

S P O N S O R E D B Y



Division of Hematology & Oncology

Together, clinical experts in lymphoma, lung, colorectal, breast and genitourinary cancers will discuss new clinical developments and significant therapeutic advances in these cancer types as presented at the 2010 American Society of Clinical Oncology (ASCO) Annual Meeting.

7TH ANNUAL ONCOLOGY UPDATE

# Oncology Update



JW Marriott San Francisco  
Union Square  
San Francisco, California June 26

Hilton La Jolla Torrey Pines  
La Jolla, California July 10

Seaport Hotel  
Boston, Massachusetts July 17

The Westin  
Philadelphia, Pennsylvania July 24

Montage  
Beverly Hills, California July 31

The Westin  
Seattle, Washington August 14

Grand Hyatt Atlanta  
in Buckhead  
Atlanta, Georgia August 21

Wynn  
Las Vegas, Nevada August 28

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**Scripps Conference Services & CME - [www.scripps.org/conferenceservices](http://www.scripps.org/conferenceservices)**

## ABOUT SCRIPPS

Scripps Health, a nonprofit health care system based in San Diego, California, includes more than 2,600 affiliated physicians and 12,000 employees at five acute-care hospital campuses, home health care services and a network of clinics, physician offices and outpatient centers. Scripps is committed to contributing to the future of medicine through its clinical research trials and graduate medical education programs. More information can be found at [www.scripps.org](http://www.scripps.org).

Scripps Conference Services & CME, which offers more than 40 nationally recognized annual conferences in over 15 specialty areas, is committed to providing exceptional educational courses for physicians and other health care professionals. More information and conference brochure downloads are available at [www.scripps.org/conferenceservices](http://www.scripps.org/conferenceservices).

## COURSE DESCRIPTION

Scripps Clinic's Division of Hematology & Oncology invites you to attend the 7th Annual Oncology Update. During this comprehensive course, clinical experts will review key findings from practice changing studies and the latest clinical data as presented at the 2010 American Society of Clinical Oncology (ASCO) Annual Meeting. Experts in the fields of lymphoma, lung, colorectal, breast and genitourinary cancers will focus on key results with the potential to change practice. Physicians will be provided with the necessary context to integrate the relevant information into their practices. The symposium will also focus on new agents in development and their potential impact on cancer care.

## EDUCATIONAL OBJECTIVES

After participating in this course, attendees will be able to:

- Assess the latest developments in lung cancer.
- Demonstrate the changing approaches in the diagnosis and treatment of lymphoma.
- Translate recent results in colorectal cancer presented at the 2010 ASCO Annual Meeting.
- Evaluate the evolving treatments of breast cancer.
- Cite new therapeutic options for the treatment of genitourinary cancers.

## REGISTRATION INFORMATION

### Register Early!

Registration is limited to a first-come, first-served basis!

**Registration is complimentary** and includes breakfast, mid-morning break, and the course syllabus.

#### To Register

**Online** [www.scripps.org/conferenceservices](http://www.scripps.org/conferenceservices)

**Fax** 858-652-5565

**Phone** 858-652-5400

**Mail** Scripps Conference Services & CME  
Oncology Update  
11025 North Torrey Pines Road  
Suite 200, Mail drop: SCRC 200  
La Jolla, California 92037

## QUESTIONS?

Contact Scripps Conference Services & CME

Phone 858-652-5400

Email [med.edu@scrippshealth.org](mailto:med.edu@scrippshealth.org)

## REGISTRATION CONFIRMATION

A confirmation letter will be e-mailed or mailed to you upon receipt of the conference registration form and payment. If you have not received it within two weeks, please contact the Scripps Conference Services & CME office.

## GUEST ATTENDANCE

All conference activities (including educational sessions, meal functions, exhibit hall, etc.) are exclusively reserved for conference attendees. Non-registered guests (including children, family members, colleagues, etc.) are not allowed in the conference areas. Badges provided at registration are required for entrance into all functions and will be strictly enforced.

