



**Tailoring Endocrine and
Bisphosphonate Therapies
to Optimize Outcomes for Early Breast Cancer**

Saturday, Dec. 13, 2008

7:30 PM-9:45 PM

Grand Hyatt San Antonio

Dinner will be served

**A Satellite Symposium
held in San Antonio, TX**



Postgraduate Institute
for Medicine

Jointly sponsored by Postgraduate Institute for
Medicine and prIME Oncology.

This activity is supported by an educational
grant from Novartis Oncology.

 **NOVARTIS
ONCOLOGY**

Faculty

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Division of Hematology & Oncology
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San Francisco, California, USA

BEAT J.K. THÜRLIMANN, MD
Head, Breast Center
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Accreditation Statement

This activity has been planned and implemented in accordance with the Essential Areas and Policies of the Accreditation Council for Continuing Medical Education (ACCME) through the joint sponsorship of the Postgraduate Institute for Medicine (PIM) and prIME Oncology. PIM is accredited by the ACCME to provide continuing medical education for physicians.

Disclosure of Conflicts of Interest

PIM requires instructors, planners, managers, and other individuals who are in a position to control the content of this activity to disclose any real or apparent conflict of interest they may have as related to the content of this activity. All identified conflicts of interest are thoroughly vetted by PIM for fair balance, scientific objectivity of studies mentioned in the materials or used as the basis for content, and appropriateness of patient care recommendations.

Americans with Disabilities Act



Event staff will be glad to assist you with any special needs (ie, physical, dietary, etc). Please contact

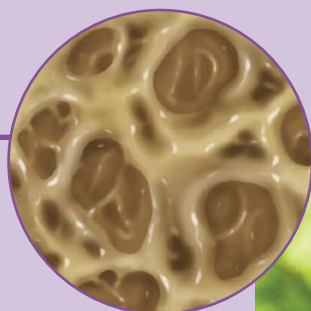
Kim Friese prior to the live event at (678) 892-1340 or kim.friese@primeoncology.org.

Tailoring Endocrine and Bisphosphonate Therapies

to Optimize Outcomes for Early Breast Cancer

Statement of Need

Despite the tremendous strides made in the treatment of breast cancer, differences in the management and outcome of select groups remain. Breast cancer includes a variety of complex disease states with equally complex approaches to clinical care. For example, recent studies have confirmed significant reduction in risk of recurrence associated with adjuvant endocrine therapies, but the numerous choices created confusion regarding “optimal” therapy or sequencing of therapies. Another challenge healthcare providers are faced with is treatment and prevention of metastatic disease, with bone being the most common site. This program focuses on the growing body of evidence from preclinical and clinical research showing the antitumor activity of bisphosphonates and the potential role of elevated markers of bone metabolism in prevention of bone metastasis.



A Satellite Symposium held in San Antonio, Texas

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Grand Hyatt San Antonio; Texas Ballroom, Salons A & B; 4th Floor
600 East Market Street, San Antonio, Texas

Target Audience

This educational activity is intended for medical oncologists, surgical oncologists, radiation oncologists, and other healthcare professionals with an interest in new developments in breast cancer.



Educational Objectives

Upon completion of this educational activity, participants should be better able to:

- Explain the potential role of bisphosphonates in prevention of bone metastasis in breast cancer patients
- Review the latest preclinical data supporting the antitumor activity of bisphosphonates
- Identify the significance of elevated markers of bone metabolism in patients with breast cancer
- Discuss updated clinical trials data regarding optimal treatment strategies for adjuvant endocrine therapy in postmenopausal breast cancer patients

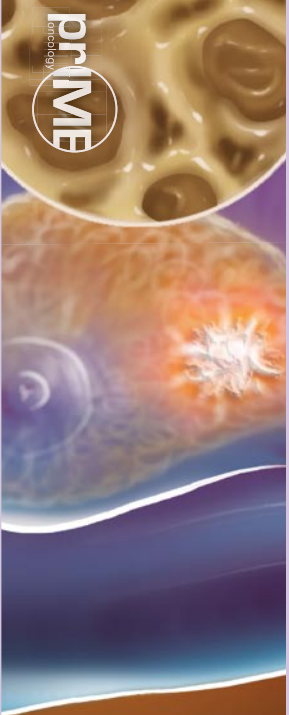
Program Agenda

- 7:30 PM-7:45 PM **Registration and Dinner**
- 7:45 PM-7:50 PM **Welcome and Introduction**
ROB COLEMAN, MD
- 7:50 PM-8:10 PM **Bisphosphonates and Breast Cancer:
Exploring the Opportunities**
ROB COLEMAN, MD
- 8:10 PM-8:40 PM **Taking Preclinical Observations Into the Clinic:
Current Adjuvant Bisphosphonate Trials**
MICHAEL GNANT, MD
ROB COLEMAN, MD
- 8:40 PM-9:00 PM **Evolving Strategies for Adjuvant Endocrine Therapy:
The Sequence Therapy Analysis of the BIG 1-98 Trial**
BEAT J.K. THÜRLIMANN, MD
- 9:00 PM-9:40 PM **Optimal Management of Early Breast Cancer:
Challenging the Experts**
ROB COLEMAN, MD
MICHAEL GNANT, MD
WILLIAM GRADISHAR, MD, FACP
HOPE RUGO, MD
BEAT J.K. THÜRLIMANN, MD
- 9:40 PM-9:45 PM **Concluding Remarks**
ROB COLEMAN, MD

Credit Designation

PIM designates this educational activity for a maximum of 2.0 AMA PRA Category 1 Credit(s)[™]. Physicians should only claim credit commensurate with the extent of their participation in the activity.

2.0 AMA PRA
CATEGORY 1
CREDITS



PRIME
oncology

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Register Online at www.primeoncology.org

Pre-registration is not required for this event, however space is limited.

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