**WEB REQUIREMENTS**

|  |  |  |  |
| --- | --- | --- | --- |
| **Project Name (internal)** | ASCO GI VPS | **Project Code** | PI5VPO020 |
| **Virtual Project Manager** | Meg Quick | **Clinical Program Manager** | Chelsey Goins |
| **Compliance** | Briana Devaser | **Editor** | Christi |

**Launch Date/Internal Launch Date:**

**January 23, 2015**

**Project Type**

Video

Downloadable Slides

Podcast

Other:

**Email Blast Included?**

Yes

No

Subject Line:

**Number of E-Blasts**

Only One

Two

Dates to Blast or Special Requests:

**Cross Promotion**

Yes

No

If Yes, List Activities:

Oncology Guru

**Target Audience**

US  
EX-US  
Global (Both EX-US & US)

Additional Emails (Supporters?):

Helen Kostarides ([kostarides\_helen@lilly.com](mailto:kostarides_helen@lilly.com))

[navit.naveh@bayer.com](mailto:navit.naveh@bayer.com)

Abdelali Majdi ([abdelali.majdi@bayer.com](mailto:abdelali.majdi@bayer.com))

karen.marini@bayer.com

**Slides**

Slides Included

Yes

No

Slide Location:

Slides Available By:

**Slides Synched? (if included in webcast)**

Yes

No

**Webpage Content (All Copy)**

Content Status (Final/Approved):  
  
Content Available by:

**CME?**

Yes

No

**Webcast/PDS URL:**

**Additional Components**

Cases with Voting

Polls

Video Segmentation

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Other:Postcard to mail to US list.

**Mobile App Title: 2015 ASCO GI VPS**

**Listing Page**

**[Insert small VPS US Graphic to the left]**

**[TITLE]**

Virtual Poster Session: Updates in Gastrointestinal Cancers

**[DATE** | **LOCATION]**

January 2015 | San Francisco, California, United States

**Landing Page**

**[Insert VPS US Graphic header]**

**LEFT SIDE**

**[Insert Text below]**

Virtual Poster Session: Updates in Gastrointestinal Cancers

**Activity Features**

**[Insert icon]** Interactive Presentation

**[Insert icon]** Downloadable Slides

**[Insert icon]** CME-Certified

**RIGHT SIDE**

**ACTIVITY OVERVIEW**

View CME-certified abstract presentations and downloadable slides from the 2015 Gastrointestinal Cancers Symposium in San Francisco provided by experts in the field of gastrointestinal cancers.

**CONTINUING EDUCATION**

prIME Oncology is accredited by the Accreditation Council for Continuing Medical Education (ACCME®) to provide continuing medical education for physicians.

prIME Oncology designates this enduring activity for a maximum of X.XX *AMA PRA Category 1 Credits*™. Physicians should claim only the credit commensurate with the extent of their participation in the activity.

**BOTTOM MIDDLE**

**[Insert List of Disease Type Tabs…as many as needed]**

* **Colorectal cancer**
* **Hepatocellular carcinoma**
* **Gastric cancer**
* **Gastrointestinal stromal tumors**

**[Tab-CRC]**

**Colorectal Cancer**

**[View]**

[Insert Screen Shot] **Abstract #507:** Vitamin D Status and Survival of Metastatic Colorectal Cancer Patients: Results From CALGB/SWOG 80405 (Alliance)

*Presented by: Kimmie Ng, MD, MPH*

**[View]**

[Insert Screen Shot] **Abstract #512:** RAISE: A Randomized, Double-Blind, Multicenter Phase III Study of Irinotecan, Folinic Acid, and 5-fluorouracil (FOLFIRI) Plus Ramucirumab (RAM) or Placebo (PBO) in Patients (Pts) With Metastatic Colorectal Carcinoma (CRC) Progressive During or Following First-Line Combination Therapy With Bevacizumab (Bev), Oxaliplatin (Ox), and a Fluoropyrimidine (Fp)