## SCRIPPS CONFERENCE MODIFICATION OR CANCELLATION

Scripps reserves the right to modify the course's schedule or program as necessary. Scripps also reserves the right to cancel this conference, in which case a full refund of the registration fee will be provided. We are unable to refund any travel costs (flight, hotel, etc.) in the case of Scripps cancellation.



## FACULTY

### Course Director

#### Alan Saven, MD

Head, Division of Hematology & Oncology  
Scripps Clinic/Scripps Green Hospital  
La Jolla, California

### Conference Faculty

#### Harold J. Burstein, MD, PhD

Associate Professor of Medicine  
Harvard Medical School  
Breast Oncology Center  
Dana-Farber Cancer Institute  
Boston, Massachusetts

#### Angela M. DeMichele, MD, MSCE

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Abramson Cancer Center  
University of Pennsylvania  
Philadelphia, Pennsylvania

#### Tomislav Dragovich, MD, PhD

Assistant Professor of Medicine  
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Arizona Cancer Center  
Tucson, Arizona

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Division of Oncology  
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Seattle Cancer Alliance  
Seattle, Washington

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Associate Professor of Medicine  
Medical Oncology  
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Stanford, California

#### Bruce J. Giantonio, MD

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The Abramson Cancer Center of the  
University of Pennsylvania  
Executive Officer, The Eastern  
Cooperative Oncology Group  
Philadelphia, Pennsylvania

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Duke University Medical Center  
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Associate Professor  
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Seattle Cancer Alliance  
Fred Hutchinson Cancer Research Center  
Seattle, Washington

#### J. Randolph Hecht, MD

Professor of Clinical Medicine  
Carol & Saul Rosenzweig Chair in Cancer  
Therapies Development  
Director, GI Oncology Program  
University of California, Los Angeles  
Los Angeles, California

#### Philip Kantoff, MD

Professor, Department of Medicine  
Harvard Medical School  
Director, Lank Center for  
Genitourinary Oncology  
Dana-Farber Cancer Institute  
Boston, Massachusetts

#### John S. Kauh, MD

Assistant Professor of Hematology/  
Oncology and Medicine  
Medical Director  
Ambulatory Treatment Center  
Emory University  
Winship Cancer Institute  
Atlanta, Georgia

#### Fadlo R. Khuri, MD

Professor and Chair, Department of  
Hematology and Medical Oncology  
Associate Director  
Clinical & Translational Research  
The Emory Clinic  
Atlanta, Georgia

#### Michael P. Kosty, MD, FACP

Medical Director  
Scripps Green Cancer Center  
Director, Graduate Medical Education  
Scripps Clinic/Scripps Green Hospital  
La Jolla, California

#### Omer Kucuk, MD, FACP

Medical Oncologist  
Professor of Hematology-  
Oncology and Urology  
Georgia Cancer Coalition  
Distinguished Cancer Scholar  
Chief, Genitourinary Medical Oncology  
Emory University, Winship Cancer Institute  
Atlanta, Georgia

#### Eunice L. Kwak, MD, PhD

Instructor, Department of Medicine  
Harvard Medical School  
Assistant in Medicine, Hematology/Oncology  
Massachusetts General Hospital  
Cancer Center  
Boston, Massachusetts

#### Michelle E. Melisko, MD

Medical Oncologist  
Assistant Clinical Professor  
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San Francisco, California

#### Joanne E. Mortimer, MD, FACP

Vice Chair Medical Oncology  
Associate Director for Affiliate Programs  
Professor, Division of Medical  
Oncology & Experimental Therapeutics  
City of Hope Comprehensive Cancer Center  
Duarte, California

#### Ruth M. O'Regan, MD

Associate Professor, Hematology and  
Medical Oncology  
Louisa and Rand Glenn Family Chair  
in Breast Cancer Research  
Director, Hematology Oncology  
Fellowship Program  
Medical Director, Emory Breast Center  
Emory Winship Cancer Institute  
Atlanta, Georgia

#### David I. Quinn, MD, MBBS (Hons), PhD, FRACP

Associate Professor of Medicine  
Chief, Section of GU Medical Oncology  
Medical Director  
Norris Cancer Hospital & Clinics  
Co-Leader  
Genitourinary Cancer Program  
Kenneth J. Norris Comprehensive  
Cancer Center  
Keck School of Medicine  
University of Southern California  
Los Angeles, California

