

Miami Breast Cancer CONFERENCE[®]

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update

A Message From the Chair

Patrick I. Borgen, MD

The **Miami Breast Cancer Conference[®]** prides itself on the excellence of medical oncology and surgical education brought to its attendees. This year, with the implementation of the **American Joint Committee on Cancer's 8th Edition of the Cancer Staging Manual**, what you hear on Friday will fundamentally change your practice on Monday. A new universal standard in breast cancer staging is here.

This year, we're as uniquely situated to be your one-stop all-encompassing meeting to stay current in state-of-the-art care. Come and learn firsthand what prognostic, biologic marker-based staging has to offer. As the new standards are ushered in, **Miami Breast** is well positioned to deliver a timely update to guide your practice into the future. Commensurate with the new staging, it will be key for breast cancer treaters to master and understand biomarkers that inform staging, risk stratification, and ultimately treatment.

In 2018, our 35th year, we invite you to return to the sunlit shores of Miami, where our world-renowned experts and specialists will once again bring their unparalleled experience and breadth of knowledge, crafting an unrivaled educational program that will revolutionize the way you treat your patients.

PER[®] and all of us at the **Miami Breast Cancer Conference[®]** are steadfast in our commitment to you, the learner. This landmark meeting only exists if its valuable to you and your patients.

I look forward to seeing you in Miami this spring. Come ready to learn and with questions ablaze. In Miami, the future is now!

Sincerely,



Patrick I. Borgen, MD

Chairman, Department of Surgery
Maimonides Hospital
Director, Brooklyn Breast Cancer Program
Brooklyn, NY



"HEAR IT ON FRIDAY....
....USE IT ON MONDAY."

Featuring: Faculty Lineup for the next Miami Breast Cancer Conference[®].

A Preview of the 35th Annual Miami Breast Cancer Conference[®]

March 8-11, 2018 • Fontainebleau • Miami Beach, Florida

The multidisciplinary **Miami Breast Cancer Conference[®]** has brought together surgical, medical, and radiation oncologists, with other healthcare professionals and patient advocates for 34 years. Miami Breast aims to foster awareness of state-of-the-art treatments across therapeutic areas and encourage truly multidisciplinary team cooperation in the clinic, for the betterment of patient care. Here, we briefly highlight one of the hottest topics from this spring's upcoming conference—the complete overhaul of diagnostic standards in the field of breast oncology.

For more information visit us online now at...

gotoper.com/go/MBCC18NEWS3



A New Standard in Breast Cancer Out with the Old...

Anatomic cancer staging has historically focused on tumor- (T), lymph node- (N), and metastasis-based (M) characteristics. While this standard has held for decades, TNM lacks the proper means to individualize prognosis and predict therapeutic value.

TNM-based staging's utility emphasizes a population level of care and the importance of tracking longitudinal changes in disease impact. Now more than ever, a more personalized, reflective approach to medicine is needed.

The American Joint Committee of Cancer (AJCC), 8th Edition is revolutionizing the way to evaluate your patients. While the base anatomic staging remains, molecular biomarkers are being incorporated in order to properly stratify disease.

The next generation of cancer care is here!



...In with the New—A Prognostic Staging Approach!

Decades of technologic and biologic advances have ushered in this new standard of care and starting **January 1, 2018** the full incorporation of genomic information will completely revolutionize patient management.

In the AJCC, 8th Edition TNM classification and prognostic factors are combined with novel risk assessment models and complete clinical trial stratification, introducing personalized medicine into survival outcomes. This edition of the AJCC emphasizes clarity, accuracy, and harmonization across clinical areas.

Breast cancer further leads the charge in the 8th Edition—HER2 status, estrogen-receptor status, and progesterone-receptor status are all incorporated into the new staging model, as are genomic profiles and gene assays.

Educational programming at Miami Breast will emphasize the new staging model, incorporating it across all of our clinical vignettes.

The future is now, let's meet it together!

ANNOUNCING | The 2018 Faculty Speakers

Program Co-Chairs

Kimberly Blackwell, MD

Professor of Medicine
Assistant Professor of Radiation Oncology
Duke University Medical Center
Durham, NC

Elizabeth Mittendorf, MD, PhD

Associate Professor
Department of Breast Surgical Oncology
The University of Texas MD Anderson
Cancer Center
Houston, TX

Debu Tripathy, MD

Professor and Chair
Department of Breast Medical Oncology
The University of Texas MD Anderson
Cancer Center
Houston, TX

Christina Giuliano, MD

Maimonides Breast Center
Brooklyn, NY

E. Shelley Hwang, MD, MPH

Duke University
Durham, NC

Henry M. Kuerer, MD, PhD, FACS

The University of Texas, MD Anderson
Cancer Center
Houston, TX

Eleftherios Mamounas, MD, MPH, FACS

Florida State University College
of Medicine
Orlando, FL

Hyman B. Muss, MD

Lineberger Comprehensive
Cancer Center
Chapel Hill, NC

George E Peoples, MD, FACS

Cancer Insight, LLC
San Antonio, TX

Andrew D. Seidman, MD

Weill Cornell Medical College
New York, NY

George W. Sledge Jr., MD

The Stanford University Medical Center
Palo Alto, CA

W. Fraser Symmans, MD

The University of Texas, MD Anderson
Cancer Center
Houston, TX

Sunil Verma, MD, MEd, FRCPC

Tom Baker Cancer Centre
Calgary, Canada

Julia White, MD, FACR, FASTRO

The Ohio State University
Columbus, OH

What to expect at Miami Breast!

