**WEB REQUIREMENTS**

|  |  |  |  |
| --- | --- | --- | --- |
| **Project Name (internal)** | ASH CSP CML #2 | **Project Code** | PI4VCS111 |
| **Virtual Project Manager** | Meg Quick | **Clinical Program Manager** | Nathan/Briana |
| **Compliance** | Briana Devaser | **Editor** | Heather/Christi |

**Launch Date/Internal Launch Date:**

**Project Type**

Expert Discussion (Video)

Downloadable Slides

Podcast

Other:

*\*No newsflash*

**Email Blast Included?**

Yes

No

Subject Line:

**Number of E-Blasts**

Only One

Two

Three  
Other Amount:

Dates to Blast or Special Requests:

**Cross Promotion**

Yes

No

If Yes, List Activities:

No cross promotion on this one

**Target Audience**

US  
EX-US  
**Special List:** Canadian Hematologists/Oncologists

Additional Emails (Supporters?):

Kostic, Ivana (Ivana.Kostic@bms.com); Stavroula.Lestou@bms.com

**Slides**

Slides Included

Yes

No

Slide Location:

Slides Available By:

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

Yes

No

**CME?**

Yes

No

**CME Posttest Link:**

**Webcast/PDS URL:**

**www.primeoncology.org/2014cml\_sanfrancisco\_cp**

**Additional Components**

Cases with Voting

Polls

Video Segmentation

Table of Contents

Other: print advertising piece that will be ready by dec. 16

French translation(pending final approval from client)

**Mobile App Title:**

CML Perspectives

**Listing Page**

**[Insert small CSP Graphic to the left]**

**[TITLE]**

Clinical Perspectives in CML: Important Updates From the 2014 Annual Hematology Meeting in San Francisco

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

December 2014 | San Francisco, California, United States

**Landing Page**

**[Insert CSP Graphic header]**

**LEFT SIDE**

**[Insert Text below]**

Clinical Perspectives in CML: Important Updates From the 2014 Annual Hematology Meeting in San Francisco

**Activity Features**

**[Insert icon]** Expert Discussion

**[Insert icon]** Downloadable Slides

**[Insert icon]** CME-Certified

**RIGHT SIDE**

**ACTIVITY OVERVIEW**

View a CME-certified expert discussion and downloadable slides on recent data focused on advances in chronic myeloid leukemia (CML) presented at the 2014 Annual Hematology Meeting in San Francisco.

**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 Credit(s)™*. Physicians should claim only the credit commensurate with the extent of their participation in the activity.

**BOTTOM MIDDLE**

**[Tab- CML]**

**Discussants:**

**Jeffrey Lipton, MD, PhD,** Princess Margaret Cancer Centre, University of Toronto, Toronto, Ontario, Canada

**Elias Jabbour, MD,** The University of Texas, MD Anderson Cancer Center, Houston, Texas, United States

**Featured Abstracts:**

**Abstract #152:** Final Study Results of the Phase 3 Dasatinib Versus Imatinib in Newly Diagnosed Chronic Myeloid Leukemia in Chronic Phase (CML-CP) Trial (DASISION, AS180-056)

**Abstract #517:** SPIRIT 2: An NCRI Randomized Study Comparing Dasatinib with Imatinib in Patients With Newly Diagnosed CML

**Abstract #4541:** Efficacy and Safety of Nilotinib (NIL) vs Imatinib (IM) in Patients (pts) With Newly Diagnosed Chronic Myeloid Leukemia in Chronic Phase (CML-CP): Long-Term Follow-Up (f/u) of ENESTnd

**Abstract #519:** EPIC: A Phase 3 Trial of Ponatinib Compared With Imatinib in Patients with Newly Diagnosed Chronic Myeloid Leukemia in Chronic Phase (CP-CML)

**Abstract #520:** Seven-Year (yr) Follow-up of Patients (pts) With Imatinib-Resistant or -Intolerant Chronic-Phase Chronic Myeloid Leukemia (CML-CP) Receiving Dasatinib in Study CA180-034, Final Study Results

**Abstract #4534:** The Observed and Expected Incidence of Cardiovascular (CV) Ischemic Events in Dasatinib (DAS)-Treated Patients (pts) Across a Clinical Trial Program

**Abstract #1811:** Arterial Thrombotic Complications Are Uncommon in Patients Without Cardiovascular Risk Factors and Occur at Equivalent Rates in Chronic Myeloid Leukemia (CML) Patients Treated With Imatinib and Nilotinib

**Abstract #4546:** Impact of Dose Intensity of Ponatinib on Selected Adverse Events: Multivariate Analyses From a Pooled Population of Clinical Trial Patients

