

## Summary Report

### **UPDATE 2006: Cancer Research and Treatment Symposium Holy Cross Hospital, Ft. Lauderdale, Florida Saturday, February 4, 2006**

The primary purpose of the UPDATE 2006 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. This was the third consecutive year for this program at Holy Cross Hospital, and again the symposium was a great success. There were 350 registrants and an audience of approximately 300.

The Agenda for the symposium was:

<b>9:00 a.m.</b>	-	<b>9:30 a.m.</b>	<b>Refreshments and Exhibits</b>
<b>9:30 a.m.</b>	-	<b>9:50 a.m.</b>	<b>Welcome and Introduction</b> Maureen Mann, Holy Cross Hospital Michael D. Devine, Ph.D. - SynCure Cancer Research Foundation
<b>9:50 a.m.</b>	-	<b>10:15 a.m.</b>	<b>Advances in Treating Leukemia &amp; Lymphoma</b> Dax Kurbegov, M.D. - Holy Cross Hospital
<b>10:15 a.m.</b>	-	<b>10:45 a.m.</b>	<b>The Surgeon's Role in Cancer Care</b> Murray Brennan, M.D.- Memorial Sloan-Kettering Cancer Center
<b>10:45 a.m.</b>	-	<b>11:00 a.m.</b>	<b>Break</b>
<b>11:00 a.m.</b>	-	<b>11:30 a.m.</b>	<b>New Developments in Radiation Oncology</b> Abdon Medina, M.D. – Holy Cross Hospital
<b>11:30 a.m.</b>	-	<b>12:00 p.m.</b>	<b>Targeted Therapies for Breast Cancer</b> Jennifer Low, M.D., Ph.D. – National Cancer Institute
<b>12:00 p.m.</b>	-	<b>12:30 p.m.</b>	<b>Luncheon</b>
<b>12:30 p.m.</b>	-	<b>2:30 p.m.</b>	<b>Q&amp;A Panel Discussion - Women's Cancers</b>

The agenda encompassed four speakers representing Holy Cross Hospital, the National Cancer Institute and Memorial Sloan-Kettering Cancer Center. The morning session consisted of four 30-minute PowerPoint-assisted talks by each of the speakers. Due to illness, Dr. Low was unable to travel and gave her presentation via the telephone. Following a 30-minute boxed lunch, there was a Q&A session during which the panel of speakers addressed written questions from the audience. In addition to Dr. Brennan and Dr. Medina, the panel included Carol Brudenell, R.N., Fred Dalgleish, M.D. and Jonathan S. Levine, M.D., FACS.



The symposium was well attended.



Dr. Kurbegov addresses leukemia & lymphoma.

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

**Gold Sponsors:**      \* Ortho Biotech      \* Amgen

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

- |   |                                    |
|---|------------------------------------|
| ● American Cancer Society                 | ● Holy Cross Wellness Center       |
| ● American Lung Association               | ● Holy Cross Cancer Support Groups |
| ● First Presbyterian Church Support Group | ● Leukemia & Lymphoma Society      |
| ● Gilda's Club                            | ● New Voice Club                   |
| ● GlaxoSmithKline                         | ● Onyx Pharmaceuticals             |

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 comments demonstrate the speakers did an excellent job in presenting complex topics to a lay audience. The following is a sampling of the comments received:

1)	<i>Extremely well done. Speakers gave information in an understanding manner.</i>
2)	<i>Gets better every year!</i>
3)	<i>Very professional and upbeat!</i>
4)	<i>Excellent, very informative!</i>
5)	<i>It was my first and it was extremely impressive. Wonderful speakers with new information. It's obvious a lot of work went into preparation.</i>
6)	<i>Well planned – carried out. Thank you to all who participated in this wonderful day.</i>
7)	<i>I think this is the best one yet!!</i>
8)	<i>Thank you for caring enough to schedule programs like this for current information and encouragement!! Hope!!</i>
9)	<i>Excellent once again. Very valuable and much appreciated.</i>
10)	<i>Excellent Question &amp; Answer period – very helpful.</i>
11)	<i>Program was excellent and doctors terrific.</i>
12)	<i>Absolutely wonderful – I can't think of any other way we could have heard these most informative sources. This is our second year and each time we learn more about a truly intriguing subject.</i>
13)	<i>Fantastic – you are helping everyone, thank you very much.</i>



Support Groups displayed helpful information.



Q&A Panel Session

**In conclusion, the UPDATE 2006 symposium in Ft. Lauderdale provided a highly valued program and serves as an excellent model for conducting similar programs at least annually.**