



5TH ANNUAL WEST ONCOLOGY CONFERENCE AT GRACELAND

Advances in the Business and Science of Oncology
Special Updates from COA, ASCO, ASH, ASTRO, and ESMO

FRIDAY AND SATURDAY, FEBRUARY 28-29, 2020 THE GUEST HOUSE AT GRACELAND

3600 Elvis Presley Boulevard Memphis, TN 38116 | (901) 443-3000 | Room Rate: \$159/nt

WWW.MEMPHISCANCERMEETING.COM

PRESENTED BY



ACCREDITED BY



CO-SPONSORED BY



TENNESSEE ONCOLOGY



MODERATED BY:



Lee Schwartzberg, MD
The West Clinic



Brad Somer, MD
The West Clinic

Registration fees include conference admission, eligibility for CME/CE credits and MOC points, access to conference app, breakfasts, breaks, and lunches, reception admission and Wifi access. Self-parking is \$6 and Valet is \$15.

REGISTRATION TYPE REGISTRATION FEES

Physicians:	\$189
Fellows:	FREE
Advanced Practitioners:	\$129
Pharmacists:	\$129
Nurses:	\$59
Industry*:	\$449

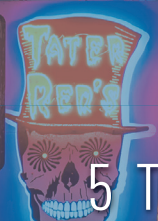
*Defined as anyone employed by a drug, device, or diagnostic company, no matter clinical degree attained.

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20423 State Road 7, F6-496 Boca Raton, FL 33498 | (561) 237-2845
For more information e-mail: sarah@totalhealthconferencing.com

GOLD STRIKE
AN MGM RESORT

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WELCOME TO MEMPHIS

Welcome to Memphis! As one of the most historic and cultural cities of the southern United States, the city features a wide variety of landscapes and distinct neighborhoods. Memphis is a regional center for commerce, education, media, art, and entertainment and has long had a prominent music scene, with historic blues clubs on Beale Street. The city's music has continued to be shaped by a multi-cultural mix of influences across the blues, country, rock n' roll, soul, and hip-hop genres. Home also to Elvis' Graceland, Memphis is a perfect destination conference location!

5TH ANNUAL WEST ONCOLOGY CONFERENCE AT GRACELAND: ADVANCES IN THE BUSINESS AND SCIENCE OF ONCOLOGY PROGRAM COMMITTEE



Lee Schwartzberg, MD
The West Clinic



Brad Somer, MD
The West Clinic



Jeff Patton, MD
Tennessee Oncology



John Novak, PA
US Oncology



Heather Greene, NP
The West Clinic



Kris O'Malley-LeFebvre, PharmD
St. Joseph's Hospital



This meeting will serve as a valuable forum for the presentation and discussion of new research findings. Participants will be provided with an update on practice-changing data on women's cancers, genitourinary malignancies, disparities in cancer care, gastrointestinal cancers, head and neck cancers, and lung cancer in a practical and interactive format, fostering discussion and impacting clinical outcomes for patients.

TARGET AUDIENCE

This educational activity is specifically designed to meet the needs of practicing medical oncologists, hematologists, surgeons, radiation oncologists, pathologists, nurses, pharmacists, advanced practitioners, physician assistants and other healthcare professionals involved in the treatment of cancer.

LEARNING OBJECTIVES

After successful completion of this educational activity, participants should be able to:

- ♪ Identify novel targeted and immunologic approaches to therapy for various cancers
- ♪ Assess emerging targeted and immunologic therapies
- ♪ Integrate recent findings on healthcare disparities into optimal therapy selection for individual patients with cancer
- ♪ Identify optimal therapies for patients and managing and mitigating side effects
- ♪ Describe the role of nurses and other clinicians in counseling patients with cancer and integrating treatment recommendations to optimize care"
- ♪ Describe findings from recent clinical trials evaluating immunotherapies
- ♪ Describe the role of nurses and other clinicians in counseling patients with cancer and integrating treatment recommendations to optimize care
- ♪ Identify strategies to prevent and manage the treatment-related adverse events of targeted therapies and immunotherapies to improve tolerability and maintain quality of life.

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 12.5 Interprofessional Continuing Education (IPCE) credit for learning and change.

Physician

The Medical Educator Consortium designates this live activity for a maximum of 12.5 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 12.5 Medical Knowledge MOC points in the American Board of Internal Medicine's (ABIM) Maintenance of Certification (MOC) program. It is the CME 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 12.5 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 12.5 contact hours (1.25 CEUs) by the Medical Educator Consortium. The Universal Activity Number for this program is JA4008179-0000-20-003-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 accordance with AAPA CME Criteria. This activity is designated for 12.5 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.





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FRIDAY, FEBRUARY 28

7:00 AM	REGISTRATION, BREAK, EXHIBITS
8:15 AM	Welcome Address
8:25 AM	Special Presentation: OneOncology
8:40 AM	Gastrointestinal Cancers
10:00 AM	BREAK
10:20 AM	Payment Models and Reform in Oncology
11:20 AM	Genitourinary Cancers
12:30 PM	LUNCH A LUNCH B
1:45 PM	Next Generation in Practice Management
2:45 PM	Hematologic Malignancies
3:55 PM	BREAK AND EXHIBITS
4:15 PM	Clinical Trials: How Community Oncology is Shaping the Future of Cancer Care
5:00 PM	Closing Remarks
5:10 PM	Networking Cocktail
6:15 PM	West Clinic Reception
6:15 PM	Advisory Boards

SATURDAY, FEBRUARY 29

7:00 AM	REGISTRATION, BREAK, EXHIBITS
8:15 AM	Welcome Address
8:25 AM	Special Presentation: OneOncology
8:40 AM	Lung Cancers
10:00 AM	BREAK AND EXHIBITS
10:20 AM	APPs, APNs: Increased Importance to Successful Clinical Practice
10:50 AM	Preventing Burnout
11:20 AM	Encouraging Work-Life Balance
11:50 AM	LUNCH A LUNCH B
1:00 PM	Integrating Palliative Care in Oncology Practice
1:30 PM	Panel Discussion: Biosimilars and Immunotherapies
2:00 PM	Breast Cancers
3:10 PM	Closing Remarks



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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

\$3500

*Includes branded instruction card

Conference Bag Logo

\$3000

*Includes logo on bag

Key Cards/Key Card Sleeves

\$2000

*Includes logo on card/sleeve

Water Bottle

\$3000

Hotel Bag Insert Door Drop

\$750

Push Notification on App

\$300

Sponsored Scavenger Game on App

\$500

Featured Exhibitor Icon on App

\$1000

SILVER TABLE 6'

\$4000

♪ Listing of company name in the Exhibitor Guide

♪ Complimentary conference badge (1) per table *Additional badges can be purchased for \$449

♪ Company logo on pop-up banners and in exhibit hall signage

GOLD TABLE 6'

\$5500

♪ Listing of company name and table number in the exhibitor guide

♪ Company information in conference mobile app

♪ Complimentary conference badges (2) per table *Additional badges can be purchased for \$449

♪ Company logo on pop-up banners and in exhibit hall signage

♪ Full post meeting registration list

PLATINUM TABLE 6'

\$7500

♪ (2) Tickets to the Faculty Reception

♪ Listing of company name and table number in the 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 pop-up banners and in exhibit hall signage

♪ Full pre- and post- registration list

AGREEMENT AND UNDERSTANDING

*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 CHECK(S) PAYABLE TO:

Total Health Conferencing
For: Graceland Cancer Conference
Tax-ID 47-4561663
20423 State Road 7, F6-496
Boca Raton, FL 33498
(561) 237-2845