*Presented by: Axel Grothey, MD*

[Insert Screen Shot] **Abstract #515:** Influence of Adjuvant Pretreatment on Outcome of FIRE-3 (AIO KRK-0306): A Randomized Phase III Study of FOLFIRI Plus Cetuximab or Bevacizumab as First-Line Treatment for Wild-Type (WT) KRAS (Exon 2) Metastatic Colorectal Cancer (mCRC) Patients

*Presented by: Sebastian Stintzing, MD*

**[View]**

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*Presented by: Marc Peeters, MD, PhD*

[View]

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*Presented by: Salvatore Siena, MD*

[View]

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*Presented by: Chiara Cremolini, MD*

**[View]**

[Insert Screen Shot] **Abstract #697:** Effects of Regorafenib Therapy on Health-Related Quality of Life (HRQoL) in Patients With Metastatic Colorectal Cancer (mCRC) in the Phase III CONCUR Trial

*Presented by: Axel Grothey, MD*

**[View]**

**[Tab-** **HCC]**

**Hepatocellular carcinoma**

[Insert Screen Shot] **Abstract #232:** Ramucirumab (RAM) as Second-Line Treatment in Patients (Pts) With Advanced Hepatocellular Carcinoma (HCC): Analysis of Patients With Elevated α-Fetoprotein (AFP) From the Randomized Phase III REACH Study  
*Presented by: Andrew X. Zhu, MD, PhD*

**[View]**

[Insert Screen Shot] **Abstract #238:** Randomized Phase II Trial Comparing the Efficacy and Safety of Nintedanib Versus Sorafenib in Patients With Advanced Hepatocellular Carcinoma (HCC)

*Presented by: Daniel H. Palmer, MD*

**[View]**

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*Presented by: Melanie B. Thomas, MD*

**[View]**

**[Tab-Gastric]**

**Gastric Cancer**

[Insert Screen Shot] **Abstract #11:** RAINBOW: A Global, Phase 3, Double-Blind Study of Ramucirumab (RAM) Plus Paclitaxel (PTX) Versus Placebo (PL) Plus PTX in the Treatment of Advanced Gastric and Gastroesophageal Junction (GEJ) Adenocarcinoma Following Disease Progression on First-Line Platinum- and Fluoropyrimidine-Containing Combination Therapy—An Age-Group Analysis

*Presented by: David Ilson, MD, PhD*

**[View]**

[Insert Screen Shot] **Abstract #107:** NEOHX Study: Perioperative Treatment With Trastuzumab in Combination With Capecitabine and Oxaliplatin (XELOX-T) in Patients With HER-2 Resectable Stomach or Esophagogastric Junction (EGJ) Adenocarcinoma—18 M DFS Analysis

*Presented by: Fernando Rivera, MD, PhD*

**[View]**

[Insert Screen Shot] **Abstract #146:** First-Line Dose-Dense Chemotherapy With Docetaxel, Cisplatin, Folinic Acid and 5- Fluorouracil (DCF) Plus Panitumumab (P) in Patients With Locally Advanced or Metastatic Cancer of the Stomach or Gastroesophageal Junction (GEJ): A Phase II Multicenter Trial

*Presented by: Gianluca Tomasello, MD*

**[Tab-GIST]**

**Gastrointestinal stromal tumors**

[Insert Screen Shot] **Abstract #110:** An Updated Overall Survival Analysis With Correction for Protocol-Planned Crossover of the International, Phase III, Randomized, Placebo-Controlled Trial of Regorafenib in Advanced Gastrointestinal Stromal Tumors After Failure of Imatinib and Sunitinib (GRID)

*Presented By: George D. Demetri, MD*

**[View]**

[Insert Screen Shot] **Abstract #136:** Survival Trends in Advanced Gastrointestinal Stromal Tumor Patients: A Population-Based Study

