

FLASCO: The Voice of Oncology in Florida



FLASCO ANNUAL MEETING & SPRING SESSION March 5-6, 2010

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The Florida Society of Clinical Oncology (FLASCO) invites all FLASCO Members and Oncology Health Care Professionals to our 2010 Annual Meeting and Spring Session, being held March 5-6, 2010 at the Tampa Airport Marriott 4200 George J. Bean Parkway Tampa, FL 33607.

★ KEY NOTE SPEAKER ★

Doug Blayney, MD, ASCO President, and medical oncologist, is a professor of internal medicine at the University of Michigan Medical School and medical director of the university's Comprehensive Cancer Center. Dr. Blayney joined ASCO in 1983, and has demonstrated a comprehensive record of service to the Society. For his service to ASCO, Dr. Blayney received the Board of Directors Appreciation Award for his role in establishing ASCO's internet presence in 2003 and the ASCO Statesman Award in 2007.



In addition to his work with ASCO, Dr. Blayney is an active member of the American Society of Hematology (ASH). He formerly served as the founding treasurer and as a member of the Board of Directors of the Medical Oncology Association of Southern California, and recently left the Board of Directors of the National Comprehensive Cancer Network (NCCN). He is a past member of the US FDA's Oncology Drugs Advisory Committee. He has authored or co-authored over fifty peer reviewed journal articles and other publications. His current academic focus is delivery of quality oncology care, use of electronic health records and treatment of

★ REGISTRATION ★

There are no registration fees for FLASCO Members who are current with their 2010 dues. If you are not a member of FLASCO, your registration fee of \$250 can be applied to a FLASCO membership. Dues are payable annually. Guest fees are listed on the registration form.



FLASCO Spring Meeting Agenda

Friday, March 5th, 2010

- 9:00 am – 4:00 pm **Executive Committee Meeting**
- 4:30 pm – 5:30 pm **Board Meeting**
- 6:00 pm – 7:00 pm **Cash Bar/Visit Exhibits**
- 7:00 pm – 9:00 pm **Dinner & Program Presentation:
“ASCO Update”**
- Speakers:**
Doug Blayney, MD, President
American Society of Clinical
Oncology

Saturday, March 6th, 2010

- 6:30 am – 7:30 am **Breakfast/Visit Exhibits**
- 7:30am – 8:00am **Annual Meeting of the Members**
- 8:00 am – 10:00 am **Program Panel Presentation:
“Personalized Cancer Care - Is it Ready for Prime
Time?”**
- Moderator:**
Winston Tan, MD
Mayo Clinic—Jacksonville
- Presentation:**
“Molecular Pathology”
- Speaker:**
Mehrdad Nadji, MD
University of Miami
- Presentation:**
**“Personalized and Tailored Therapy for
Breast Cancer”**
- Speaker:**
Clifford Hudis, MD
Memorial Sloan Kettering Cancer
Ctr
- Presentation:**
“Personalized Medicine: Lung Cancer”
- Speaker:**
Ed Kim, MD
MD Anderson, Houston
- 10:00 am – 10:45 am **Break/Visit Exhibits**

Saturday, March 6th, 2010 (Continued)

- 10:45 am - 12:15 pm **Program Panel Presentation:
“Controlling Cancer Costs”**
- Moderator:**
Thomas Marsland, MD
Florida Oncology Associates
- Speaker:**
Jonathan Gavras, MD,
Medical Director
Blue Cross Blue Shield of Florida
- Speaker:**
Richard Levine, MD
Space Coast Medical Associates
- Speaker:**
Roy Beveridge, MD
EVP & Medical Director
US Oncology
- 12:15 pm – 1:00 pm **Lunch**
- 1:00 pm – 1:30pm **Program Presentation:
“Physician Assistant Program”**
- Speaker:**
Dilip Patel, MD
Long Island Jewish Medical Center
- 1:30 pm – 2:30 pm **Program Presentation:
“New Advances in the Management
of Myeloma”**
- Speakers:**
James Berenson, MD
Institute for Myeloma and Bone Cancer
Research
- 2:30 pm – 3:15pm **Program Presentation:
“Assessing the Latest Evidence in ITP
Management: Applications to Clinical
Practice”**
- Speaker:**
Terry Gernsheimer, MD
University of Washington - School of
Medicine
- 3:15 pm **Wrap-Up and Adjourn**



CONFERENCE GOALS

- Become familiar with the goals and plans for the American Society of Clinical Oncology.
- Identify the ways in which cancer costs can be controlled.
- Recognize recent progress in the understanding of the molecular biology of cancer and how it is leading to personalized cancer care for lung and breast cancer.
- List main issues affecting the practice of oncology by ARNPs and PAs.
- List main recent developments in the care of multiple myeloma patients.



CONFERENCE OBJECTIVES

At the end of the conference the participants are expected to:

1. List ASCO's roles and achievements in cancer care advocacy.
2. List possible implications of health care legislation and its impact on cancer care costs.
3. Identify the new targeted therapies in lung cancer and its indications based on molecular genetic testing.
4. List new subsets of breast cancer and the implications of genetic testing on treatment selection and prognosis.
5. Identify the different roles of ARNPs and PAs in oncology practices and the academic settings.
6. Recognize the best initial treatment for newly diagnosed multiple myeloma patients and the indications for high dose chemotherapy and stem cell transplant.

CONFERENCE OUTCOME MEASURES

This meeting is designed to meet the educational needs of those involved in the care of oncology patients. The meeting will also contain presentations on Personalized Cancer Care, and will provide education on Controlling Cancer Costs. Further, you will be provided with an opportunity to learn more about the utilization of midlevel providers in your practice, specifically Physician Assistants. The meeting will also provide an opportunity for attendees to hear more about the latest advances in the management of multiple myeloma.



2009 Corporate Members

FLASCO acknowledges the following companies as Corporate Members/Supporters of FLASCO:

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Genomic Health
Imclone Systems
Millennium
Roche
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US Oncology
OSI Pharmaceuticals

Bronze
Genzyme

HOTEL RESERVATIONS



A block of rooms has been reserved at the Tampa Airport Marriott Hotel. **The FLASCO Executive Director will make all reservations for those wanting to stay at the hotel.** Please indicate arrival/departure dates on the registration form. The room rate is \$190 per night, including all taxes.

DEADLINES

The Tampa Airport Marriott has requested that all reservations be made prior to **February 5, 2009.** After that date, reservations will only be accepted on a space available and rate available basis.



FLASCO MISSION STATEMENT

The Florida Society of Clinical Oncology is a statewide non-profit organization committed to facilitating and promoting multidisciplinary efforts to improve patient care in Florida by:

- Fostering access to quality cancer care to the citizens of Florida.
- Assisting the cancer practitioners in providing the most cost effective quality care for their patients.
- Acting as an advocate for Florida cancer patients and their families.
- Coordinating the dissemination of information and providing an opportunity for oncologists, physicians, and other health care professionals to network and exchange information on cancer care.

FLORIDA SOCIETY OF CLINICAL ONCOLOGY

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