

# Miami Breast Cancer CONFERENCE® *update*

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## A Message From the Chair

*Patrick I. Borgen, MD*

The time for **Miami Breast Cancer Conference®** has arrived! Soon we will all be gathering at the Fontainebleau Hotel in Miami Beach, Florida, for the best breast cancer-focused program that continuing medical education (CME) has to offer.

Not only does this conference provide a wonderful escape from the end of winter, but it also offers a necessary and timely update on the latest in cancer care.

This year's **Miami Breast Cancer Conference®** will feature lectures and discussions from over 28 of the world's leaders in breast cancer care. Our 3-day program includes topics ranging from updates in staging to the role of immunotherapy in breast cancer, from the latest in reconstructive techniques to special considerations for metastatic patients.

The **Miami Breast Cancer Conference®** is more personal and patient-centered than ever. Our keynote speaker, Patti Hennessy, has been an integral part of Miami Breast for the past decade, a diligent and steadfast leader behind the scenes. Patti also carries the BRCA1 gene. This year, as part of her 7-year journey battling both recurrent ovarian and metastatic breast cancers, she will share her story. I couldn't be more grateful for her courage and leadership.

There's an intrinsic quality to the **Miami Breast Cancer Conference®** that brings us back year after year, and this year will be no different. The commitment to improving patient care and providing the highest quality professional education cannot be understated.

I'm counting down the days to Miami. Bring your team and see you there!



**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."

## Keynote Address Saturday, March 10th



Patti Hennessy discusses  
"My Personal Cancer  
Journey With the BRCA1  
Gene"

## More Than One Conference

**Miami Breast Cancer Conference®** is more than a 3-day conference; it is multiple CME programs in one. In Miami, the goal is to provide the best education for physicians like you, in the most convenient method possible. Before the official conference begins, the Mini-Symposium tackles specialized issues facing clinicians. Utilizing a tumor board format, the Mini-Symposium covers topics from your suggestions, ranging from differential imaging approaches, evaluating evidence for changes in margin size, applied approaches for HER-positive disease, and specialized conversations on pathology.

Following the Mini-Symposium is the poster session. More than faculty-led presentations, we emphasize peer-to-peer learning. Posters include updated trial results that you can incorporate into practice, the latest in novel drug development, and case studies offering important lessons for your patients. Join us a day early for the review and discussion.

For more information visit us online now at...

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Then, Thursday night join us for dinner. The first of 4 CME-certified satellite symposia held adjunct to the **Miami Breast Cancer Conference®**, **A Better Way to Stop Pain: Experts Discuss Paths Toward Responsible Postsurgical Pain Management**, will focus on preventing and minimizing pain in your patients receiving life-saving surgery.

From mastectomy to breast reconstruction, the importance of pain management cannot be overstated. Of the more than 70 million patients a year who are prescribed opioids for postsurgical pain, at least 1 in 15 will become addicted. Opioid-sparing approaches must be considered and implemented now more than ever. In 2018, it is up to the surgeon and a multidisciplinary team to initiate that change. This program features a case-based, interactive panel, with expert perspectives in surgery and anesthesiology. Led by **Miami Breast Cancer Conference®** chair Patrick I. Borgen, MD, the program will focus on pain management strategies and special considerations for your patients.

Before conference proceedings on Friday, join us for breakfast for our second CME-certified satellite symposium, **How Do We Leverage PARP Inhibition Strategies in the Contemporary Treatment of Breast Cancer?**

In 2017, a breakthrough years in the making changed the treatment landscape for some of our most difficult cases: we saw the first maturation of clinical data on the therapeutic advantages of PARP inhibition in patients with BRCA-positive and BRCA-like breast cancer. As this evidence continues to grow, we must focus on ways to implement new therapies, determine the most effective courses of treatment, and in turn educate our patients on what new treatments entail.

Trial results, other novel agents, and the management of treatment-related toxicities are all covered under this **Medical Crossfire®**, chaired by PARP investigator Mark Robson, MD. Learn through whatever method suits you best: presentations, interactive discussions, and a roundtable debate. This Crossfire will challenge you to apply what you've learned from the main session to some of the most difficult-to-treat breast cancer cases, preparing you to bring it back to clinic.

Then on Saturday, another CME-certified breakfast symposium, **Optimizing Outcomes in HER2-Positive Breast Cancer: Emerging Evidence and Practical Strategies in Early-Stage Treatment Settings**, will address concerns you face with your patients. While patients with early-stage HER2-positive breast cancer have seen significant improvement in outcomes due to recent advancements, there are still many challenges concerning the emergence of tumor resistance.