*Presented By: Binay K. Shah, MBBS, MD*

**[View]**

**CME Information Pop-Up**

**Release Date**   
January 23, 2015  
  
**Expiration Date**   
January 23, 2016

**Faulty**Chiara Cremolini, MD  
University of Pisa  
Pisa, Italy

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Boston, Massachusetts

Axel Grothey, MD  
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David Ilson, MD, PhD  
Memorial Sloan Kettering Cancer Center  
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Kimmie Ng, MD, MPH  
Dana-Farber Cancer Institute  
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Daniel H. Palmer, MD  
University of Liverpool  
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Marc Peeters, MD, PhD  
Antwerp University Hospital  
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Fernando Rivera, MD, PhD  
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Binay K. Shah, MBBS, MD  
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Salvatore Siena, MD  
Niguarda Cancer Center  
Milan, Italy

Sebastian Stintzing, MD  
University of Munich

Munich, Germany

Melanie B. Thomas, MD  
Medical University of South Carolina  
Charleston, South Carolina

Gianluca Tomasello, MD  
Azienda Istituti Ospitalieri di Cremona  
Cremona, Italy

Andrew X. Zhu, MD, PhD  
Massachusetts General Hospital  
Boston, Massachusetts

**Learning Objectives**  
After successful completion of this educational activity, participants should be able to:

* **Integrate recent clinical trial data and emerging therapeutic strategies into the management of mCRC in the first-line setting and for progressive disease**
* **Evaluate recently approved and emerging therapies with the potential to improve outcomes for patients with gastric cancer, including targeted agents and immunotherapies**
* **Apply recent data when devising optimal treatment plans for patients with pancreatic cancer**
* **Employ best practices when treating patients with gastrointestinal stromal tumors (GIST) based on current treatment guidelines and recent clinical trial data**

**Providership** This activity is provided by prIME Oncology **Support**   
This educational activity is supported by grants from Bayer HealthCare Pharmaceuticals and Lilly.

**Target Audience**   
This activity is intended to meet the needs of practicing medical oncologists, surgical and radiation oncologists, gastroenterologists, and other healthcare professionals involved in the treatment of patients with gastrointestinal cancer.

**Continuing Medical Education**  
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**Method of Participation**  
There are no fees for participating in and receiving CME credit for this activity. In order to receive credit, participants must successfully complete the online post test and activity evaluation. Your participation in this CME activity will be recorded in prIME Oncology's database. However, upon request, your CME credit certificate will be emailed to you. Technical requirements may be found under the [Terms of Use](http://www.primeoncology.org/footer-e-pages/terms_of_use.aspx).   
  
A link to the posttest is available on the video player pages.

In order to receive credit, participants must successfully complete the online posttest with XX% or higher.

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**Faculty Disclosures**  
The faculty reported the following financial relationships or relationships to products or devices they or their spouses/life partners have with commercial interests related to the content of this CME activity:

Dr Cremolini has disclosed that she has received consulting fees from Bayer and Roche. She has agreed to disclose any unlabeled/unapproved uses of drugs or products referenced in her presentation.

Dr Demetri has disclosed that he has received consulting fees from Ariad, Astra-Zeneca, Bayer, Bessor Pharmaceuticals (uncompensated), Bind Therapeutics, Blueprint Medicines (scientific advisory board), Caris (scientific advisory board), Champions Oncology (scientific advisory board), Daiichi-Sankyo, EMD-Serono, G1 Therapeutics (scientific advisory board), Glaxo-Smith-Kline, Janssen Oncology, Kolltan Pharmaceuticals (scientific advisory board), Pfizer, Polaris Pharmaceuticals, Sanofi Oncology, WIRB Copernicus Group, and ZioPharm. He has also performed contracted research support for Dana-Farber for specific clinical trial agreements in the sarcoma unit for Bayer, EMD-Serono, Glaxo-Smith-Kline, Janssen Oncology, Novartis, Pfizer, and Sanofi Oncology. He has equity minor stake, non-public in , Bessor Pharmaceuticals Blueprint Medicines, Champions Oncology, G1 Therapeutics, and Kolltan Pharmaceuticals. He has equity minor stake, public in Caris. He has received royalties paid to Dana-Farber and patent licensed to Novartis. He has agreed to disclose any unlabeled/unapproved uses of drugs or products referenced in his presentation.

