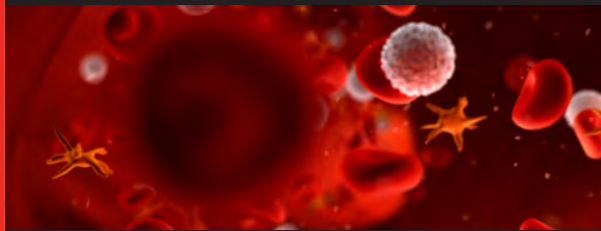




Medical Oncology and Hematology 2011:



*Advances That Change
Physician Practice*




October 21-22, 2011

Robert C. Hickey Auditorium
11th Floor, R. Lee Clark Clinic
The University of Texas
MD Anderson Cancer Center
1515 Holcombe Boulevard
Houston, Texas

THE UNIVERSITY OF TEXAS
**MD Anderson
Cancer Center**

Making Cancer History®



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MD Anderson Cancer Center
Hickey Auditorium, 11th Floor
1515 Holcombe Boulevard
Houston, Texas

Goal

Recognizing that physicians play a vital role in where a patient seeks oncology care, this is an opportune time to invite our colleagues to join in an educational forum to enhance our collective knowledge and experience in Clinical and Physician Practice.

Educational Objectives

After attending the conference, participants should be able to:

- Incorporate new knowledge to formulate optimal treatment guided by prognostic factors and treatment options (*Knowledge, Competence, Performance, Patient Outcomes*);
- Implement current primary treatment and salvage guidelines for the specific malignancies (*Knowledge, Competence, Performance, Patient Outcomes*);
- Utilize available clinical trials for promising new treatments and identification of appropriate candidates for referral (*Knowledge, Competence, Performance, Patient Outcomes*);
- Apply principles of personalized cancer treatment for each diagnosis (*Knowledge, Competence, Performance, Patient Outcomes*).

Target Audience

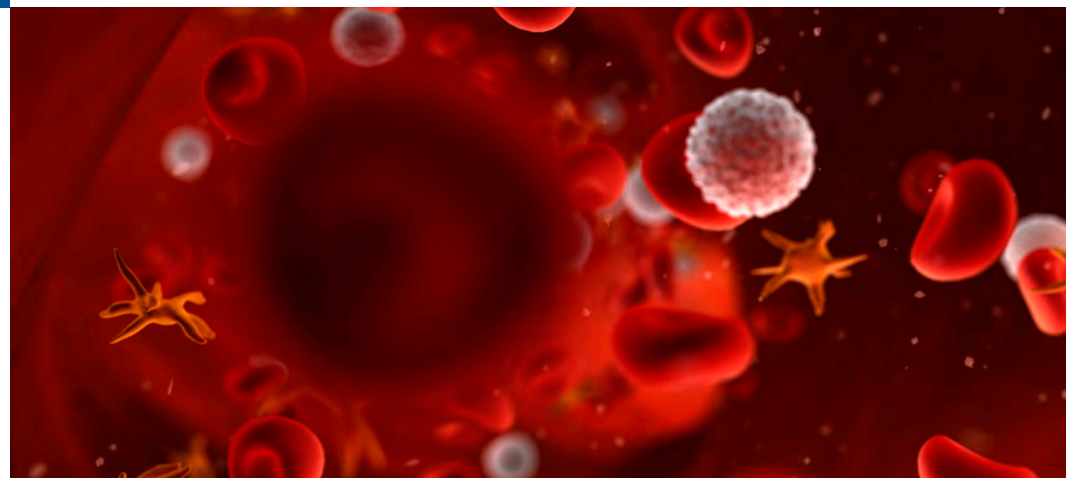
This conference will be beneficial to medical oncologists and hematologists, corporate medical directors and health plan medical directors, and other healthcare professionals.

Educational Methods

Lectures, Question-and-Answer Sessions, Conference Post-Evaluation

Evaluation

A course evaluation form will provide participants with the opportunity to comment on the value of the program content to their practice decisions, performance improvement activities, or possible impact on patient health status. Participants will also have the opportunity to comment on any perceived commercial bias in the presentations as well as to identify future educational topics.