- A full update on prognostic staging and incorporating actionable biomarkers into practice
- The latest on PARP inhibition strategies and clinical development
- Expert perspectives on the role of CDK4/6 inhibitors and updated treatment strategies
- How to incorporate novel strategies and techniques into oncoplastic surgery
- Updates in immunotherapy, ER+, PR+, HER2+, TNBC, and more!

More than an education!

- Who:** Connect with leading oncologists, surgeons, and radiologists from around the world
- What:** The most innovative breast cancer conference in the world
- Where:** Fontainebleau, Miami Beach, Florida
- When:** Escape the winter! Miami is beautiful in March
- Why:** “Hear it on Friday, use it on Monday”—Improve patient outcomes through education!

REGISTRATION | Use code: **MBCC18NEWS3** to save \$125!

First Name _____ Middle Initial _____

Last Name _____ Degree(s) _____

Physician Fellow PA-C NP Pharmacist Other _____

Nursing license _____

Are you employed by a for-profit organization, including biotech, financial, and pharmaceutical, defined as “Industry” by PER®?

Yes No

Address type: Home Hospital Office

Mailing Address _____

City _____ Prov/State _____

Country _____ Postal/Zip Code _____

E-mail (Your confirmation will be sent via e-mail) _____

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	MINI-SYMPOSIUM + MAIN CONFERENCE March 08 - 11, 2018		MAIN CONFERENCE ONLY March 09 - 11, 2018	
	ADVANCE	ON-SITE	ADVANCE	ON-SITE
Physicians	\$1,169	\$1,289	\$829	\$879
Nurses, PAs, Other HCPs	\$979	\$1,099	\$639	\$689
Fellows**	\$979	\$1,099	\$639	\$689
Industry***	\$1,319	\$1,439	\$979	\$1029
Guest (access to receptions only)*	\$199	\$249	\$199	\$249

*FELLOWS registration must be accompanied by a letter from your director/chair stating current fellowship for discount. Cannot be combined with other discounts/coupon codes.

**INDUSTRY is defined by PER® as any person employed by a for-profit organization, including biotech, financial, and pharmaceutical.

For registration assistance, please email info@gotoper.com, or call (888) 949-0045 or (609) 378-3701.

A cancellation fee of 25% will be assessed on refunds requested through and including **November 3, 2017**, and a 50% fee on refunds requested on **November 4, 2017** through **December 1, 2017**. No refunds will be made after December 1, 2017. There is no charge for substitution. There is no charge for substitution. Substitutions can only be applied to the same conference and only two substitutions will be honored.

Four easy ways to register:

- 1) Go to our website at gotoper.com
- 2) Fill out the registration form and mail it with your payment (checks and credit cards are accepted) to the address below. Please make checks payable to “Physicians’ Education Resource, LLC – MBC18.”
- 3) Fill out the registration form and fax it to (609) 257-0705 (credit cards only)
- 4) Call (888) 949-0045

Practice Setting:

- Academic medical center/university
- Laboratory/basic research Pharmacy
- Community hospital-based practice
- Government agency
- Community office-based practice
- Pharmaceutical/biotechnology company
- In training (fellow, resident, student)
- Other

What is your principal activity?

- Patient care Clinical research
- Administrative Teaching/training Other

Preferred educational formats:

- Live Online Print

Preferred methods of communication:

- Phone Mail E-mail

Would you like to participate in CME surveys?

Yes No

How many cancer patients do you treat each month? _____

Years practicing medicine _____

Would you like to enroll in the PER Point System?

Yes No

Registration fees include continental breakfasts, breaks, receptions and e-syllabus materials.

All payments must be made by a draft on a United States bank.

Physicians’ Education Resource®, LLC (PER®) fully complies with the legal requirements of the ADA and the rules and regulations thereof. If any participant in this educational activity is in need of accommodations, please notify us in order to receive service. Please call (609) 378-3701.

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Miami Breast Cancer CONFERENCE® *update*

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Chairman



Patrick I. Borgen, MD
Chairman, Department of Surgery
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Director, Brooklyn Breast Cancer
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Brooklyn, NY

Co-Chairs

Kimberly L. Blackwell, MD

Duke University Medical Center
Durham, NC

Elizabeth Mittendorf, MD, PhD

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Houston, TX

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