Dr Grothey has disclosed that he has performed contracted research for Bayer, Eisai, Eli-Lilly, Genentech, and Pfizer. He has agreed to disclose any unlabeled/unapproved uses of drugs or products referenced in his presentation.

Dr Ilson has disclosed that he has received consulting fees from Amgen, Bayer, and Lilly. He has also performed contracted research for Amgen, Bayer, and Bristol-Myers Squibb. He has received fees for non-CME services from Roche. He has agreed to disclose any unlabeled/unapproved uses of drugs or products referenced in his presentation.

Dr Ng has disclosed that she has received consulting fees from Genentech, Inc. She has agreed to disclose any unlabeled/unapproved uses of drugs or products referenced in her presentation.

Dr Palmer has disclosed that he has received consulting fees from Bayer and Boehringer Ingelheim. He has agreed to disclose any unlabeled/unapproved uses of drugs or products referenced in his presentation.

Dr Peeters has disclosed that he has received fees for non-CME services from Amgen. He has agreed to disclose any unlabeled/unapproved uses of drugs or products referenced in his presentation.

Dr Rivera has disclosed that he has received consulting fees from Roche. He has agreed to disclose any unlabeled/unapproved uses of drugs or products referenced in his presentation.

Dr Shah has disclosed that he has stocks in Gilead and Pfizer. He has received fees for speaking for Teva. He has agreed to disclose any unlabeled/unapproved uses of drugs or products referenced in his presentation.

Dr Siena has disclosed that he has received consulting fees from Amgen, Bayer, Ignyta Pharmaceuticals, Roche, and Sanofi. He has agreed to disclose any unlabeled/unapproved uses of drugs or products referenced in his presentation.

Dr Stintzing has disclosed that he has received consulting fees from Amgen, Bayer, Genentech, Merck Serono, Roche, and Sanofi. He has agreed to disclose any unlabeled/unapproved uses of drugs or products referenced in his presentation.

Dr Thomas has no relevant financial relationships to disclose. She has agreed to disclose any unlabeled/unapproved uses of drugs or products referenced in her presentation.

Dr Tomasello has no relevant financial relationships to disclose. He has agreed to disclose any unlabeled/unapproved uses of drugs or products referenced in his presentation.

Dr Zhu has disclosed that he has received consulting fees from Celgene, Eisai, Exelixis, and Sanofi-Aventis. He has agreed to disclose any unlabeled/unapproved uses of drugs or products referenced in his presentation.

The employees of prIME Oncology have disclosed:

* Chelsey Goins, PhD (clinical content reviewer/planner) - no relevant financial relationships
* Sanneke Koekkoek, BSN, OCN (clinical content reviewer/planner) – no relevant financial relationships
* Christi Gray (editorial content reviewer) – no relevant financial relationships

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**Player Page (CRC-Stintzing)**

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**[Buttons-Downloadable Slides and Evaluate and Claim Credit]**

**ACTIVITY OVERVIEW**

**Abstract #515:** Influence of Adjuvant Pretreatment on Outcome of FIRE-3 (AIO KRK-0306): A Randomized Phase III Study of FOLFIRI Plus Cetuximab or Bevacizumab as First-Line Treatment for Wild-Type (WT) KRAS (Exon 2) Metastatic Colorectal Cancer (mCRC) Patients

**FEATURED EXPERTS**

**Sebastian Stintzing, MD**University of Munich

Munich, Germany

**SUPPORT STATEMENT**

This educational activity is supported by grants from Bayer HealthCare Pharmaceuticals and Lilly.