Accreditation/Credit Designation

The University of Texas MD Anderson Cancer Center is accredited by the Accreditation Council for Continuing Medical Education to provide continuing medical education for physicians.

The University of Texas MD Anderson Cancer Center designates this live activity for a maximum of 15.50 *AMA PRA Category 1 Credits*[™]. Physicians should claim only credit commensurate with the extent of their participation in the activity.

CME Certificates and Attendance Verification Certificates

Certificates awarding *AMA PRA Category 1 Credit*[™] or certificates documenting attendance will be distributed to participants when an individual departs the conference. To obtain a CME certificate, physicians must submit a completed evaluation questionnaire and a *CME Verification Form*.

Upon request, a record of attendance (certificate) will be provided on-site to other healthcare professionals for requesting credits in accordance with specialty societies or other professional associations.

MD Anderson Planning Committee

Program Chair

Richard E. Champlin, MD

Professor and Chair
Department of Stem Cell Transplantation and Cellular Therapy
Robert C. Hickey Chair of Clinical Cancer Care

Esthela Guillen

Department of Stem Cell Transplantation and Cellular therapy

Tina A. Nelson, CMP

Department of CME/Conference Management

Program Co-Chair

Lyle D. Green, MBA, FACHE, FHIMSS

Associate Vice President
Office of Physician Relations

Chyi Chou, RN, MHA

Office of Physician Relations

Yvonne Bazunu, BA

Office of Physician Relations

Doreen Brandenberger

Office of Physician Relations



Program

Friday, October 21, 2011

7:00–8:00 am	Registration/Continental Breakfast	
7:30 am–5:00 pm	Exhibits	
8:00–8:30 am	Welcome and Opening Remarks Waun Ki Hong, MD and Richard E. Champlin, MD	Hickey Auditorium
	WHAT'S NEW IN HEMATOLOGY?* Richard E. Champlin, MD – Moderator	
8:30–9:00	Therapies for Multiple Myeloma: Fast Advances and Practical Concerns Michael Wang, MD, MS	
9:00–9:30	Role of Stem Cell Transplantation for Myeloma Muzaffar H. Qazilbash, MD	
9:30–10:00	Acute and Chronic Myeloid Leukemia: The Good, The Bad, and The Ugly (but Getting Prettier) Jorge E. Cortes, MD	
10:00–10:15	Break	
10:15–10:45	Advances In Acute Lymphoblastic Leukemia: Risk-Adapted & Targeted Therapy Strategies Deborah A. Thomas, MD	Frank E. Anderson Conference Hall
10:45–11:15	What is Myelodysplastic Syndrome and How to Treat It? Guillermo Garcia–Manero, MD	
11:15–11:45	Who Should Receive a Stem Cell Transplant for Acute Leukemia and Chronic Myeloid Leukemia? Richard E. Champlin, MD	
12:00–1:30 pm	Lunch (provided)	Frank E. Anderson Conference Hall
	“Red Kool–Aid, Blue Kool–Aid: A Doctor’s Odyssey on Capitol Hill During the Passage of the Patient Protection and Affordable Care Act: What Will It Do To Hematologic and Oncologic Practice?” Leonard A. Zwelling, MD, MBA	

* Six presentations will be made during the “What’s New in Hematology?” session. Each session will be limited to 25 minutes, allowing five minutes for Questions and Answers.