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Center for Gastrointestinal Cancers  
Division of Hematology & Oncology  
Massachusetts General Hospital  
Cancer Center  
Boston, Massachusetts

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Stanford, California

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Philadelphia, Pennsylvania

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Co-director, GI Oncology Program  
University of California Los Angeles  
Los Angeles, California

#### Evan Y. Yu, MD

Assistant Professor  
Department of Medicine  
Division of Oncology  
University of Washington  
Seattle Cancer Alliance  
Seattle, Washington



# PROGRAM

## Saturday, June 26 San Francisco, CA

JW MARRIOTT SAN FRANCISCO UNION SQ  
500 POST ST. CORNER OF POST & MASON  
SAN FRANCISCO, CALIFORNIA 94102  
415-771-8600

- 8 a.m. Registration, Breakfast  
& View Exhibits
- 8:25 a.m. Welcome &  
Educational Overview
- 8:30 a.m. **News in Colorectal  
Cancer**  
*George A. Fisher, MD, PhD*
- 9 a.m. Q & A
- 9:15 a.m. **Update in Lymphoma**  
*Alan Saven, MD*
- 9:45 a.m. Q & A
- 10 a.m. Break & View Exhibits
- 10:15 a.m. **Diagnostic &  
Therapeutic Advances  
in Lung Cancer**  
*Michael P. Kosty, MD*
- 10:45 a.m. Q & A
- 11 a.m. **Breast Cancer Update**  
*Michelle E. Melisko, MD*
- 11:30 a.m. Q & A
- 11:45 a.m. **Genitourinary Cancer  
Update**  
*Sandhya Srinivas, MD*
- 12:15 p.m. Q & A
- 12:30 p.m. Adjourn

## Saturday, July 10 La Jolla, CA

HILTON LA JOLLA TORREY PINES  
10950 NORTH TORREY PINES ROAD  
LA JOLLA, CALIFORNIA 92037  
858-558-1500

- 8 a.m. Registration, Breakfast  
& View Exhibits
- 8:25 a.m. Welcome &  
Educational Overview
- 8:30 a.m. **News in Colorectal  
Cancer**  
*Bruce J. Giantonio, MD*
- 9 a.m. Q & A
- 9:15 a.m. **Update in Lymphoma**  
*Alan Saven, MD*
- 9:45 a.m. Q & A
- 10 a.m. Break & View Exhibits
- 10:15 a.m. **Diagnostic &  
Therapeutic Advances  
in Lung Cancer**  
*Michael P. Kosty, MD*
- 10:45 a.m. Q & A
- 11 a.m. **Breast Cancer Update**  
*Joanne E. Mortimer, MD*
- 11:30 a.m. Q & A
- 11:45 a.m. **Genitourinary Cancer  
Update**  
*David I. Quinn, MD, PhD*
- 12:15 p.m. Q & A
- 12:30 p.m. Adjourn

## Saturday, July 17 Boston, MA

SEAPORT HOTEL  
ONE SEAPORT LANE  
BOSTON, MASSACHUSETTS 02210  
800-440-3318

- 8 a.m. Registration, Breakfast  
& View Exhibits
- 8:25 a.m. Welcome &  
Educational Overview
- 8:30 a.m. **Genitourinary Cancer  
Update**  
*Phillip Kantoff, MD*
- 9 a.m. Q & A
- 9:15 a.m. **Update in Lymphoma**  
*Jon P. Gockerman, MD*
- 9:45 a.m. Q & A
- 10 a.m. Break & View Exhibits
- 10:15 a.m. **Diagnostic &  
Therapeutic Advances  
in Lung Cancer**  
*Michael P. Kosty, MD*
- 10:45 a.m. Q & A
- 11 a.m. **Breast Cancer Update**  
*Harold J. Burstein, MD, PhD*
- 11:30 a.m. Q & A
- 11:45 a.m. **News in Colorectal  
Cancer**  
*Eunice L. Kwak, MD, PhD*
- 12:15 p.m. Q & A
- 12:30 p.m. Adjourn



