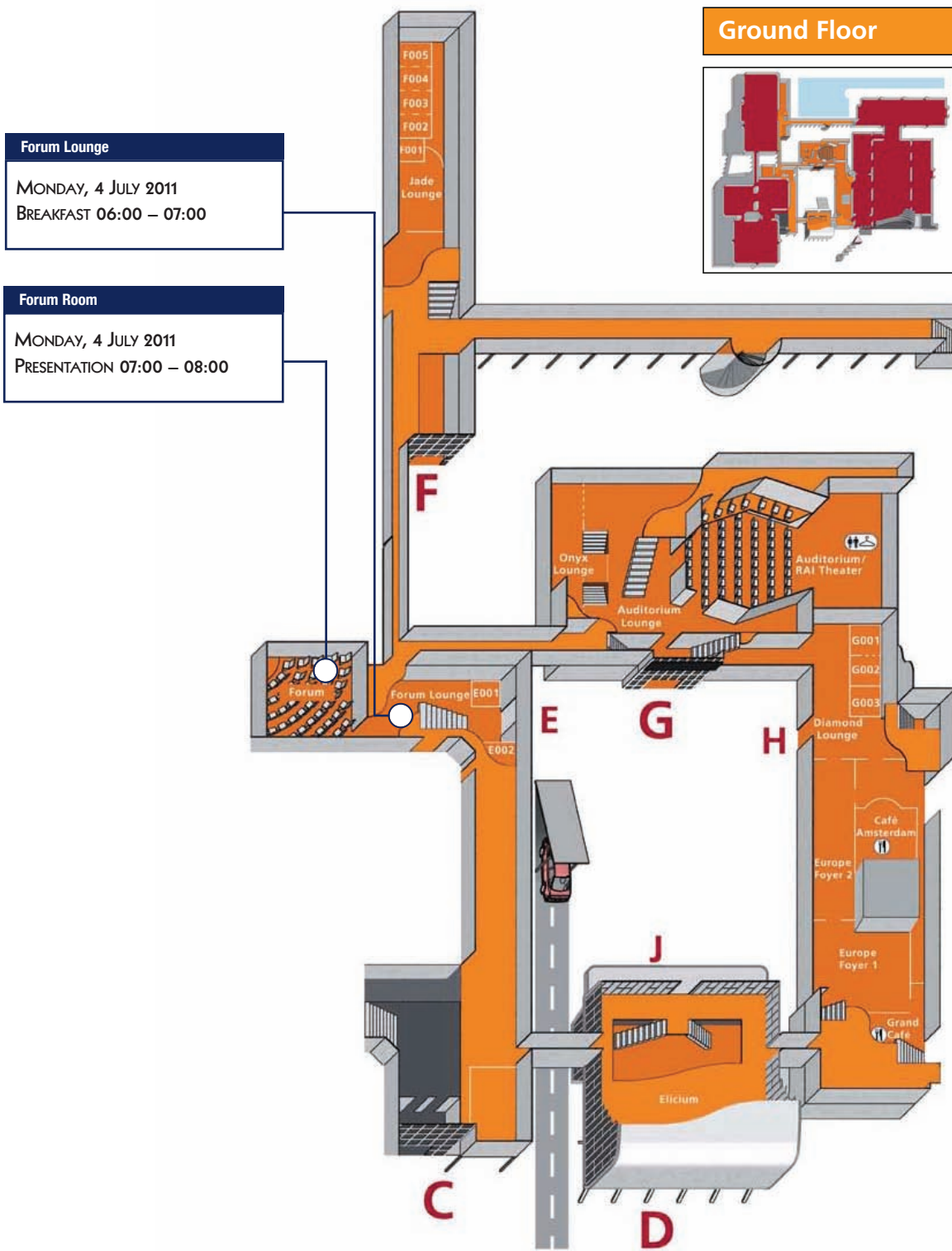




THE EMERGING AND EVOLVING ROLE OF PERSONALIZED THERAPY IN NON-SMALL CELL LUNG CANCER

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Monday, 4 July 2011
Breakfast 06:00 – 07:00 (Forum Lounge)
Presentation 07:00 – 08:00 (Forum Room)
Amsterdam RAI Convention Centre

