

Summary Report

UPDATE 2007: Cancer Research and Treatment Symposium Holy Cross Hospital, Ft. Lauderdale, Florida Saturday, February 3, 2007

The primary purpose of the UPDATE 2007 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 fourth consecutive year for this program at Holy Cross Hospital, and again the symposium was a great success. There were 325 registrants and approximately 250 who attended this free program.

The Agenda for the symposium was:

| | | | |
|-------------------|----------|-------------------|---|
| 9:00 a.m. | - | 9:30 a.m. | Exhibits |
| 9:30 a.m. | - | 9:40 a.m. | Welcome and Introduction Maureen Mann, Holy Cross Hospital Michael D. Devine, Ph.D., SynCure Cancer Research Foundation |
| 9:40 a.m. | - | 10:05 a.m. | Advances in Treating Lung Cancer John Morris, M.D., National Cancer Institute, Bethesda, MD |
| 10:05 a.m. | - | 10:30 a.m. | New Therapy in Genitourinary Cancers Ena Segota, M.D., Holy Cross Hospital Cancer Center |
| 10:30 a.m. | - | 10:45 a.m. | Break |
| 10:45 a.m. | - | 11:10 a.m. | Major Advances in Radiation Oncology Abdon Medina, M.D., Holy Cross Hospital |
| 11:10 a.m. | - | 11:35 a.m. | Prevention and Treatment of Melanoma Bret Taback, M.D., Columbia Presbyterian Medical Center, New York, NY |
| 11:40 a.m. | - | 12:30 p.m. | Luncheon |
| 12:30p.m. | - | 12:55 p.m. | Cancer and Integrative Medicine: Making Informed Decisions Anne Washburn, MPH, Vanderbilt-Ingram Cancer Center, Nashville, TN |
| 1:00 p.m. | - | 2:30 p.m. | Q&A Panel Discussion |

The agenda encompassed five speakers representing Holy Cross Hospital, the National Cancer Institute , Columbia Presbyterian Medical Center and the Vanderbilt-Ingram Cancer Center. The morning session consisted of four 30-minute PowerPoint-assisted talks by each of the speakers. Following a boxed lunch, there was an additional speaker and a Q&A session during which the panel of speakers addressed written questions from the audience.



Dr. Taback Discusses Melanoma



From left to right: Maureen Mann, HCH; Dr. Taback; Anne Washburn; Dr. Morris; Dr. Segota; Dr. Devine, SynCure.

A large number of companies generously helped sponsor the program, primarily from the pharmaceutical and biotechnology industry. SynCure and Holy Cross Hospital, on behalf of the many participants, thank all the sponsors who made this valuable program possible.

- ◆ **BERLEX**
- ◆ **CELGENE**
- ◆ **ELEKTA**
- ◆ **MEDIMMUNE**
- ◆ **ONCURA**
- ◆ **GLAXOSMITHKLINE**
- ◆ **ORTHO BIOTECH**
- ◆ **WYETH**
- ◆ **BRISTOL MYERS-SQUIBB**
- ◆ **HOSPICE BY THE SEA**
- ◆ **ELI LILLY**
- ◆ **NOVARTIS**
- ◆ **ONYX PHARMACEUTICALS**
- ◆ **NATIONAL PET SCAN**
- ◆ **VITAS HEALTHCARE**

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

- American Cancer Society
- American Lung Association
- First Presbyterian Church Support Group
- Gilda's Club
- GlaxoSmithKline
- Holy Cross Wellness Center
- Holy Cross Cancer Support Groups
- Leukemia & Lymphoma Society
- New Voice Club
- 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) | Very Informative! This program was great. |
| 2) | Fantastic! The information was extremely valuable, generous and brilliant. |
| 3) | Well done and very informative. Doctors were very knowledgeable. |
| 4) | Very professional and communicated in an easy-to-understand language. The handouts of the topics to be covered are a great help. |
| 5) | The whole program was brilliant. I learned a lot. |
| 6) | This is my first time – I think it is crucial for everyone to attend – the level of knowledge is great! |
| 7) | Well done. Well coordinated. The doctors were very considerate. |
| 8) | Excellent. The level of the speakers was great. |
| 9) | Wonderful. This is the 3rd year we have attended and it could not be any better. |
| 10) | Absolutely awesome! |
| 11) | Excellent as usual. |

In addition, the evaluation forms asked for a numeric rating of the symposium on a scale of 1-5, with 5 being the best. The average score given was 4.64.



Support Groups Display Helpful Information



Q&A Panel Session

In conclusion, the UPDATE 2007 symposium at Holy Cross Hospital provided a highly valued public program for the greater Fort Lauderdale area.