PATIENT AND CAREGIVER PROGRAM

12TH ANNUAL FOCUS ON MELANOMA

FREE EDUCATIONAL CONFERENCE

FRIDAY
May 8, 2015
9:00 am – 2:00 pm

Hilton Hotel
4200 City Avenue
Philadelphia, PA

OPEN TO THE PUBLIC

Attend in person or VIEW via LiveStream:
PennMedicine.org/Abramson/MelanomaLIVE
WHO SHOULD ATTEND:
• Newly diagnosed, currently in treatment or long-term survivor
• Family member, caregiver or a healthcare professional

Gain knowledge and take action by getting important information from our expert faculty. Receive hope and support by networking with others.

REGISTRATION
To register or for more information, call 800.789.PENN (7366) and press 2 or visit OncoLink.org/Conference/Melanoma.

$20 suggested donation (non-tax deductible) to support Focus on Melanoma conference. Cash, check or money order accepted the day of the conference. Credit cards accepted with our on-line registration.

VENUE
For directions to the Hilton Hotel, call 215.879.4000. If you need overnight accommodations call 215.879.3399. Self-parking is available and will be validated.

Free Parking, Breakfast & Lunch!

THIS CONFERENCE IS SUPPORTED THROUGH CONTRIBUTIONS FROM:
Moving 4 Melanoma of Delaware · Frank Svitek · Peggy Spiegler Melanoma Research Foundation

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REGISTER NOW! 800.789.PENN • OncoLink.org/Conference/Melanoma
AGENDA

8:00 am  Check In
Continental Breakfast/Visit Exhibits

Survivorship & Integrative Therapies: Ask the Experts
Talk one-on-one with cancer experts throughout the day.

9:00 am  Welcome
Lynn Schuchter, MD | CONFERENCE CHAIR
Chi V. Dang, MD, PhD | DIRECTOR, ABRAMSON CANCER CENTER
Tim Turnham, PhD | EXECUTIVE DIRECTOR

Upcoming Melanoma Research Foundation Events
Tim Turnham, PhD | EXECUTIVE DIRECTOR

Upcoming Abramson Cancer Center Events
Laura Ferraiolo | ASSOCIATE DIRECTOR OF DEVELOPMENT

GENERAL SESSION: Latest Advances in Melanoma

9:10 am  Personalized Diagnostic Testing
Learn how researchers at Penn’s Abramson Cancer Center are working to understand
how best to treat your cancer at a genetic level.
David Roth, MD, PhD | PATHOLOGY & LABORATORY MEDICINE

9:20 am  From Diagnosis to Treatment
Learn about the latest advancements in the diagnosis and treatment of melanoma.
Lynn Schuchter, MD | MEDICAL ONCOLOGY

9:50 am  Break

10:00 am  Targeted Therapy
Targeted therapy is a form of treatment in which medicines are designed with the goal
of destroying cancer cells without damaging normal cells. Learn how our researchers
and doctors are helping patients with this innovative therapy.
Ravi Amaravadi, MD | MEDICAL ONCOLOGY

10:10 am  Surgery
Learn about the role of surgery through various stages of melanoma and the
current techniques for its diagnosis and treatment.
Giorgos Karakousis, MD | SURGICAL ONCOLOGY

10:20 am  Advances in Immunotherapy
Immunotherapy is treatment that stimulates your immune system to recognize and
destroy cancer cells. Learn how immunotherapy can treat melanoma.
Tara Gangadhar, MD | MEDICAL ONCOLOGY

10:30 am  RadVax and Overcoming Resistance to Immunotherapy
Combining immunotherapy with radiation is a promising approach to treat patients with
advanced and metastatic melanoma. Learn about this innovative treatment.
Andy Minn, MD, PhD | RADIATION ONCOLOGY
10:40 am  Q&A Panel

