Focus on Melanoma
For Melanoma and At Risk for Melanoma

Friday, May 15, 2009
8:00 AM - 3:15 PM
Hilton Hotel | 4200 City Avenue | Philadelphia, PA
Registration

To Register or for more information

800-789-PENN (7366)

or Register On-Line at
oncolink.org/conference/melanoma

Registration Deadline: Monday, May 11, 2009

Conference is free of charge.
No registration fee required.

$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

Self-parking is available at the Hilton and will be validated.

For directions to the Hilton Hotel on City Avenue, call 215-879-4000.

If you need overnight accommodations call Randy Schaller at 215-879-3399.

With knowledge gained from mapping the human genome, we can now target the genes and pathways that are involved in turning normal cells into cancer cells. We are on the brink of possessing a toolbox full of advanced technologies waiting to be adapted to benefit patients, while we continue to pioneer new treatments such as targeted therapies (immunotherapy, biologic therapy).

Whether you are at risk for melanoma, newly diagnosed or a long term survivor, you’ll want up-to the-minute information including; the latest laboratory research, treatment advances, clinical trials, and survivorship issues, as well as what the future holds for melanoma treatment.

Please join us for the 6th Annual Focus on Melanoma Conference where world renowned researchers and clinicians from the Abramson Cancer Center will discuss the latest findings for melanoma and its treatment.

Our team of experts designed this conference with you and your family in mind.

Who Should Attend

- Newly diagnosed with melanoma
- Melanoma survivors
- Diagnosis of pigmented lesion
- Family members and caregivers of those with melanoma or pigmented lesions
Focus on Melanoma

**Agenda**

**CHECK IN**

7:45 AM  
Ask the Experts’ Session Sign-up  
Continental Breakfast/Visit Exhibits

**WELCOME**

8:30 AM  
Welcome  
**Lynn Schuchter, MD** - Conference Chair  
**Craig Thompson, MD** - Director, Abramson Cancer Center  
**Joseph Carver, MD** - Chief of Staff, Abramson Cancer Center

**GENERAL SESSION**

8:45 AM  
Current Issues in the Detection and Treatment of Thin Melanomas  
Find out the latest information on early stage melanoma.  
**Christopher Miller, MD**

**NEW**  
Treatment Strategies for Advanced Melanoma  
Get important information on advanced (metastatic) melanoma treatment. Our experts will cover up-to-date information including the latest on: research, chemotherapy, surgery, and radiation therapy. We’ll feature innovative treatment options and clinical trials at Penn.  
**Leslie Fecher, MD** - Hematology/Oncology  
**Ramesh Rengan, MD, PhD** - Radiation Oncology  
**Douglas Fraker, MD** - Endocrine and Surgical Oncology

**NEW**  
Update of Immunotherapy Treatment in Melanoma  
A Scientist’s Perspective  
Immunotherapy is treatment that uses the immune system to fight cancer or to lessen the side effects that may be caused by some cancer treatments. Our expert will review how immunotherapy can benefit melanoma.  
**Robert Vonderheide, MD, DPhil**

**BREAK**

9:45 AM  
Break / Visit Exhibits / Sign-up with Experts

**ASK THE EXPERTS**

11:45 AM - 1:45 PM  
**NEW**  
Talk to Our Cancer Experts  
Time is limited! Please sign up at individual tables in the Registration Area!

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<th>TOPIC</th>
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<td>Exercise &amp; Lymphedema</td>
<td><strong>Rebecca Smith, MD, MS</strong></td>
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<td>Caregiver Issues</td>
<td><strong>Neal Niznan, MSW, LSW</strong></td>
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<td>Clinical Trials</td>
<td><strong>Lydia Giles, RN, BSN, CCRP</strong></td>
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<td>Coping with Emotions</td>
<td><strong>Margaret Lazar, MS, MSW, LCSW</strong></td>
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<td>Employment and Insurance Concerns</td>
<td><strong>Shelley Bain, Esq</strong></td>
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<td><strong>Greg Heller, Esq</strong></td>
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<td><strong>Janet Falon, MLA</strong></td>
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<td><strong>Kimberly Fleisher, RMT, MEd</strong></td>
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<td><strong>Fern Nibauer-Cohen</strong></td>
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<td>Managing Physical Symptoms/Survivorship</td>
<td><strong>Suzanne McGettigan, MSN, CRNP</strong></td>
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<td><strong>Maggie Hampshire, RN, BSN, OCN</strong></td>
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<td><strong>Carolyn Vachani, MSN, RN, AOCN</strong></td>
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<td>Your Medications</td>
<td><strong>Michael Vozniak, PharmD, BCOP</strong></td>
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<td><strong>Bill Witmer</strong></td>
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<td>Dermatrak, Skin Imaging</td>
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GENERAL SESSION continued