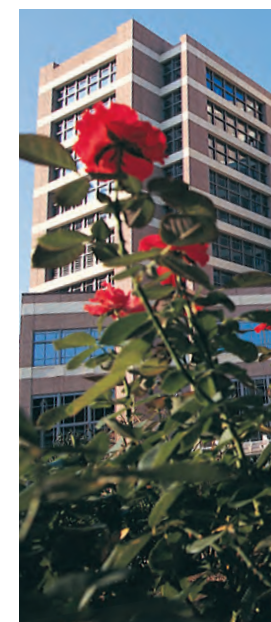


12:00–1:30	Corporate and Health Plan Medical Directors Luncheon Meeting (By Invitation)	
12:30–1:30	MD Anderson Tour – Meet at the Registration Desk	
	WHAT'S NEW IN HEMATOLOGY?***	Hickey Auditorium
	Richard E. Champlin, MD – Moderator	
1:30–2:00	Chronic Lymphocytic Leukemia William G. Wierda, MD, PhD	** Six presentations will be made during the “What’s New in Hematology?” session. Each session will be limited to 25 minutes, allowing five minutes for Questions and Answers.
2:00–2:30	Advances and Practice Changing Developments in Hodgkin’s and Non–Hodgkin’s Lymphoma Anas Younes, MD	
2:30–3:00	Who Should Receive Stem Cell Transplants for Lymphoid Malignancies? Issa F. Khouri, MD	
3:00–3:15	Break	
3:15–3:45	The Use of New Genomic Tests in Breast Cancer Lajos Pusztai, MD, DPhil	
3:45–4:15	Treatment of Non–Small Cell Lung Cancer: Current Practice and Future Battles Edward S. Kim, MD	
4:15–4:45	Cell Therapy and Adolescents with Cancer Laurence Cooper, MD, PhD	
5:00–6:30 pm	Reception	Hickey Foyer

Saturday, October 22, 2011

7:00–8:00 am	Registration/Continental Breakfast	
8:00 am–4:00 pm	Exhibits	
8:00–8:30	Delivering on the Promise of Personalized Medicine Gordon B. Mills, MD, PhD – Keynote Speaker	
	WHAT'S NEW IN MEDICAL ONCOLOGY?****	Hickey Auditorium
	Patrick Hwu, MD – Moderator	
8:30–9:00	Treatment Developments in Colorectal Cancer Cathy Eng, MD	*** Six presentations will be made during the “What’s New in Medical Oncology?” session. Each session will be limited to 25 minutes, allowing five minutes for Questions and Answers.
9:00–9:30	The Future Outlook of Hepatocellular Carcinoma Management Ahmed Kaseb, MBBS	

9:30–10:00	Personalized Medicine in Early–Phase Clinical Trials Filip Janku, MD, PhD	
10:00–10:15	Break	
10:15–10:45	Immunotherapy for Melanoma Patrick Hwu, MD	
10:45–11:15	Targeted Therapy for Melanoma Michael A. Davies, MD, PhD	
11:15–11:45	Future Directions in Therapy for Triple Receptor Negative Breast Cancer Ana Maria Gonzalez–Angulo, MD	
12:00–1:00 pm	Lunch (provided)	Frank E. Anderson Conference Hall
12:00–12:30	Social Media in Oncology: Seeing Through the Fears and Exploring the Opportunities Michael J. Fisch, MD, MPH	
12:30–1:00	Physician Portal Strategy: Clinical Communications and Medical Record Access Larry C. Driver, MD	
	WHAT'S NEW IN MEDICAL ONCOLOGY?****	Hickey Auditorium
	W.K. Alfred Yung, MD – Moderator	**** Six presentations will be made during the “What’s New in Medical Oncology?” session. Each session will be limited to 25 minutes, allowing five minutes for Questions and Answers.
1:00–1:30	Brain Tumors W.K. Alfred Yung, MD	
1:30–2:00	Novel and Experimental Treatment Approaches for CNS Metastases Morris D. Groves, MD, JD	
2:00–2:30	Palliative Care: When and How? Eduardo Bruera, MD	
2:30–2:45	Break	
2:45–3:15	Systemic Therapy Options for Advanced Renal Cell Carcinoma: Challenges and Opportunities Nizar M. Tannir, MD	
3:15– 3:45	Advances in Systemic Treatment for Prostate Cancer Paul Corn, MD	
3:45–4:15	Texas Legislative Session: Impact on Cancer Control and Practice of Oncology Lewis E. Foxhall, MD	
4:15–4:30	Post Evaluation	
4:30 pm	Adjourn	



MD Anderson Speakers

Eduardo Bruera, MD
Professor and Chair
Palliative Care & Rehabilitation Medicine

Richard E. Champlin, MD
Professor and Chair
Stem Cell Transplantation and
Cellular Therapy