11:30 am  Integrative Medicine: Separating Fact from Myth
Learn more about the latest research findings on integrative medicine.
Joshua Bauml, MD  |  MEDICAL ONCOLOGY

11:45 am  Lunch

AFTERNOON SESSION: Prevention and Your Skin

12:30 pm  Take Control of Your Skin:
Learn to identify skin cancer before your doctor does
Moles, brown spots and growths on the skin are usually harmless but getting to know
your skin is most important to prevent skin cancer including melanoma. Learn to use the
first five letters of the alphabet as a guide.
Emily Chu, MD  |  DERMATOLOGY

12:45 pm  Guide to Skin Cancer Prevention:
Facts and myths about ultraviolet light and sun protection
Protection from ultraviolet (UV) radiation is important all year round. Learn about UV
light and sun protection.
Jeremy Etzkorn, MD  |  DERMATOLOGY

1:00 pm  If I Get a Skin Cancer, What are the Different Ways to Treat It?
Learn how our researchers and doctors are working together to offer our patients the
latest treatment options.
Christopher J. Miller, MD  |  DERMATOLOGY

1:15 pm  Q&A Panel

1:30 pm  Special Guest Speaker
Dr. Mike, FOX29's Medical Contributor

2:00 pm  Conference Closing
The Focus on Melanoma Cancer Conference is being held in collaboration with the Penn Medicine Development Office and the Melanoma Research Foundation. Attendees will receive communication from the Penn Medicine Development Office and the Melanoma Research Foundation regarding their research and programs. Participation in this conference is optional and patient privacy has been maintained. If you would prefer not to receive development materials, we will make reasonable efforts to honor such a request. Please send a written request with your name, and address to Tricia Bruning, Abramson Cancer Center Development Office, 3535 Market Street, Suite 750, Philadelphia, PA 19104 and to Shelby Mooner, Melanoma Research Foundation, 1411 K Street, NW Suite 800, Washington, DC 20005.

SPECIAL GUEST SPEAKER
Dr. Mike

Dr. Michael Cirigliano is Founders Associate Professorship in General Internal Medicine and a practicing internist at the Perelman School of Medicine at the University of Pennsylvania. He is a 1990 graduate of the Perelman School of Medicine of the University of Pennsylvania where he also completed his internship and residencies. In addition to his internal medicine practice, “Dr. Mike” is a popular medical commentator on television’s Fox 29 in Philadelphia. In addition to having a very busy Internal Medicine practice, Dr. Cirigliano is also responsible for teaching medical students and residents at the University. Dr. Cirigliano has lectured both nationally and internationally on the subject of complementary and alternative medicine and wellness.

ABOUT ABRAMSON CANCER CENTER
Pennmedicine.org/Abramson

Penn’s Abramson Cancer Center is dedicated to the eradication of cancer as a cause of human disease and suffering. The Abramson Cancer Center brings together the cancer care and research efforts of Penn Medicine, including: Perelman Center for Advanced Medicine, Smilow Center for Translational Research, Roberts Proton Therapy Center, Hospital of the University of Pennsylvania, Penn Presbyterian Medical Center, Pennsylvania Hospital, and Chester County Hospital. The Abramson Cancer Center has been continuously designated as a Comprehensive Cancer Center by the National Cancer Institute (NCI) since 1973. One of only 41 such Centers in the country the Abramson Cancer Center was rated “EXCEPTIONAL” by the NCI at our last competitive review — the highest possible rating a Center can receive.

ABOUT THE MELANOMA RESEARCH FOUNDATION
Melanoma.org

The Melanoma Research Foundation (MRF) was founded in 1996 and has become the leading research foundation for melanoma. The Foundation has worked closely with the research and medical community to encourage a dialog to increase chances of cure through its research congresses; participated in National Cancer Institute initiatives; organized the first steps of a melanoma coalition for advocacy; and hosts a very interactive website for patients and caregivers (mpip.org).
This conference is being held in collaboration with MRF

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