10:00 AM
Expert’s Panel Discussion
Lynn Schuchter, MD - Hematology/Oncology - Moderator
Christopher Miller, MD - Dermatology
Leslie Fecher, MD - Hematology/Oncology
Ramesh Rengan, MD, PhD - Radiation Oncology
Douglas Fraker, MD - Endocrine and Surgical Oncology
Robert Vonderheide, MD, DPhil - Hematology/Oncology

SPECIAL GUEST SPEAKER

11:00 AM
Special Guest Speaker
Scott Burton
Looking for Laughter in All the Wrong Places

LUNCH

11:45 AM
Lunch / Visit Experts & Exhibits

AFTERNOON GENERAL SESSION

1:30 PM
News You Can Use:
Melanoma / Pigmented Lesion Updates and Insights
Lynn Schuchter, MD

2:00 PM
From Cancer Patient to Cancer Survivor:
Making the Transition
Suzanne McGettigan, MSN, CRNP
Maggie Hampshire, BSN, RN, OCN

2:30 PM
Survivor Stories:
Personal Insights from Melanoma Cancer Survivors
Every survivor knows something that can benefit another. Our diverse panel will provide inspiration and hope by sharing their personal stories.
Panel Moderators:
Lynn Schuchter, MD
Neal Niznan, MSW, LSW

SPECIAL CLOSING

3:00 PM
Special Appearance - Musicians on Call
About the Abramson Cancer Center
pennhealth.com/abramson

The Abramson Cancer Center of the University of Pennsylvania is one of a select group of cancer centers in the country awarded the prestigious designation of Comprehensive Cancer Center by the National Cancer Institute. This status reflects our outstanding research, clinical services, education and information services, and community outreach.

The Cancer Center is comprised of over 400 doctors and scientists, all of whom are dedicated to increasing knowledge concerning the prevention and cure of cancer. Penn’s Cancer Center offers multidisciplinary evaluations, so patients can receive diagnoses and treatment options quickly and easily, as well as comprehensive treatment services for all types of cancer.

As part of Penn Medicine, we are able to build upon the resources of one of the nation’s foremost medical centers, enabling us to address all of our patients’ medical needs. We are committed to treating each patient as our only patient, while pursuing our understanding of, and ability to fight cancer.

The Abramson Cancer Center’s LivingWell After Cancer™ Program for adults and childhood cancer survivors is proud to be the only LIVE STRONG™ Survivorship Center of Excellence in the region. This designation, awarded by the Lance Armstrong Foundation, reflects our excellence in clinical care, research and education for adults and childhood cancer survivors.

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). Its three part mission, supporting basic and clinical research, education of patients and caregivers, and advocating for the melanoma community is funded primarily through community fundraisers across the United States organized and managed by MRF volunteers. Other primary sources include memorial donations, individual gifts, and unrestricted grants from pharmaceuticals. For further information, please call 1-800-MRF-1290 or email info@melanoma.org.

Special Guest Speakers

Scott Burton
An award-winning comic, champion juggler, author, and a cancer survivor. Burton brings his message of the human side of cancer, by sharing his own story, and focusing on the integrity of human existence, the presence of humor and joy in the most unlikely places, and tapping into our personal passion to express our humanity.