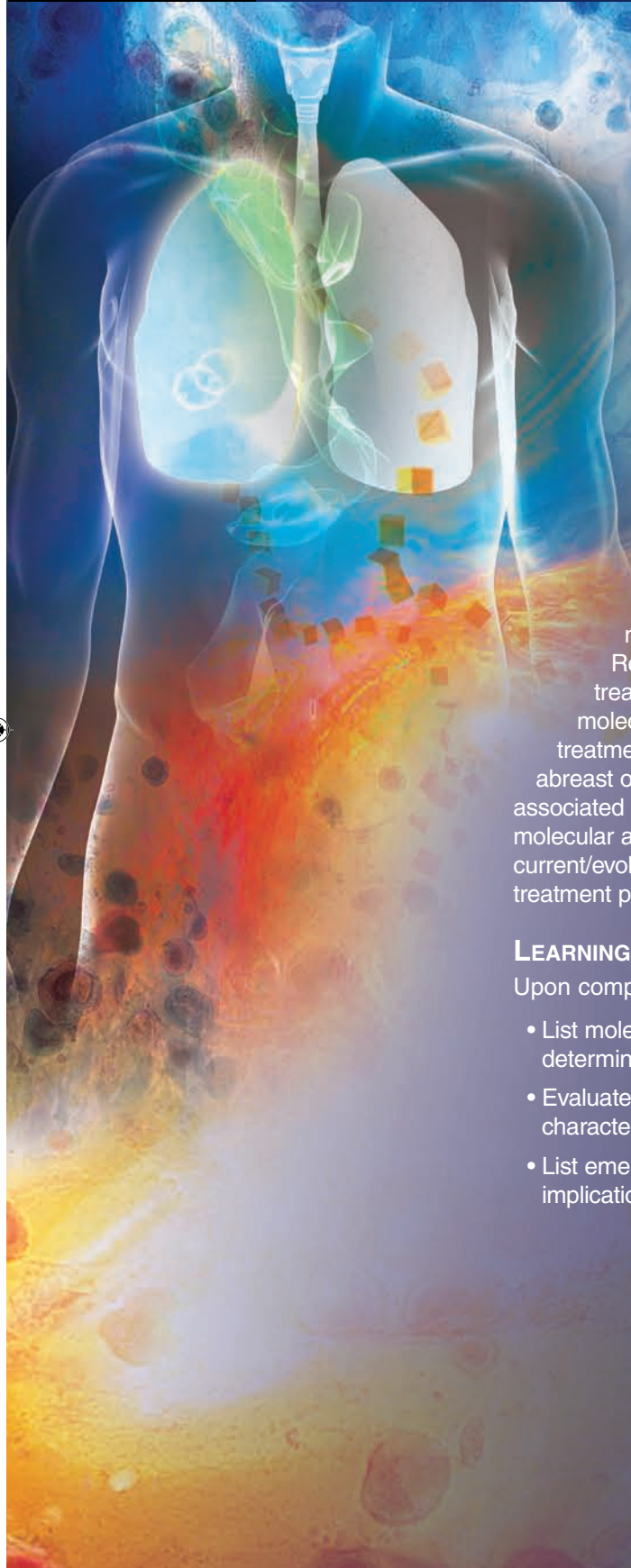
**A CME-Certified Satellite Breakfast
 Symposium To Be Held at the 14th
 World Conference on Lung Cancer**

IMER supports





THE EMERGING AND EVOLVING ROLE OF PERSONALIZED THERAPY IN NON-SMALL CELL LUNG CANCER



TARGET AUDIENCE

This activity is intended for medical and thoracic oncologists, surgical oncologists, thoracic surgeons, radiation oncologists, pathologists, and other healthcare professionals involved in the treatment of patients with non-small cell lung cancer (NSCLC).