Laurence Cooper, MD, PhD
Associate Professor
Pediatrics – Patient Care

Paul Corn, MD
Assistant Professor
Genitourinary Medical Oncology

Jorge E. Cortes, MD
Professor
Leukemia

Michael A. Davies, MD, PhD
Assistant Professor
Melanoma Medical Oncology

Larry C. Driver, MD
Professor and Chair Ad Interim
Pain Medicine

Cathy Eng, MD
Associate Professor
Gastrointestinal Medical Oncology

Michael J. Fisch, MD, MPH
Associate Professor and Chair
General Oncology

Lewis E. Foxhall, MD
Vice President, Health Policy

Guillermo Garcia-Manero, MD
Professor
Leukemia

Ana Maria Gonzalez-Angulo, MD
Associate Professor
Breast Medical Oncology

Morris D. Groves, MD, JD
Associate Professor
Neuro-Oncology

Waun Ki Hong, MD
Head, Division of Cancer Medicine
Professor
Thoracic/Head & Neck
Medical Oncology

Patrick Hwu, MD
Professor and Chair
Melanoma Medical Oncology

Filip Janku, MD, PhD
Assistant Professor
Investigational Cancer Therapeutics

Ahmed Kaseb, MBBS
Assistant Professor
Gastrointestinal Medical Oncology

Issa F. Khouri, MD
Professor
Stem Cell Transplantation and
Cellular Therapy

Edward S. Kim, MD
Associate Professor
Thoracic/Head & Neck
Medical Oncology

Gordon B. Mills, MD, PhD
Professor and Chair
Systems Biology

Lajos Pusztai, MD, DPhil
Professor
Breast Medical Oncology

Muzaffar H. Qazilbash, MD
Associate Professor
Stem Cell Transplantation and
Cellular Therapy

Nizar M. Tannir, MD
Associate Professor
Genitourinary Medical Oncology

Deborah A. Thomas, MD
Associate Professor
Leukemia

Michael Wang, MD, MS
Associate Professor
Lymphoma/Myeloma

William G. Wierda, MD, PhD
Associate Professor
Leukemia

Anas Younes, MD
Professor
Lymphoma/Myeloma

W. K. Alfred Yung, MD
Professor and Chair
Neuro-Oncology

Leonard A. Zwelling, MD, MBA
Professor of Medicine and Pharmacology
The University of Texas MD Anderson
Cancer Center
Robert Wood Johnson Foundation
Health Policy Fellow
UT Chancellor's Health Fellow for
Executive Vice Chancellor of
Health Affairs

Registration Information

On-site registration will open at 7:00 a.m. on Friday, October 21. The conference will begin at 8:00 a.m. on Friday, October 21, and adjourn at 4:30 p.m. on Saturday, October 22. Advance registration is encouraged as space and materials are limited. Please see registration form for applicable fees.

The deadline for advance registration is August 31, 2011.

There are three ways to register:

- **Mail to:** CME/Conference Management – Unit 1381, The University of Texas MD Anderson Cancer Center, P.O. Box 301439, Houston, TX 77230-1439
- **Fax to:** 713-794-1724
- **On-line** at www.mdanderson.org/conferences

We accept the following forms of payment:

- Check (payable through U.S. banks only)
- Money Order
- Credit Cards (MasterCard, VISA, and American Express)
- Cash (on-site only)

A receipt and confirmation letter will be sent to you within ten working days of receipt of your fee. The full conference registration fee includes the tuition, syllabus, breaks, lunches, and welcome reception.

Refund/Cancellation Policy: The registration fee, minus a \$50 administrative handling fee, is refundable if a written request is received on or before August 31, 2011. No refunds will be granted after that date. The request for a registration refund must include the tax identification number of the company or institution if registration was paid by a company or institution check. Although no refunds will be granted after September 30, 2011, you may transfer your registration to a colleague.

The Department of CME/Conference Management reserves the right to cancel activities prior to the scheduled date, if low enrollment or other circumstances make it necessary. Each registrant will be notified by mail, e-mail, or the contact numbers as given on the registration form.