**Player Page (CRC-Grothey)**

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**ACTIVITY OVERVIEW**

**Abstract #512:** RAISE: A Randomized, Double-Blind, Multicenter Phase III Study of Irinotecan, Folinic Acid, and 5-fluorouracil (FOLFIRI) Plus Ramucirumab (RAM) or Placebo (PBO) in Patients (Pts) With Metastatic Colorectal Carcinoma (CRC) Progressive During or Following First-Line Combination Therapy With Bevacizumab (Bev), Oxaliplatin (Ox), and a Fluoropyrimidine (Fp)

**FEATURED EXPERTS   
Axel Grothey, MD**  
Mayo Clinic  
Rochester, Minnesota

**SUPPORT STATEMENT**

This educational activity is supported by grants from Bayer HealthCare Pharmaceuticals and Lilly.

**Player Page (CRC-** **Ng)**

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**ACTIVITY OVERVIEW**

**Abstract #507:** Vitamin D Status and Survival of Metastatic Colorectal Cancer Patients: Results From CALGB/SWOG 80405 (Alliance)

**FEATURED EXPERTS   
Kimmie Ng, MD, MPH**

Dana-Farber Cancer Institute

Boston, Massachusetts

**SUPPORT STATEMENT**

This educational activity is supported by grants from Bayer HealthCare Pharmaceuticals and Lilly.

**Player Page (CRC-** **Peeters)**

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**ACTIVITY OVERVIEW**

**Abstract #520:** Prevalence of RAS Mutations Among Patients With Metastatic Colorectal Cancer by Country and Region in Randomized Clinical Trials: A Pooled Analysis

**FEATURED EXPERTS   
Marc Peeters, MD, PhD**  
Antwerp University Hospital  
Antwerp, Belgium

**SUPPORT STATEMENT**

This educational activity is supported by grants from Bayer HealthCare Pharmaceuticals and Lilly.

**Player Page (CRC-** **Siena)**

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**ACTIVITY OVERVIEW**

**Abstract #565:** Therapeutic Dual Inhibition of HER2 Pathway for Metastatic Colorectal Cancer (mCRC): The HERACLES Trial

**FEATURED EXPERTS   
Salvatore Siena, MD**  
Niguarda Cancer Center  
Milan, Italy

**SUPPORT STATEMENT**

This educational activity is supported by grants from Bayer HealthCare Pharmaceuticals and Lilly.

**Player Page (CRC-** **Cremolini)**

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**ACTIVITY OVERVIEW**

**Abstract #657:** FOLFOXIRI Plus Bevacizumab (Bev) Versus FOLFIRI Plus Bev as First-Line Treatment of Metastatic Colorectal Cancer (mCRC): Updated Survival Results of the Phase III TRIBE Trial by the GONO Group

**FEATURED EXPERTS   
Chiara Cremolini, MD**  
University of Pisa  
Pisa, Italy

**SUPPORT STATEMENT**

This educational activity is supported by grants from Bayer HealthCare Pharmaceuticals and Lilly.

**Player Page (CRC- Grothey)**

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**ACTIVITY OVERVIEW**

**Abstract #697:** Effects of Regorafenib Therapy on Health-Related Quality of Life (HRQoL) in Patients With Metastatic Colorectal Cancer (mCRC) in the Phase III CONCUR Trial

**FEATURED EXPERTS   
Axel Grothey, MD**  
Mayo Clinic  
Rochester, Minnesota

**SUPPORT STATEMENT**

This educational activity is supported by grants from Bayer HealthCare Pharmaceuticals and Lilly.

