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Education
Initiative in
Oncology



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PEER REVIEW DIRECTED BY
UNIVERSITY OF PENNSYLVANIA
SCHOOL OF MEDICINE
OFFICE OF CME

ASCO 2005: Paradigm Shift in Breast Cancer Treatment

Highlights from the American Society of Clinical Oncology Annual Meeting

Now Available in Two Convenient Formats! CD-ROM & On-Demand Webcast

This CME/CE CD-ROM and On-Demand Webcast will explore current and emerging targeted therapies in the treatment of breast cancer.

Order your CD-ROM or view the webcast online now at
www.projectsinknowledge.com/breastca-update/

This independent CME/CE activity is supported by an educational grant from **Genentech, Inc.**

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Dear Colleague:

Presentations given at the 2005 American Society of Clinical Oncology (ASCO) annual meeting on the benefits of biologics in patients with breast cancer have sparked optimism about a new era in breast cancer treatment.

ASCO 2005: *Paradigm Shift in Breast Cancer Treatment*, the recent series of live webcasts focusing on highlights of the ASCO annual meeting, has just been released on CD-ROM and also remains available for on-demand viewing on the Internet. In this informative and valuable educational activity, authorities in breast cancer address some of your most important concerns regarding progress in endocrine therapy and chemotherapies, and developments in targeted biologic therapy. The webcast also includes an insightful overview on management and monitoring of patients on emerging therapies. We encourage you to order your CD-ROM or view the webcast online today!

Sincerely,

Harold J. Burstein, MD, PhD

Chair

CONTRACT FOR MUTUAL RESPONSIBILITY IN CME/CE

Projects In Knowledge has developed the contract to demonstrate our commitment to providing the highest quality professional education to clinicians, and to help clinicians set educational goals to challenge and enhance their learning experience.

For more information on the contract, please go to
www.projectsinknowledge.com/Contract.html

www.projectsinknowledge.com/breastca-update/

Agenda

Role of Hormone Therapy and New Antiangiogenic Agents in Breast Cancer Regimens

Maura N. Dickler, MD

How Are Chemotherapeutic and Anti-HER2 Receptor Agents Affecting Therapeutic Strategies in Breast Cancer?

Harold J. Burstein, MD, PhD

Management and Monitoring of Patients on Emerging Therapies

Kristen L. Fessele, RN, MSN, APN-C, AOCN

Target Audience

This activity is designed for medical directors, pharmacy directors, and nurse case managers who care for patients with breast cancer.

Activity Goal

The goal of this professional education activity is to review treatment options for patients with breast cancer.

Learning Objectives

At the completion of this activity, participants should be able to:

- Evaluate the usefulness of new breast cancer treatment regimens, including those with aromatase inhibitors, in patients with breast cancer
- Formulate treatment regimens that appropriately utilize chemotherapy(ies) to improve overall survival and disease-free progression in breast cancer patients
- Integrate biologics into breast cancer patient treatment regimens, utilizing a knowledge of efficacy and safety data, to improve outcomes
- Manage side effects of breast cancer patients on current and emerging therapies to improve compliance and overall survival

CME INFORMATION: PHYSICIANS

Statement of Accreditation

Projects In Knowledge is accredited by the Accreditation Council for Continuing Medical Education to provide continuing medical education for physicians.

Credit Designation

Projects In Knowledge designates this educational activity for a maximum of 1 Category 1 credit toward the AMA Physician's Recognition Award. Each physician should claim only those credits that he/she actually spent in the activity.

This CME activity is planned and implemented as an independent CME activity in accordance with the ACCME Essential Areas and Policies.

CE INFORMATION: NURSES

This activity has been approved by the American Association of Critical-Care Nurses (AACN) for 1.0 contact hour. Provider #00012705.

STATEMENT OF ACCREDITATION: PHARMACISTS

Projects In Knowledge is accredited by the Accreditation Council for Pharmacy Education (ACPE) as a provider of continuing pharmacy education.



This activity has been planned and implemented in accordance with the ACPE Criteria for Quality and Interpretive Guidelines. The ACPE Universal Program Number assigned to this program for 1 contact hour (0.1 CEU) is 052-000-05-002-L01.

Disclosure Information

The Disclosure Policy of Projects In Knowledge requires that presenters comply with the Updated Standards for Commercial Support. All faculty are required to disclose any personal interest or relationship they or their spouse/partner have with the supporters of this activity or any commercial interest that is discussed in their presentation. Any discussions of unlabeled/unapproved uses of drugs or devices will also be disclosed in the course materials.

For complete prescribing information on the products discussed during this CME/CE activity, please see your current *Physicians' Desk Reference (PDR)*.

Harold J. Burstein, MD, PhD, has received grant/research support from and is on the speakers bureau of Genentech, Inc.

Maura N. Dickler, MD, has received grant/research support from Genentech, Inc, Novartis Pharmaceuticals Corporation, and Pfizer Inc; is a consultant for AstraZeneca Pharmaceuticals, Novartis Pharmaceuticals Corporation, and Pfizer Inc; is on the speakers bureau of AstraZeneca Pharmaceuticals and Pfizer Inc; and is on the advisory board of AstraZeneca Pharmaceuticals, Genentech, Inc, Novartis Pharmaceuticals Corporation, and Pfizer Inc.

Kristen L. Fessele, RN, MSN, APN-C, AOCN, has disclosed no significant relationships.

Peer Reviewer has disclosed no significant relationships.

Conflicts of interest are thoroughly vetted by the Executive Committee of Projects In Knowledge. All conflicts are resolved prior to the beginning of the activity by the Trust In Knowledge peer review process.

The opinions expressed in this activity are those of the faculty and do not necessarily reflect those of Projects In Knowledge.

This CME/CE activity is provided by Projects In Knowledge solely as an educational service. Specific patient care decisions are the responsibility of the physician caring for the patient.

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