## Saturday, July 24 Philadelphia, PA

THE WESTIN PHILADELPHIA  
99 SOUTH 17TH STREET  
PHILADELPHIA, PENNSYLVANIA 19103  
215-563-1600

- 8 a.m. Registration, Breakfast  
& View Exhibits
- 8:25 a.m. Welcome &  
Educational Overview
- 8:30 a.m. **News in Colorectal  
Cancer**  
*Bruce J. Giantonio, MD*
- 9 a.m. Q & A
- 9:15 a.m. **Update in Lymphoma**  
*Alan Saven, MD*
- 9:45 a.m. Q & A
- 10 a.m. Break & View Exhibits
- 10:15 a.m. **Diagnostic &  
Therapeutic Advances  
in Lung Cancer**  
*Tracey L. Evans, MD*
- 10:45 a.m. Q & A
- 11 a.m. **Breast Cancer Update**  
*Angela M. DeMichele, MD*
- 11:30 a.m. Q & A
- 11:45 a.m. **Genitourinary Cancer  
Update**  
*David J. Vaughn, MD*
- 12:15 p.m. Q & A
- 12:30 p.m. Adjourn

## Saturday, July 31 Beverly Hills, CA

MONTAGE BEVERLY HILLS  
225 NORTH CANON DRIVE  
BEVERLY HILLS, CALIFORNIA 90210  
310-860-7800

- 8 a.m. Registration, Breakfast  
& View Exhibits
- 8:25 a.m. Welcome &  
Educational Overview
- 8:30 a.m. **News in Colorectal  
Cancer**  
*Zev Wainberg, MD, MSc*
- 9 a.m. Q & A
- 9:15 a.m. **Update in Lymphoma**  
*Alan Saven, MD*
- 9:45 a.m. Q & A
- 10 a.m. Break & View Exhibits
- 10:15 a.m. **Diagnostic &  
Therapeutic Advances  
in Lung Cancer**  
*Michael P. Kosty, MD*
- 10:45 a.m. Q & A
- 11 a.m. **Breast Cancer Update**  
*Joanne E. Mortimer, MD*
- 11:30 a.m. Q & A
- 11:45 a.m. **Genitourinary Cancer  
Update**  
*David I. Quinn, MD, PhD*
- 12:15 p.m. Q & A
- 12:30 p.m. Adjourn

## Saturday, August 14 Seattle, WA

THE WESTIN SEATTLE  
1900 FIFTH AVENUE  
SEATTLE, WASHINGTON 98101  
206-728-1000

- 8 a.m. Registration, Breakfast  
& View Exhibits
- 8:25 a.m. Welcome &  
Educational Overview
- 8:30 a.m. **News in Colorectal  
Cancer**  
*J. Randolph Hecht, MD*
- 9 a.m. Q & A
- 9:15 a.m. **Diagnostic &  
Therapeutic Advances  
in Lung Cancer**  
*Keith D. Eaton, MD*
- 9:45 a.m. Q & A
- 10 a.m. Break & View Exhibits
- 10:15 a.m. **Update in Lymphoma**  
*Alan Saven, MD*
- 10:45 a.m. Q & A
- 11 a.m. **Breast Cancer Update**  
*Julie R. Gralow, MD*
- 11:30 a.m. Q & A
- 11:45 a.m. **Genitourinary Cancer  
Update**  
*Evan Y. Yu, MD*
- 12:15 p.m. Q & A
- 12:30 p.m. Adjourn



## Saturday, August 21 Atlanta, GA

GRAND HYATT ATLANTA IN BUCKHEAD  
3300 PEACHTREE ROAD, NE  
ATLANTA, GEORGIA 30305  
404-237-1234

- 8 a.m. Registration, Breakfast & View Exhibits
- 8:25 a.m. Welcome & Educational Overview
- 8:30 a.m. **News in Colorectal Cancer**  
*John S. Kauh, MD*
- 9 a.m. Q & A
- 9:15 a.m. **Update in Lymphoma**  
*Alan Saven, MD*
- 9:45 a.m. Q & A
- 10 a.m. Break & View Exhibits
- 10:15 a.m. **Diagnostic & Therapeutic Advances in Lung Cancer**  
*Fadlo R. Khuri, MD*
- 10:45 a.m. Q & A
- 11 a.m. **Breast Cancer Update**  
*Ruth M. O'Regan, MD*
- 11:30 a.m. Q & A
- 11:45 a.m. **Genitourinary Cancer Update**  
*Omer Kucuk, MD*
- 12:15 p.m. Q & A
- 12:30 p.m. Adjourn

