

Summary Report

UPDATE 2005: Cancer Research and Treatment Symposium Holy Cross Hospital, Ft. Lauderdale, Florida Saturday, January 22, 2005

The primary purpose of the Update 2005 program, jointly hosted by the SynCure Cancer Research Foundation and the Michael and Diane Bienes Cancer Center at Holy Cross Hospital, was to provide a substantive educational program on advancements in cancer research and treatment for cancer patients/survivors, their friends and family, the health care support community, and the general public. By all accounts, the symposium was a tremendous success. There were 370 registrants and an audience of approximately 300.

The Agenda for the full-day symposium was:

8:00 a.m.	-	9:00 a.m.	Breakfast and Exhibits
9:00 a.m.	-	9:15 a.m.	Welcome and Introduction Maureen Mann, Holy Cross Hospital Michael D. Devine, Ph.D. - SynCure Cancer Research Foundation
9:15 a.m.	-	9:45 a.m.	Advances in Diagnostics/Genetics Dax Kurbegov, M.D. - Holy Cross Hospital
9:45 a.m.	-	10:15 a.m.	Advances in Radiation Oncology Marshal Lieberfarb, M.D., Ph.D. - Holy Cross Hospital
10:15 p.m.	-	10:45 p.m.	New Generation Cancer Drugs JoAnne Zujewski, M.D. - National Cancer Institute
10:45 a.m.	-	11:00 a.m.	Break
11:00 a.m.	-	11:30 a.m.	Advances in Immunotherapy Jedd D. Wolchok, M.D., Ph.D. – Memorial Sloan-Kettering Cancer Center
11:30 a.m.	-	12:00 p.m.	The Critical Role of Clinical Trials Teresa A. Gilewski, M.D. – Memorial Sloan-Kettering Cancer Center
12:00 p.m.	-	1:00 p.m.	Luncheon
1:00 p.m.	-	3:00 p.m.	Q&A Panel Discussion – Women’s Cancers Moderator, Teresa A. Gilewski, M.D. Armand Katz, M.D. Jon Kotler, M.D.
1:00 p.m.	-	3:00 p.m.	Q&A Panel Discussion – Other Cancers Moderator, JoAnne Zujewski, M.D. Dax Kurbegov, M.D. Sam Das, M.D.

The agenda encompassed five speakers representing Holy Cross Hospital, the National Cancer Institute and Memorial Sloan-Kettering Cancer Center. The morning session consisted of five 30-minute PowerPoint-assisted talks by each of the speakers. Due to travel problems, Dr. Wolchok gave his presentation from New York via the telephone and it was very well received. Following a one-hour boxed lunch, there were two break-out Q&A sessions; one on women’s cancers and one on all other cancers. In each session, the panel of speakers addressed written questions from the audience.



Dr. Lieberfarb Presenting his Talk



The Symposium was very well attended.

Holy Cross Hospital secured a number of sponsors for the program, primarily from the pharmaceutical and biotechnology industry as follows:

Platinum Sponsor: Sanofi-Synthelabo
OrthoBiotech

Gold Sponsor: Amgen

Silver Sponsors:

- ◆ AstraZeneca
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Bronze Sponsors:

- Celgene
- Cell Therapeutics
- Hospice By The Sea
- MedImmune Oncology
- MGI Pharmaceuticals
- Roche
- Vitas Healthcare

Included in the audience were staff members of several cancer patient support groups, some of whom displayed materials at the symposium. These organizations were:

- American Cancer Society
- First Presbyterian Church Support Group
- Gilda's Club
- Holy Cross Wellness Center
- Leukemia & Lymphoma Society
- New Voice Club

Based on both verbal and written comments from the audience, the program was very well received. (A Comment/Suggestion form was provided for attendees to complete at the end of the program.) The following is a sampling of the comments received:

1)	<i>The entire program was very enlightening. I really don't know how it could be improved.</i>
2)	<i>Absolutely first-class. Couldn't have been better organized or clearer!</i>
3)	<i>Well organized – very informative. Thank you for caring and sharing! The preprinted material was a big plus.</i>
4)	<i>Each presentation was short, understandable and informative! PERFECT!!</i>
5)	<i>Excellent overview of cancer treatment evolvments. I particularly enjoyed the Q&A session due to more specific situation and treatments.</i>
6)	<i>I especially was pleased with the opportunity to present any questions I had – and did so. The Q&A portion is great!</i>
7)	<i>The presentaions were all excellent as well as the subjects covered. Panels are a must to allow people to get some help with their questions.</i>
8)	<i>Afternoon question & answer session was outstanding! A very worthwhile day.</i>
9)	<i>As intended, this program is very informative. The break-out sessions were great. Thank you so much for this seminar.</i>
10)	<i>Very informative – made easy for anyone to understand, well organized, great speakers.</i>
11)	<i>Thoroughly enjoyed the seminar. Each speaker discussed their topics in an easy and informative manner and introduced me into a wealth of knowledge I had not yet known. Great seminar.</i>

The comments demonstrate the speakers did an excellent job in presenting complex topics to a lay audience. This was the first time SynCure has conducted an UPDATE program with breakout Q&A sessions and it was very well received by the audience. In fact, in the future consideration will be given to having 3 simultaneous Q&A sessions.



Q&A Panel Session on “Women’s” Cancers



Q&A Panel Session on “Other” Cancers

In conclusion, the UPDATE 2005 symposium in Ft. Lauderdale provided a highly valued program and serves as an excellent model for conducting similar programs at least annually.