

## Summary Report

### UPDATE 2009: Breast Cancer Research and Treatment Symposium Holy Cross Hospital, Ft. Lauderdale, Florida Saturday, February 7, 2009

The primary purpose of the UPDATE 2009 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 breast cancer research and treatment and on 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 6th consecutive year for this program at Holy Cross Hospital, and again the symposium was a great success. Unlike previous programs that dealt with all forms of cancer, this year we chose to focus exclusively on breast cancer. There were 210 registrants and approximately 170 who attended this free program.

The Agenda for the symposium was:

<b>9:00 a.m.</b>	-	<b>9:30 a.m.</b>	<b>Continental Breakfast and Exhibits</b>
<b>9:30 a.m.</b>	-	<b>9:40 a.m.</b>	<b>Welcome and Introduction</b> Martin Gutierrez, M.D., Medical Director, Michael and Dianne Bienes Cancer Center Michael D. Devine, Ph.D., SynCure Cancer Research Foundation
<b>9:40 a.m.</b>	-	<b>10:05 a.m.</b>	<b>Cancer Terminology and Staging: What Do All Those Words Mean?</b> Joseph Casey, M.D., Holy Cross Hospital, Ft. Lauderdale, FL
<b>10:05 a.m.</b>	-	<b>10:30 a.m.</b>	<b>New Developments in Breast Cancer Surgery</b> Marnie Santaniello, M.D., Holy Cross Hospital, Ft. Lauderdale, FL
<b>10:30 a.m.</b>	-	<b>10:55 a.m.</b>	<b>The Impact of Genetics Advances on Prevention and Treatment</b> Larissa Korde, M.D., M.P.H., National Cancer Institute, Bethesda, MD
<b>10:55 a.m.</b>	-	<b>11:15 a.m.</b>	<b>Break</b>
<b>11:15 a.m.</b>	-	<b>11:40 a.m.</b>	<b>Partial Breast Irradiation and Other New Radiation Oncology Advances for Treating Breast Cancer</b> Lav Goyal, M.D., Holy Cross Hospital, Ft. Lauderdale, FL
<b>11:40 a.m.</b>	-	<b>12:05 p.m.</b>	<b>Developing New Cancer Drugs</b> Robert Abramowitz, Ph.D., Vice President, Clinical Operations Taxolog, Inc., Fairfield, NJ
<b>12:05 p.m.</b>	-	<b>12:45 p.m.</b>	<b>Q &amp; A Panel Discussion</b>

The agenda encompassed five speakers representing Holy Cross Hospital, the National Cancer Institute, and Taxolog, Inc. Each speaker presented a 25 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. The program concluded with a Q&A session during which the panel of speakers addressed written questions from the audience.



Dr. Korde from the NCI speaking on  
“The Impact of Genetics Advances on  
Prevention and Treatment”



Dr. Abramowitz of Taxolog, Inc. addressing  
“Developing New Cancer Drugs”

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

- ◆ **Genentech**
- ◆ **Catholic Hospice**
- ◆ **sanofi-aventis**
- ◆ **Novartis**
- ◆ **Vitas Innovative Hospice Care**
- ◆ **Genomic Health**
- ◆ **CommCare Pharmacy**
- ◆ **Hospice by the Sea**

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**
- **Catholic Hospice**
- **New Voice Club**
- **Gilda’s Club**
- **CommCare Pharmacy**
- **Genentech**
- **Holy Cross Wellness Center**
- **Ya Ya Sisters Breast Cancer Support Groups**
- **First Presbyterian Church Support Group**
- **Vitas Innovative Hospice Care**
- **First Baptist Church Support Group**

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)	Fabulous! Great speakers, warmth and sense of humor. It was perfect!
2)	Excellent! Not too technical yet gave a good picture of where we are today.
3)	Excellent program—lots of interesting information. Handouts were very useful.
4)	Wonderful, very informative. Length of program just right.
5)	The program was wonderful. The doctors made a very real effort to speak in the language lay people could understand.
6)	Very well organized—marvelous speakers.
7)	Excellent. I have been undergoing breast cancer treatments for the last year and this was extremely informative.
8)	I liked the focus on one type of cancer. The speakers lectured in terms all could understand. I do not see how this program could be improved.
9)	Very thorough—well organized. Choice of speakers excellent; very informative yet not above general audience.
10)	Well run, very organized, great panel of speakers.
11)	We've been coming to SynCure's seminars since you started them and this was one of the best.

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, which is probably as good an evaluation as could possibly be expected.



Dr. Santaniello speaking on “New Developments in Breast Cancer Surgery”



Q&A Panel Session

**In conclusion, the UPDATE 2009 symposium at Holy Cross Hospital provided a highly valued public cancer education program for the greater Fort Lauderdale area.**