WXPN Musicians On Call
Since 2004, WXPN Musicians On Call has made a difference in the lives of more than 15,000 patients and their families by bringing live music to the bedside of patients through weekly programs at the Hospital at the University of Pennsylvania, The Children’s Hospital of Philadelphia, and other area hospitals. WXPN, the nationally recognized leader in Triple A radio and the premier guide for discovering new and significant artists, is the non-commercial, member-supported radio service of the University of Pennsylvania.

Greg Heller, Esq
Caldwell and Heller, LLC

Rodney Warner, Esq
Project Attorney, Law and Health Initiative for Cancer Survivors, Legal Clinic for the Disabled, Inc.

Bill Witmer
Director, Dermatrak
Skin Imaging Centers

Shelley Bain, Esq
Director, PA Accident and Health Insurance Bureau

Janet Falon, MLA
Writer/Teacher

Kimberly Fleisher, RMT, MEd
Director, Reiki School and Clinic
Reiki Practitioner/Teacher

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The Abramson Cancer Center gratefully acknowledges the generosity of our donors:

George & Elizabeth Graham
Thomas Rosato Charitable Foundation

for their continued generous support

About PENN’s Melanoma/Pigmented Lesion Program

What sets Penn’s Melanoma Program apart?

The Abramson Cancer Center’s interdisciplinary Melanoma and Pigmented Lesion Program was one of the first of its kind.

Our melanoma team has dedicated their clinical and research careers to improving our ability to diagnose and treat patients with melanoma and those at risk.

It is this relentless pursuit for the very best clinical outcome and quality of life that drives Penn’s Melanoma Program.

Our Melanoma Program is distinguished in a number of ways including:

• A nationally recognized team of doctors who have worked together for years caring for patients who have melanoma or are at risk.
• Expert diagnosticians whose skills are needed to precisely diagnose melanoma.
• Individualized attention and care plans tailored to your situation.
• A strong focus on education and monitoring so that melanoma can be prevented or caught early.
• Emphasis on the family, since melanoma risk can be high among family members.
• Innovative treatments and clinical trials unavailable at most hospitals or cancer centers.
• Integration into a comprehensive research program in melanoma that is nationally recognized and funded by the National Cancer Institute, ensuring that the latest discovery is translated to better patient care immediately.
• One of the two recipients of a National Cancer Institute Specialized Program of Research Excellence (SPORE) grants to study novel technologies and approaches to preventing, diagnosing and treating skin cancers.

Research - We Are Hope

We are at the forefront of discoveries in a number of areas, all of which can make a difference to you and your family, both today and in the future.

Led by Lynn Schuchter, MD, we have one of the nation’s leading programs dedicated to the prevention, diagnosis and treatment of melanoma.

Making History

Penn’s Melanoma/Pigmented Lesion Group was founded in the early 1970s by Wallace Clark, Jr., MD a premier expert in melanoma research and treatment.

Dr. Clarke was the first to identify the progressive stages from a mole to early melanoma, making it possible to detect melanoma at a stage when it can be cured.

Through this group’s work at Penn and the adjacent Wistar Institute, we better understand risk factors for melanoma and of melanoma spreading.

This knowledge gained through our research allows us to better treat people with an elevated risk of melanoma and those who have the disease itself.

Shaping the Future of Cancer Care

• A National Cancer Institute (NCI) approved and funded Program, founded in 1978 and considered to be one of the leading programs in the country.
• Continuously seeking ways to not only decrease the suffering caused by melanoma, and to cure it. Strategies include:
  ~ Newer and better ways to predict outcomes by studying staging systems and their ability to predict outcomes.
  ~ Determining predictors of positive sentinel lymph node in patients with thin melanomas.
  ~ Clinical trials collaboration to bring targeted therapies to large national Phase III status. Our trials are based on research findings from our lab and clinical investigators.
• Our researchers and clinicians are testing whether certain medications may help prevent moles from turning into melanoma.
• The Penn/Wistar group is one of the two recipients of a National Cancer Institute “Special Programs of Research Excellence” (SPORE) grant to study novel ways to prevent, diagnose and treat skin cancers.

As one of the nation’s largest cancer research centers our investigators benefit each day from collaborations and interactions with over 400 scientists and physicians involved in the Abramson Cancer Centers.