

Summary Report

UPDATE 2008: Cancer Research and Treatment Symposium Holy Cross Hospital, Ft. Lauderdale, Florida Saturday, March 29, 2008

The primary purpose of the UPDATE 2008 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 and skills for coping with cancer for cancer patients/survivors, their friends and family, the health care support community, and the general public. This was the 5th consecutive year for this program at Holy Cross Hospital, and again the symposium was a great success. There were 170 registrants and approximately 150 who attended this free program.

The Agenda for the symposium was:

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| 9:00 a.m. | - | 9:30 a.m. | Breakfast Snacks and Exhibits |
| 9:30 a.m. | - | 9:45 a.m. | Welcome and Introduction
Maureen Mann, Holy Cross Hospital
Michael D. Devine, Ph.D., SynCure Cancer Research Foundation |
| 9:45 a.m. | - | 10:10 a.m. | Advances in Cancer Therapeutics
Richard F. Little, M.D., National Cancer Institute,
Bethesda, MD |
| 10:10 a.m. | - | 10:35 a.m. | Living with Cancer: Cancer as a Chronic Illness
Allan Ribbler, Ph.D., Psychologist, Holy Cross Hospital,
Ft. Lauderdale, FL |
| 10:35 a.m. | - | 10:50 a.m. | Coffee Break |
| 10:50 a.m. | - | 11:05 a.m. | Video: "Living Through and Beyond Cancer"
Teresa A. Gilewski, M.D., Memorial Sloan-Kettering Cancer Center
New York, NY |
| 11:05 a.m. | - | 11:30 a.m. | Communicating with Your Doctors
Carma Bylund, Ph.D., Memorial Sloan-Kettering Cancer Center
New York, NY |
| 11:30 a.m. | - | 12:30 p.m. | Q & A Panel
Dr. Little, Dr. Ribbler and Dr. Bylund, Manohara Ferretti, MDiv.,
Holy Cross Hospital, Ft. Lauderdale, FL |

The agenda encompassed three speakers representing Holy Cross Hospital, the National Cancer Institute, and Memorial Sloan-Kettering Cancer Center. Each speaker presented a 30 minute talk assisted by Power Point slides. The audience was given copies of the slides so they could follow along and make notes on the slides if desired. Also there was a 25-minute video featuring interviews with cancer patients/survivors and their family members discussing their experiences with cancer. The program concluded with a Q&A session during which the panel of speakers and Manohara Ferretti of Holy Cross addressed written questions from the audience.



Dr. Bylund speaking on
'Communicating with Your Doctors'



Dr. Little from the NCI addressing the
'Advances in Cancer Therapeutics'

A 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.

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| ◆ GENENTECH | ◆ MILLENNIUM |
| ◆ ELI LILLY | ◆ CATHOLIC HOSPICE |
| ◆ WYETH | ◆ COMMCARE PHARMACY |
| ◆ SANOFI-AVENTIS | ◆ VITAS INNOVATIVE HOSPICE CARE |

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:

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| • American Cancer Society | • Holy Cross Wellness Center |
| • Catholic Hospice | • Ya Ya Sisters Breast Cancer Support Groups |
| • New Voice Club | • First Presbyterian Church Support Group |
| • Gilda's Club | • Vitas Innovative Hospice Care |
| • CommCare Pharmacy | • First Baptist Church Support Group |
| • Genentech | |

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)	The program was very interesting and the pace was good with the different speakers, which were all great. It really made me aware of communication with my doctors.
2)	Excellent program! Please keep it up!!
3)	The speakers did a very excellent job.
4)	This is the first time that I have attended one of your programs. It was 200% greater than I expected.
5)	Enjoyed very much. Each speaker was very knowledgeable and used easy terms we could understand.
6)	Excellent – both speakers and video film. I really liked the topics of doctor-patient relationship.
7)	The speakers were excellent. Talked in language we could understand.
8)	Excellent! Very informative.
9)	This program was well put together – I thoroughly enjoyed it.
10)	Very impressed with the speakers. I enjoyed their presentations and comments.

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 4.8.



Dr. Ribbler speaking on ‘Living with Cancer as a Chronic Disease’



Q&A Panel Session

In conclusion, the UPDATE 2008 symposium at Holy Cross Hospital provided a highly valued public cancer education program for the greater Fort Lauderdale area.