## Saturday, August 28 Las Vegas, NV

WYNN LAS VEGAS  
3131 LAS VEGAS BOULEVARD SOUTH  
LAS VEGAS, NEVADA 89109  
702-770-7000

- 8 a.m. Registration, Breakfast & View Exhibits
- 8:25 a.m. Welcome & Educational Overview
- 8:30 a.m. **News in Colorectal Cancer**  
*Tomislav Dragovich, MD, PhD*
- 9 a.m. Q & A
- 9:15 a.m. **Update in Lymphoma**  
*Alan Saven, MD*
- 9:45 a.m. Q & A
- 10 a.m. Break & View Exhibits
- 10:15 a.m. **Diagnostic & Therapeutic Advances in Lung Cancer**  
*Michael P. Kosty, MD*
- 10:45 a.m. Q & A
- 11 a.m. **Breast Cancer Update**  
*Ellie Guardino, MD, PhD*
- 11:30 a.m. Q & A
- 11:45 a.m. **Genitourinary Cancer Update**  
*TBC*
- 12:15 p.m. Q & A
- 12:30 p.m. Adjourn

## ACCREDITATION

Scripps Health is accredited by the Accreditation Council for Continuing Medical Education (ACCME) to provide continuing medical education for physicians.

Scripps Health designates this educational activity for a maximum number of 3.75 *AMA PRA Category 1 Credit(s)*™ Physicians should only claim credit commensurate with the extent of their participation in the activity.

Documentation of awarded credit is provided for registered attendees in exchange for completed activity evaluation. Certificates of attendance are available, upon request, at the end of the course.

## DISCLOSURE

In accordance with the ACCME Standards for Commercial Support, course directors, planning committees, faculty and all others in control of the educational content of the CME activity must disclose all relevant financial relationships with any commercial interest that they or their spouse/partner may have had within the past 12 months. If an individual refuses to disclose relevant financial relationships, they will be disqualified from being a part of the planning and implementation of this CME activity. Employees of a commercial interest with business lines or products relating to the content of the CME activity will not participate in the planning or any accredited portion of the conference.

Disclosure will be made to all participants at the conference location, prior to the educational activity commencement.

## EDUCATIONAL GRANTS

This course is supported, in part, by educational grants from industry, in accordance with ACCME Standards. At the time of printing, a complete listing of commercial supporters was not available. Appropriate acknowledgement will be given to all supporters at the time of the educational activity.

## CULTURAL AND LINGUISTIC COMPETENCY

This activity is in compliance with California Assembly Bill 1195 which requires that all CME activities comprising a patient care element include curriculum addressing the topic of cultural and linguistic competency. The intent of this bill is to ensure that health care professionals are able to meet the cultural and linguistic concerns of a diverse patient population through effective and appropriate professional development. Cultural and linguistic competency was incorporated into the planning of this activity.

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register early!**

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11025 N. Torrey Pines Road, Suite 200  
Maildrop: SCRC 200  
La Jolla, California 92037  
**Fax:** 858-652-5565

**Contact information:**

**Phone:** 858-652-5400  
**Email:** med.edu@scrippshealth.org  
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securely online:**  
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Please indicate any special needs (including dietary restrictions).  
Special requests will be considered and accommodated in full compliance with the Americans with Disabilities Act (ADA).

S P O N S O R E D B Y



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Conference Services & CME

11025 N. Torrey Pines Road

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La Jolla, California 92037

You are invited to attend a

## FREE CME ASCO Update

on lung cancer, colorectal cancer, genitourinary cancer, lymphoma and breast cancer.