Topics will include understanding mechanisms of resistance, new data to optimize treatment sequencing, and what to do for your patients who do not neatly align with clinical trial populations. Debu Tripathy, MD, and Kimberly Blackwell, MD, co-chairs of the **Miami Breast Cancer Conference®**, work closely with leading experts Adam Brufsky, MD, PhD, and Hope S. Rugo, MD, to guide attendees through the onslaught of new information. All before leading to the core conference's final day.

On Sunday, before our final session in Miami, join us for our final CME-certified satellite symposium, **Bridging Bench to Bedside™: The Potential for Immunotherapeutic Strategies in Breast Cancer**. This breakfast symposium will look toward the future, exploring the use of immunotherapies in treating your patients with breast cancer. From theory to data, learning about the future of medicine prepares your practice to integrate lifesaving therapies as they arise.

Ultimately, you come to Miami to learn. Your dedication to your patients and to bettering their lives drives you to seek the latest in therapeutic advancement. Without you and without that goal in mind, Miami Breast would have no need to exist. Through our Mini-Symposium, multiple satellite symposia, and core conference itself, the **Miami Breast Cancer Conference®** offers a nonstop educational program in multiple formats. Join us early, join us late, and join us for a meal. For you, for your practice, for your patients—and no matter your preferred style of learning—this is the best CME has to offer. **See you soon!**

## ANNOUNCING KEYNOTE SPEAKER | Patti Hennessy



The **Miami Breast Cancer Conference®** has always existed to benefit the patient. The bringing together of surgeons, medical oncologists, radiation oncologists, pathologists, nurses, and healthcare practitioners of all disciplines has one specific goal: to improve patient care

through professional education. It's why our attendees come back year after year. It's what makes this worth doing.

In 2018, the **Miami Breast Cancer Conference®** takes the patient focus a step further. This year's keynote

speaker, Patti Hennessy, is a wife, mother, grandmother, sister, daughter, and friend. She is the everyday woman who was living and loving her life when she was broadsided by the devastating news that she had cancer. In 2011, Patti began her battle with ovarian cancer and was surprised to learn that she carried the BRCA1 gene. This gene would affect the entire family. In 2016, early stage breast cancer was discovered; however, it recurred locally less than one year later. Just six months later, Patti learned the breast cancer was back, this time in the lung. It was a rare cancer known as metastatic, metaplastic, triple-negative breast cancer.

Mike and Patti Hennessy attended Rider University together and married in 1983. Patti worked as a paralegal and as an event/meeting planner for Johnson & Johnson's dental division until they started their family. Patti stayed home raising their 4 children, Shannon, Ashley, Michael, and Christopher, now all involved in the family business. Meanwhile, Mike, who was born into the medical media business, started his company, which is today known as Michael J. Hennessy Associates, Inc. In 2011, Michael J. Hennessy Associates acquired the **Miami Breast Cancer Conference®**. Little did the family know that a short time later this oncology conference would become one with a very personal connection. Patti is the heartbeat of what makes this conference so important to the company.

This year, as keynote speaker, Patti wants to share her personal journey battling cancer.

Patti, like so many breast cancer patients, is the center of her family. It is because of patients like her that we do what we do. Patti will guide us through her incredibly personal journey, with special focus on the impact of being a BRCA-positive patient. Joined by **Miami Breast Cancer Conference®** chair, Patrick I. Borgen, MD, Patti will lead a panel of faculty on the importance of the patient perspective and family counseling.

This year the **Miami Breast Cancer Conference®** is redefining the meaning of personal medicine. We couldn't be prouder of Patti sharing her journey with all of us.

## REGISTRATION | Use code: **MBCC18NEWS5** to save \$125!

First Name \_\_\_\_\_ Middle Initial \_\_\_\_\_

Last Name \_\_\_\_\_ Degree(s) \_\_\_\_\_

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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
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Nurses, PAs, Other HCPs	\$979	\$1,099	\$639	\$689
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A cancellation fee of 25% will be assessed on refunds requested through and including **January 28, 2018**, and a 50% fee on refunds requested on **January 29, 2018**, through **February 25, 2018**. No refunds will be made after **February 25, 2018**. There is no charge for substitution. Substitutions can only be applied to the same conference and only two substitutions will be honored.

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- 1) Go to our website at [gotoper.com](http://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."
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### Practice Setting:

- ☐ Academic medical center/university  
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☐ Community hospital-based practice  
☐ Government agency  
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☐ 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.

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This activity has been approved for AMA PRA Category 1 Credit™.

Physicians' Education Resource®, LLC is approved by the California Board of Registered Nursing, Provider #16669.



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## Chairman



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## Co-Chairs

### Kimberly L. Blackwell, MD

Duke University Medical Center  
Durham, NC

### Elizabeth Mittendorf, MD, PhD

The University of Texas MD Anderson Cancer Center  
Houston, TX

### Debu Tripathy, MD

The University of Texas MD Anderson Cancer Center  
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