11TH ANNUAL
FOCUS ON Melanoma

FRIDAY, MAY 16, 2014
8:00 AM – 2:30 PM

- Hilton Hotel
  4200 City Avenue, Philadelphia, PA
- Open to the Public

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

WHO SHOULD ATTEND:
- Newly diagnosed, currently in treatment or long-term survivor
- Family member, caregiver or a healthcare professional

REGISTRATION
To register or for more information, call 1.800.789.PENN or register on-line at OncoLink.org/Conference/Melanoma.

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

HOTEL
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!

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#melanomaACC

View Conference Livestream
PennMedicine.org/Abramson/MelanomaLIVE

Our team designed this program with you and your family in mind.

Register Now!
1.800.789.PENN • OncoLink.org/Conference/Melanoma
Special Inspirational Speaker

CHARLIE LUSTMAN
Singer/Songwriter to Cancer Survivor

The son of a Holocaust survivor, Charlie grew up in Los Angeles with a passion for life and had an affinity for music from an early age. In March 2006, he was diagnosed with Osteosarcoma in his upper jawbone. After two major surgeries and a year of supplemental chemotherapy, Charlie survived by returning to his first passion, music. Remarkably, he was fitted with a prosthetic replacement jaw, which enabled him to get back on stage singing better than ever before! During the last stages of his chemotherapy, Charlie began writing about his cancer experience which helped him recover from his ordeal. Bringing his positive and inspirational musical message to theatres, cancer centers, and health conferences, Charlie is doing what he was left on the Planet to do: making a difference to everyone going through the ultimate challenge.

The Focus on Melanoma Conference is being held in collaboration with the PENN Medicine Development Office. Attendees will receive communication from the PENN Medicine Development Office 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.
AGENDA

8:00 am Check In
Continental Breakfast/Visit Exhibits/Ask the Experts

9:00 am Welcome
Lynn Schuchter, MD | CONFERENCE CHAIR
Joseph Carver, MD, Chief of Staff | ABRAMSON CANCER CENTER
Tim Turnham, PhD, Executive Director | MELANOMA RESEARCH FOUNDATION

9:20 am Prevention
Preventing Skin Cancer
Learn how to identify skin cancer before your doctor does. Get facts versus myths about uv light and other risk factors. Learn about sunscreen and learn how to develop a comprehensive strategy to protect yourself from the sun.
Emily Chu, MD, PhD | DERMATOLOGY

9:35 am Personalized Care for Melanoma — The Latest Advances in Research and Treatment
Personalized Diagnostic Testing for Melanoma
At the Center for Personalized Diagnostics experts use the latest tools to identify cancer mutations. Learning this information prior to beginning treatment can help doctors select treatment tailored to your cancer type.
Jennifer Morrisette, PhD | PATHOLOGY & LABORATORY MEDICINE

9:50 am Latest Findings in Melanoma Immunotherapy Research
Penn’s Abramson Cancer is at the forefront of immunotherapy. Learn about new therapies that stimulate your own immune system to recognize and destroy melanoma cells more effectively.
Robert Vonderheide, MD, DPhil | CANCER BIOLOGY

10:05 am Developing Combination Therapy for Melanoma
Developing new combinations of targeted therapies is essential for improving outcomes in metastatic melanoma. Learn how Penn’s recent advances have led to the development of targeted therapies resulting in better treatment of metastatic melanoma.
Tara Gangadhar, MD | MEDICAL ONCOLOGY

11:00 am Q & A Panel
All speakers above and Giorgos Karakousis, MD | ONCOLOGIC SURGERY

11:45 am Special Guest Inspirational Speaker
Charlie Lustman | CANCER SURVIVOR
12:15 pm  Lunch

1:00 pm  Being Well

How Integrative Therapies Can Help
Mously Le Blanc, MD  |  PANEL MODERATOR AND REHABILITATION
Tali Ben-Josef, DMD, RYT  |  YOGA
Katrina Claghorn, MS, RD, CSO, LDN  |  NUTRITION
Kimberly Fleischer, MEd, RM  |  REIKI
Suzanne McGettigan, MSN, CRNP  |  SYMPTOM MANAGEMENT
Heather Sheaffer, DSW, LCSW  |  SOCIAL WORK
Mara Wei, MEd  |  MINDFULNESS

1:45 pm  Patient Power

Taking Charge of Your Care
Whether you are newly diagnosed or a long-time survivor, making treatment and lifestyle decisions can be overwhelming. Learn strategies for empowering yourself and establishing your role with your healthcare team.
Eleanor Anderson, MD  |  CANCER COUNSELING

Inspirational Stories: Insights from Cancer Survivors
Every survivor knows something that can benefit another. Our diverse group will provide inspiration and hope by sharing their personal stories.
Eleanor Anderson, MD & Fern Nibauer-Cohen  |  MODERATORS

2:30 pm  Then and Now – A Look Back Over the Past 50 years of Melanoma Breakthroughs
Lynn Schuchter, MD  |  MEDICAL ONCOLOGY

3:00 pm  Conference Closing
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L I V E S T R O N G™
SURVIVORSHIP CENTER
OF EXCELLENCE NETWORK

the cure is within