In case of activity cancellation, liability of the Department of CME/Conference Management is limited to the registration fee. CME/Conference Management will refund the full registration fee. The Department of CME/Conference Management reserves the right to limit the number of participants in a program and is not responsible for any expenses incurred by an individual whose registration is not confirmed and for whom space is not available.

For additional information, contact CME/Conference Management at 713-792-2223 or toll free at 866-849-5866.

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The University of Texas MD Anderson Cancer Center has implemented a process whereby everyone who is in a position to control the content of an educational activity must disclose all relevant financial relationships with any commercial interest that could potentially affect the information presented. MD Anderson also requires that all faculty disclose any unlabeled use or investigational use (not yet approved for any purpose) of pharmaceutical and medical device products. Specific disclosure will be made to the participants prior to the educational activity.

Agendas are subject to change because we are always striving to improve the quality of your educational experience. MD Anderson may substitute faculty with comparable expertise on rare occasions necessitated by illness, scheduling conflicts, and so forth.

Photographing, audio taping and videotaping are prohibited.

Special Assistance

Contact the Department of CME/Conference Management at 713-792-2223 or toll free at 866-849-5866 if you have any special dietary or ADA accommodation needs.

Accommodations

- A block of rooms has been reserved for conference attendees at the **Houston Marriott at the Texas Medical Center** located at 6580 Fannin Street, Houston, Texas, 77030.
- Early hotel reservation is suggested.
- The hotel phone number is 1-800-228-9290.
- When you make reservations be sure to mention the **Medical Oncology and Hematology 2011: Advances That Change Physician Practice** Conference to be assured of receiving the special meeting rate of \$112.00 single or double occupancy. Please add 17% (Texas) state and local taxes. Reservations and deposits received after September 30, 2011 will be confirmed if space is available and at current hotel published guest room rates.

Air Travel

MD Anderson has a program with Continental Airlines for discounted air travel. For discounts, call your travel professional or Continental's MeetingWorks toll free at 800-468-7022. Outside of the United States, please call your local Continental Airlines Reservation Office.

Mention Z code: **ZJMD** and agreement code: **325945**.

Ground Transportation

(prices are subject to change and variable depending on location of conference)

- Houston is served by two airports, George Bush Intercontinental (IAH) and William P. Hobby (HOU).
- Taxicabs are available at an estimated cost of \$50-\$60 to or from William P. Hobby Airport or George Bush Intercontinental Airport.
- SuperShuttle operates a shuttle bus between George Bush Intercontinental Airport and the Houston Marriott at the Texas Medical Center for \$27 one-way and \$54 round-trip. For more information, call 713-523-8888 or toll free at 800-258-3826, or online at www.supershuttle.com.
- SuperShuttle operates a shuttle bus between William P. Hobby Airport and the Houston Marriott at the Texas Medical Center for \$24 one-way and \$48 round-trip. For more information, call 713-523-8888 or toll-free at 800-258-3826, or online at www.supershuttle.com.

Please let us know what specific topics, issues or questions you wish to see addressed or emphasized in this activity. Fax or e-mail CME/Conference Management. All responses will be forwarded to the Program Chairs for consideration.

CONFERENCE REGISTRATION - 0570

Medical Oncology and Hematology 2011: Advances That Change Physician Practice – October 21-22, 2011

Last Name		First	MI	Highest Degree
Department (include box no.)			Specialty	
Institution				
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Advances That Change Physician Practice

Department of CME/Conference Management –
Unit 1381

The University of Texas MD Anderson Cancer Center
PO Box 301439, Houston, TX 77230-1439
or fax to 713-794-1724

Make check or money order payable to:

The University of Texas MD Anderson Cancer Center

REGISTRATION FEES

Physicians

- Before August 31, 2011\$250.00
 After August 31, 2011\$300.00

Healthcare Professionals

- Before August 31, 2011\$150.00
 After August 31, 2011\$200.00

MD Anderson Faculty\$100.00

MD Anderson Staff/Trainees / Allied Health Professionals\$ 65.00

I am interested in taking the tour.

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