



Best of BREAST

bestofbreastcancer.com

MODERATED BY:



Kevin
KALINSKY, MD
COLUMBIA UNIVERSITY



Reshma
MAHTANI, DO
UNIVERSITY OF MIAMI

SATURDAY
AND SUNDAY

JANUARY 18-19, 2020

MARTIN LUTHER KING WEEKEND

HILTON WEST PALM BEACH

600 Okeechobee Blvd West Palm Beach, FL 33401
www.pgaresort.com | 561-627-2000

REGISTRATION AND FEES

REGISTRATION TYPE

Physicians & Surgeons
Fellows
Advanced Practitioners
Pharmacists
Nurses
Industry*

STANDARD FEES

189
79
99
99
79
449

*Defined as anyone employed by a drug, device, or diagnostic company, no matter clinical degree attained.

Registration fees include conference admission, CME credits and MOC points, access to conference app, breakfasts, breaks, and lunches, Legends reception admission, and wifi access. Self-parking is complimentary.

TOTAL HEALTH
Confere*ncing*

PRESENTED BY Total Health Conferencing
20423 State Road 7, Suite F6-496 Boca Raton, FL 33498
(561) 237-2845 | sarah@totalhealthconferencing.com

CME PROVIDER
The Medical Educator Consortium
(305) 663-1628 | www.meccinc.com



SATURDAY AND SUNDAY
JANUARY
18-19, 2020
MARTIN LUTHER KING WEEKEND

WELCOME TO A NEW STYLE OF LEARNING: FROM PODIUM TO PRACTICE

The Best of Breast is a new and innovative conference on breast cancer. Set completely in a multidisciplinary tumor board environment, some of the world's leading breast cancer experts will discuss cases beginning with high risk characteristics and walk us through survivorship—all the while incorporating data from the major oncologic annual meetings. Expert panelists include breast surgeons, plastic surgeons, medical oncologists, radiation oncologists, radiologists, pathologists, geneticists, and psychologists. The conference also offers incredible opportunities for networking and collaboration.

Educational Objectives

At the end of this educational activity, attendees will be able to:

- Understand new strategies in screening and prevention, especially in at-risk populations.
- Discuss the most beneficial treatment strategies for adjuvant disease.
- Define the optimal patient demographic for the array of genomic assays, including the definitions of prognostic value, predictive value, and negative predictive value.
- Evaluate new and emerging treatment strategies in Triple Negative Breast Cancer.
- Discuss controversies around medical marijuana and CBD in managing side effects.
- Understand the role of the AJCC staging guidelines in practice.
- Discuss new radiation plans and strategies for breast cancer patients in each stage of disease.
- Discuss the roles of the nurse and advanced practitioner in the continuum of care for the patient.
- Manage the issues in family planning in the treatment of breast cancer.
- Discuss various issues in HER2 testing.
- Evaluate the validity and utility of NGS testing in breast cancer.
- Discuss surgical strategies for breast cancer patients in each stage of disease.

bestofbreastcancer.com

SATURDAY AND SUNDAY

JANUARY
18-19, 2020
MARTIN LUTHER KING WEEKEND



Accreditation and Credit Statements

In support of improving patient care, the Medical Educator Consortium is jointly accredited by the Accreditation Council for Continuing Medical Education (ACCME), the Accreditation Council for Pharmacy Education (ACPE), and the American Nurses Credentialing Center (ANCC), to provide continuing education for the healthcare team.



This activity was planned by and for the healthcare team, and learners will receive 9.75 Interprofessional Continuing Education (IPCE) credit for learning and change.

Physician

The Medical Educator Consortium designates this live activity for a maximum of 9.75 AMA PRA Category 1 Credit(s)[™]. Physicians should claim only the credit commensurate with the extent of their participation in the activity.



"Successful completion of this CME activity, which includes participation in the evaluation component, enables the participant to earn up to 9.75 Medical Knowledge MOC points in the American Board of Internal Medicine's (ABIM) Maintenance of Certification (MOC) program. It is the CME activity provider's responsibility to submit participant completion information to ACCME for the purpose of granting ABIM MOC credit."

Nursing

The Medical Educator Consortium designates this activity for 9.75 contact hours. Pharmacotherapy contact hours for Advance Practice Registered Nurses will be designated on your certificate.