**Abstract #151:** Interim Analysis of a Pan European Stop Tyrosine Kinase Inhibitor Trial in Chronic Myeloid Leukemia: The EURO-SKI study

**Abstract #811:** Dasatinib or Nilotinib Discontinuation in Chronic Phase (CP)-Chronic Myeloid Leukemia (CML) Patients (pts) With Durably Undetectable *BCR-ABL* Transcripts: Interim Analysis of the STOP 2G-TKI Study With a Minimum Follow-Up of 12 Months – on Behalf of the French CML Group Filmc

**Learning Objectives**

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

* Evaluate the most recent clinical trial data focused on current and emerging therapeutic approaches for patients with CML
* Identify best practices for the management of CML based on current recommendations and emerging data, including treatment selection and monitoring for response and safety

**[Button] View**

**CME Information Pop-Up**

**Release Date**

December XX, 2014

**Expiration Date**

December XX, 2015

**Faculty**  
Elias Jabbour, MD

The University of Texas, MD Anderson Cancer Center

Houston, Texas, United States

Jeffrey Lipton, MD, PhD

Princess Margaret Cancer Centre

University of Toronto

Toronto, Ontario, Canada

**Learning Objectives [Use above Learning Objectives]**

**Provider**

This activity is provided by prIME Oncology activity.

**Support**  
This educational activity is supported by a grant from Bristol-Myers Squibb Canada.

**Target Audience**   
This educational activity is specifically designed to meet the needs of hematologists, medical oncologists, and other healthcare professionals involved in the treatment of patients with chronic myeloid leukemia (CML).

**Continuing Medical Education [Use above Continuing Medical Education]**

**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 posttest 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 page.

In order to receive credit, participants must successfully complete the online posttest with 75% or higher.

**Disclosure of Relevant Financial Relationships**  
prIME Oncology assesses the relevant financial relationships of its instructors, planners, managers, and other individuals who are in a position to control the content of CME activities. Any relevant conflicts of interest that are identified are thoroughly vetted by prIME Oncology for fairness, balance, and scientific objectivity of data, as well as patient care recommendations. prIME Oncology is committed to providing its learners with high-quality CME activities and related materials that promote improvements or quality in healthcare and not a specific proprietary business interest of a commercial entity.

**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 Jabbour has disclosed that he has received consulting fees from Ariad, Bristol-Myers Squibb, Novartis, Pfizer, and Teva. He has agreed to disclose any unlabeled/unapproved uses of drugs or products referenced in his presentation.

Dr Lipton has disclosed that he has received consulting fees and research support from Ariad, Bristol-Myers Squibb, Novartis, Pfizer, and Teva. He has agreed to disclose any unlabeled/unapproved uses of drugs or products referenced in his presentation.

The employees of prIME Oncology have disclosed:

* Briana Betz, PhD (clinical content planner/reviewer) – no relevant financial relationships
* Trudy Stoddert, ELS (editorial content reviewer) – no relevant financial relationships

**Disclosure of Unlabeled Use**  
This activity may contain discussion of published and/or investigational uses of agents that are not indicated by the US Food and Drug Administration or European Medicines Agency. Please refer to the official prescribing information for each product discussed for discussions of approved indications, contraindications, and warnings.

**Disclaimer**  
Participants have an implied responsibility to use the newly acquired information to enhance patient outcomes and their own professional development. The information presented in this activity is not meant to serve as a guideline for patient management. Any procedures, medications, or other courses of diagnosis or treatment discussed or suggested in this activity should not be used by clinicians without evaluation of their patients’ conditions and possible contraindications or dangers in use, review of any applicable manufacturer’s product information, and comparison with recommendations of other authorities.

**Player Page-CML**

**[Insert CSP Graphic header]**

**[INSERT VIDEO and SLIDE PRESENTATION]**

**[Include a banner below the player that says: Click the thumbnails above to advance through the reference slide deck]**

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

**ACTIVITY OVERVIEW**

View a CME-certified expert discussion and downloadable slides on recent data focused on advances in chronic myeloid leukemia (CML) presented at the 2014 Annual Hematology Meeting in San Francisco.

**FEATURED EXPERTS**

[Insert Photo] Elias Jabbour, MD

The University of Texas

MD Anderson Cancer Center

Houston, Texas, United States

[Insert Photo] Jeffrey Lipton, MD, PhD

Princess Margaret Cancer Centre

University of Toronto

Toronto, Ontario, Canada

**FEATURED ABSTRACTS** [Same as above]

**TARGET AUDIENCE** [Same as above]

**LEARNING OBJECTIVES** [Same as above]

**SUPPORT STATEMENT** [Same as above]