**Player Page (HCC- Zhu )**

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**ACTIVITY OVERVIEW**

**Abstract #232:** Ramucirumab (RAM) as Second-Line Treatment in Patients (Pts) With Advanced Hepatocellular Carcinoma (HCC): Analysis of Patients With Elevated α-Fetoprotein (AFP) From the Randomized Phase III REACH Study

**FEATURED EXPERTS   
Andrew X. Zhu, MD, PhD**  
Massachusetts General Hospital  
Boston, Massachusetts

**SUPPORT STATEMENT**

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**Player Page (HCC- Palmer)**

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**ACTIVITY OVERVIEW**

**Abstract #238:** Randomized Phase II Trial Comparing the Efficacy and Safety of Nintedanib Versus Sorafenib in Patients With Advanced Hepatocellular Carcinoma (HCC)

**FEATURED EXPERTS   
Daniel H. Palmer, MD**  
University of Liverpool  
Liverpool, United Kingdom

**SUPPORT STATEMENT**

This educational activity is supported by grants from Bayer HealthCare Pharmaceuticals and Lilly.

**Player Page (HCC- Thomas)**

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**ACTIVITY OVERVIEW**

**Abstract #337:** A Randomized Phase II Open Label Multi-Institution Study of the Combination of Bevacizumab (B) and Erlotinib (E) Compared to Sorafenib (S) in the First-Line Treatment of Patients (Pts) With Advanced Hepatocellular Carcinoma (HCC)

**FEATURED EXPERTS   
Melanie B. Thomas, MD**  
Medical University of South Carolina  
Charleston, South Carolina

**SUPPORT STATEMENT**

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**Player Page (Gastric- Rivera)**

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**ACTIVITY OVERVIEW**

**Abstract #107:** NEOHX Study: Perioperative Treatment With Trastuzumab in Combination With Capecitabine and Oxaliplatin (XELOX-T) in Patients With HER-2 Resectable Stomach or Esophagogastric Junction (EGJ) Adenocarcinoma—18 M DFS Analysis

**FEATURED EXPERTS   
Fernando Rivera, MD, PhD**

“Marqués de Valdecilla” University Hospital

Santander, Spain

**SUPPORT STATEMENT**

This educational activity is supported by grants from Bayer HealthCare Pharmaceuticals and Lilly.

**Player Page (Gastric-** **Tomasello)**

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**ACTIVITY OVERVIEW**

**Abstract #146:**

First-Line Dose-Dense Chemotherapy With Docetaxel, Cisplatin, Folinic Acid and 5- Fluorouracil (DCF) Plus Panitumumab (P) in Patients With Locally Advanced or Metastatic Cancer of the Stomach or Gastroesophageal Junction (GEJ): A Phase II Multicenter Trial

**FEATURED EXPERTS   
Gianluca Tomasello, MD**

Azienda Istituti Ospitalieri di Cremona

Cremona, Italy

**SUPPORT STATEMENT**

This educational activity is supported by grants from Bayer HealthCare Pharmaceuticals and Lilly.

**Player Page (Gastric- Ilson)**

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**ACTIVITY OVERVIEW**

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**FEATURED EXPERTS   
David Ilson, MD, PhD**

Memorial Sloan Kettering Cancer Center

New York, New York

**SUPPORT STATEMENT**

This educational activity is supported by grants from Bayer HealthCare Pharmaceuticals and Lilly.

**Player Page (GIST- Demetri)**

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**ACTIVITY OVERVIEW**

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**FEATURED EXPERTS   
George D. Demetri, MD**

Dana-Farber Cancer Institute

Boston, Massachusetts

**SUPPORT STATEMENT**

This educational activity is supported by grants from Bayer HealthCare Pharmaceuticals and Lilly.

**Player Page (GIST-** **Shah)**

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**ACTIVITY OVERVIEW**

**Abstract #136:** Survival Trends in Advanced Gastrointestinal Stromal Tumor Patients: A Population-Based Study

**FEATURED EXPERTS   
Binay K. Shah, MBBS, MD**  
St Joseph Cancer Center  
Lewiston, Idaho

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