Pharmacist

This Application-based activity has been approved for 9.75 contact hours (.97 CEUs) by the Medical Educator Consortium. The Universal Activity Number for this program is JA4008179-0000-20-002-L01-P. Your CE credits will be electronically submitted to CPE Monitor[®] within 60 days upon successful completion of the activity.



Physician Assistant

The Medical Educator Consortium has been authorized by the American Academy of PAs (AAPA) to award AAPA Category 1 CME credit for activities planned in ac-

cordance with AAPA CME Criteria. This activity is designated for 9.75 AAPA Category 1 CME credits. PAs should only claim credit commensurate with the extent of their participation.

Disclosure Policy

The Medical Educator Consortium (MEC) adheres to the Joint Accreditation Criteria and ACCME Standards for Commercial Support, which requires everyone in a position of controlling the content of a CME/CE activity to disclose all relevant financial relationships with commercial interests related to the activity content. MEC has implemented a mechanism to identify and resolve all conflicts of interest prior to the CME/CE activity being delivered to learners. The source of all support from commercial interests will also be disclosed to learners prior to the beginning of the educational activity. CME/CE activities must be balanced, independent of commercial bias, and designed to improve quality in health care. All recommendations involving clinical medicine must be based on evidence within the medical profession.

Disclosure of Unlabeled Use

This educational activity may contain discussion of published and/or investigational uses of agents that are not indicated by the FDA. The planners of this activity do not recommend the use of any agent outside of the labeled indications. The opinions expressed in the educational activity are those of the faculty and do not necessarily represent the views of the planners. Please refer to the official prescribing information for each product for discussion of approved indications, contradictions, and warnings.

Disclaimer

Participants have an implied responsibility to use the newly acquired information to enhance patient outcomes and their own professional development. The information presented in this activity is not meant to serve as a guideline for patient management. Any procedures, medications, or other courses of diagnosis or treatment discussed or suggested in this activity should not be used by clinicians without evaluation of their patient's conditions and possible contradictions and/or dangers in use, review of any applicable manufacturer's product information, and comparison with recommendations of other authorities.

bestofbreastcancer.com



Best of
BREAST

MODERATED BY:



**Kevin
KALINSKY, MD**
COLUMBIA UNIVERSITY



**Reshma
MAHTANI, DO**
UNIVERSITY OF MIAMI

Tumor boards have been a part of cancer care for decades and are standard in most healthcare systems. These boards are a multidisciplinary team effort to review and discuss individual patient's current condition and treatment options in depth. The Best of Breast's cases will be presented by explaining the medical history and circumstances of their patient's condition including all radiological, surgical and pathological findings, as well as any social and medical issues that may impact their treatment. The group will then discuss current studies and best practices in care to work together to determine treatment recommendations in real-time.

EXPERT TUMOR BOARD PANELISTS



**Benjamin
ANDERSEN, MD**
FRED HUTCHINSON CANCER CENTER



**Bolivar
ARBOLEDA, MD**
UNIVERSIDAD CENTRAL DE CARIBE



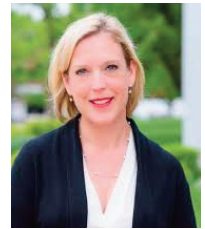
**Sunil
BADVE, MD**
INDIANA UNIVERSITY



**Kristina
MIRABEAU-BEALE, MD**
21 CENTURY ONCOLOGY



**Matt
GOETZ, MD**
MAYO CLINIC



**Jennifer
KLEMP, MD**
UNIVERSITY OF KANSAS



**Gilberto
LOPES, MD**
UNIVERSITY OF MIAMI



**Christopher
LOW, MD**



**E. Terry
MAMOUNAS, MD**
UNIVERSITY OF FLORIDA



**Jane
MEISEL, MD**
EMORY UNIVERSITY



**Monical
YEPES, MD**
UNIVERSITY OF MIAMI



**Lee
SCHWARTZBERG, MD**
THE WEST CLINIC

PLANNING COMMITTEE

Bina Figueroa | Shirley Godbold, RN | Kevin Kalinsky, MD
Kris O'Malley-LeFebvre, PharmD | Sarah Loudon, MHA, MPH
Reshma Mahtani, DO | Jon Novak, PA

bestofbreastcancer.com



SATURDAY AND SUNDAY
JANUARY
18-19, 2020
 MARTIN LUTHER KING WEEKEND

MODERATED BY:



Kevin
KALINSKY, MD
 COLUMBIA UNIVERSITY



Reshma
MAHTANI, DO
 UNIVERSITY OF MIAMI

HILTON WEST PALM BEACH

600 Okeechobee Blvd West Palm Beach, FL 33401
 www.pgaresort.com | 561-627-2000

SATURDAY, JANUARY 18, 2020

7:00AM	Breakfast and Registration
8:30AM	Opening Remarks
EARLY STAGE DISEASE	
8:45AM	Case 1: High Risk Characteristics
10:30AM	Break and Exhibits
10:30AM	Case 2: Adjuvant ER+ LN+
12:00PM	Non-CME/CE Lunch Presentations
METASTATIC DISEASE	
1:20PM	Case 3: ER+ Disease
2:20PM	Break and Exhibits
2:35PM	Case 4: HER2+ Disease
3:35PM	Break and Exhibits
3:45PM	Case 5: Triple Negative Disease
4:45PM	Legends in Cancer Care Reception

SUNDAY, JANUARY 19, 2020

7:00AM	Breakfast and Registration
8:30AM	Opening Remarks
TREATMENT OPTIONS	
8:45AM	Case 6: Side Effect Management
9:45AM	Building and Enhancing Survivorship Programs
10:15AM	Break and Exhibits
SPECIAL SESSIONS	
10:45AM	Global Issues in Breast Cancer
11:15AM	The Great Debate: Cost Considerations in Cancer Care
12:00PM	Non-CME/CE Lunch Presentations
1:20PM	Future Directions in Breast Cancer Care

bestofbreastcancer.com



SATURDAY AND SUNDAY
**JANUARY
18-19, 2020**
MARTIN LUTHER KING WEEKEND

ADDITIONAL OPPORTUNITIES:

Non-CME Lunch Product Theater (Large 100 People)

~~\$25000~~

*Includes room rental, F&B, Std A/V

Non-CME Lunch Product Theater (Small 40 People)

~~\$10000~~

*Includes room rental, F&B, Std A/V

Non-CME Ad-Board Slot

~~\$20000~~

*Includes room rental, F&B, Std A/V

Wifi Network Sponsorship

~~\$2000~~

*Includes branded instruction card

Conference Bag Logo

~~\$2000~~

*Includes logo on bag

Key Cards/Key Card Sleeves

~~\$2000~~

*Includes logo on card/sleeve

Water Bottle

~~\$2000~~

Hotel Bag Insert Door Drop

\$750

Push Notification on App

\$200

Sponsored Scavenger Game on App

\$500

Featured Exhibitor Icon on App

\$1000

PLATINUM TABLE 6'

\$7500

- Listing of company name and table number in the Best of Breast Exhibitor Guide
- Listing of company on conference website
- Company information in conference mobile app
- Inclusion of an item in the conference bag
- Complimentary conference badges (3) per table
*Additional badges can be purchased for \$449
- Company logo on meeting and exhibit hall signage
- Full pre- and post- registration list

SILVER TABLE 6'

\$5500

- Listing of company name in the Best of Breast Exhibitor Guide
- Listing of company on conference website
- Complimentary conference badges (2) per table *Additional badges can be purchased for \$449
- Company logo on meeting and exhibit hall signage

*Exhibits will be limited only to the company and the product(s) listed on the application. Only the sign of the company whose name appears on the application may be placed in the booth or appear on any printed list of exhibitors.

*Exhibitors agree to adhere to the compliance guidelines and codes of conduct governing the interactions of drug and device manufacturers with healthcare professionals as promulgated by the U.S. Food and Drug Administration, the Department of Health and Human Services Office of the Inspector General, the Pharmaceutical Research and Manufacturers of America (PhRMA) and the Advanced Medical Technology Association (AdvaMed).

MAKE CHECKS PAYABLE TO: Total Health Conferencing

For: 2020 Best of Breast Tax-ID 47-4561663
20423 State Road 7, F6-496 Boca Raton, FL 33498
(561) 237-2845

bestofbreastcancer.com