupancy. Room types are subject to availability at the time of booking.

Travel Arrangements

Airline tickets can be arranged by calling Travelink American Express Travel Service at **(888) 225-8205**. Identify yourself as attending the ***"Oncology Practice Reviews"*** symposium. We suggest that you make your reservations early to get the best seat options and lowest airfare available.

**COMPLIMENTARY REGISTRATION
FOR WEILL CORNELL AND AFFILIATES!**

To register online, use promo code [CORNELL0430](#)

Please check the appropriate category:	
<input type="checkbox"/> Physicians	\$70.00 FREE
<input type="checkbox"/> Fellows, Nurses, Pharmacists, PAs, Other	\$50.00 FREE
<input type="checkbox"/> Industry*	\$595.00

ONCOLOGY PRACTICE REVIEWS April 30-May 1, 2010 | New York, NY

First Name _____ Middle Initial _____ Last Name _____

Physician Fellow PA-C Nurse NP PhD Pharmacist Industry* Other _____

Mailing Address _____ Suite _____ City _____

State _____ Zip _____ Country _____ Birth Date (MM/DD) _____

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Please make checks payable to PHYSICIANS' EDUCATION RESOURCE. All payments must be made by a draft on a United States bank.

Registration fees include continental breakfast, wine & cheese poster reception, and syllabus materials. Lunch is not included in the registration fee. Please complete the registration form and mail it with your payment to the address to the right, or visit [CancerLearning.com](#) to register online. Checks and credit cards are accepted. To register by phone or fax, please call **(888) 949-0045** or fax **(214) 367-3305** (credit cards only).

A cancellation fee of 25% will be assessed on refunds requested prior to **March 30, 2010**, and a 50% fee on refunds requested on **March 30, 2010**, through **April 16, 2010**. No refunds will be made after **April 16, 2010**. There is no charge for substitution.

Persons who register within 2 weeks of the meeting might not receive conference materials.

Please RSVP for as many Product Theaters as desired:	
Friday, April 30, 2010	
<input type="checkbox"/> Morning Break Product Theater	
<input type="checkbox"/> Lunch Product Theater: Considerations for the Treatment of Relapsed/Refractory PTCL	
<input type="checkbox"/> Afternoon Break Product Theater	
Saturday, May 1, 2010	
<input type="checkbox"/> Breakfast Product Theater	
<input type="checkbox"/> Lunch Product Theater	

*INDUSTRY is defined by PER as any person employed by a for-profit organization, including biotech, financial, and pharmaceutical. Industry registrations **cannot** be processed online. To request attendance at a meeting, registration can be submitted via fax, phone, or e-mail. For more information, e-mail us at info@cancerlearning.com.

Physicians' Education Resource fully complies with the legal requirements of the ADA and the rules and regulations thereof. If any participant in this educational activity is in need of accommodations, please notify us in order to receive service. Please call (888) 949-0045.

Physicians' Education Resource

CME Department
3500 Maple Ave., Ste. 700
Dallas, TX 75219

Phone: **(888) 949-0045**

Fax: **(214) 367-3305**

E-mail: info@cancerlearning.com

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