



# Personalized medicine in NSCLC: Myth or reality?

CMI Education Institute Satellite Symposium (CME accredited)  
supported by Merck Serono at the 14th WCLC Congress

July 4, 2011, 18:30 – 20:00  
RAI Conference Centre, Plenary Room  
Amsterdam, The Netherlands



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## Venue of symposium

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## Faculty

**Frances Shepherd**  
Princess Margaret Hospital  
Toronto, Canada

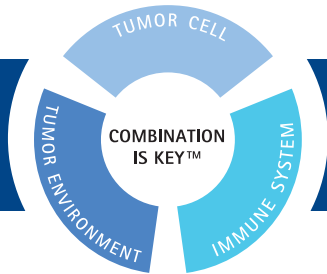
**Kenneth O'Byrne**  
St. James's Hospital  
Dublin, Ireland

**Nico van Zandwijk**  
Bernie Banton Research Institute  
Sydney, Australia

**Rolf Stahel**  
University Hospital Zurich,  
Zurich, Switzerland

**Erik Thunnissen**  
VU University Medical Center  
Amsterdam, The Netherlands

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 CMI Education Institute and the WCLC 2011. CMI Education Institute is accredited by the ACCME to provide continuing medical education for physicians. **The CMI Education Institute designates this live educational activity for a maximum of 1.5 AMA PRA Category 1 Credits™.** Physicians should only claim credit commensurate with the extent of their participation in the activity. International Physicians are formally eligible for AMA PRA Category 1 Credits™.



# Agenda

<b>Chairs:</b>	<b>F Shepherd R Stahel</b>	
18:30 – 18:35	Welcome and introduction	R Stahel
18:35 – 19:00	The evolving role of biomarkers in NSCLC	N van Zandwijk
19:00 – 19:20	Personalized treatment approach in NSCLC based on EGFR-related biomarkers	K O'Byrne
19:20 – 19:40	Reality check: How to apply biomarker testing in clinical practice	E Thunnissen
19:40 – 19:55	Discussion panel	F Shepherd R Stahel
19:55 – 20:00	Conclusions	F Shepherd

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. This presentation is not sponsored or endorsed by the IASLC.

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