PURPOSE

The goal of this activity is to provide clinicians with an overview of emerging and evolving evidence in NSCLC to facilitate the development of individualized treatment planning.

ACTIVITY OVERVIEW

NSCLC has been transformed from a fatal malignancy to one that is manageable as a result of increased understanding of the biological mechanisms underlying the disease and the introduction of new agents. Researchers are focusing on identifying molecular markers to help inform treatment decisions and studies are exploring the potential of inhibiting various molecular pathways and cellular signaling with novel targeted agents. As the treatment landscape of NSCLC continues to evolve, clinicians need to keep abreast of the unique biological aspects of the disease and research advances associated with novel targeted agents. This activity will provide an overview of the molecular and clinical characteristics of NSCLC, epidemiologic risk factors, and current/evolving approaches with targeted agents that can facilitate individualized treatment planning.

LEARNING OBJECTIVES

Upon completion of this activity, participants should be better able to:

- List molecular markers, histology, and patient characteristics that may help determine individualization of treatment
- Evaluate the optimal treatment paradigm based on biological and clinical characteristics for patients with NSCLC
- List emerging data from key trials that could potentially have practice-changing implications in the near future

ACTIVITY AGENDA

- 07:00 – 07:05** Activity Overview/Pre-Activity Assessment
Federico Cappuzzo, MD (Co-Chairperson)
Ospedale Civile in Livorno, Italy
Ramaswamy Govindan, MD (Co-Chairperson)
Washington University School of Medicine, St. Louis, Missouri
- 07:05 – 07:20** Individualizing Treatment: Rationale for Targets
Ramaswamy Govindan, MD
- 07:20 – 07:35** Current Perspectives on Maintenance Therapy
Federico Cappuzzo, MD
- 07:35 – 07:55** Novel Agents Under Phase III Investigation/Panel Discussion
Federico Cappuzzo, MD
Ramaswamy Govindan, MD
- 07:55 – 08:00** Questions and Answers/Post-Activity Assessment

DISCLOSURE OF CONFLICTS OF INTEREST

Postgraduate Institute for Medicine requires instructors, planners, managers, and other individuals who are in a position to control the content of this activity to disclose any real or apparent conflict of interest they may have as related to the content of this activity. All identified conflicts of interest are thoroughly vetted by Postgraduate Institute for Medicine for fair balance, scientific objectivity of studies mentioned in the materials or used as the basis for content, and appropriateness of patient care recommendations.

ACCREDITATION STATEMENT

This activity has been planned and implemented in accordance with the Essential Areas and policies of the Accreditation Council for Continuing Medical Education through the joint sponsorship of Postgraduate Institute for Medicine and the Institute for Medical Education & Research. The Postgraduate Institute for Medicine is accredited by the ACCME to provide continuing medical education for physicians.

A statement of credit will be issued only upon receipt of a completed activity evaluation form.

CREDIT DESIGNATION

The Postgraduate Institute for Medicine designates this live activity for a maximum of 1.0 *AMA PRA Category 1 Credit(s)*[™]. Physicians should claim only the credit commensurate with the extent of their participation in the activity.

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1. Fair balance
 - a. Recommendations or emphasis must fairly represent and be based on a reasonable and valid interpretation of the information available on the subject matter
 - b. No single product or service is overrepresented when other equal competing products or services are available for inclusion
2. Scientific objectivity of studies mentioned in the materials or used as the basis for content
3. Appropriateness of patient care recommendations made to learners

FEE INFORMATION

There are no fees for participating and receiving CME credit for this activity.

This presentation was selected by the 14th World Conference on Lung Cancer Programme Committee as an independent educational activity held in conjunction with the 14th World Conference on Lung Cancer.