**WEB REQUIREMENTS**

|  |  |  |  |
| --- | --- | --- | --- |
| **Project Name (internal)** | ESMO VJC Breast | **Project Code** | PB4VVJ087 |
| **Virtual Project Manager** | Meg Quick | **Clinical Program Manager** | Amy Furedy |
| **Compliance** | Briana Devaser | **Editor** | Heather Tomlinson |

**Launch Date/Internal Launch Date:**

**October 2014**

**Project Type**

Virtual Journal Club (Video)

Downloadable Slides

Podcast

Downloadable Manuscript

**Email Blast Included?**

Yes

No

Subject Line:

**Number of E-Blasts**

Only One

Two  
Other Amount:

Dates to Blast or Special Requests:

**Cross Promotion**

Yes

No

If Yes, List Activities:

**Target Audience**

US  
EX-US   
Global (Both EX-US & US)  
Other or Special:

Additional Emails (Supporters?):

Pascale Morel ([pmorel@nanostring.com](mailto:pmorel@nanostring.com))

[nghali@nanostring.com](mailto:nghali@nanostring.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

**CME Posttest Link:**

**Additional Components**

Cases with Voting

Polls

Video Segmentation

Table of Contents

Other:

**Mobile App Title:**

**2014 ESMO VJC Breast**

Please add your content to the form below and remove any content that is irrelevant to your activity. If something gets updated, please update this document.

**\*\*\*DO NOT LIST “SEE ATTACHED DOCUMENT”.**

**This is the only copy document that should be sent to Design.\*\*\***

**Items highlighted in YELLOW should be completed by the Clinical Team**

**Items highlighted in TEAL should be determined at the Kickoff Meeting**

**In terms of LEAN, virtual products differ in that all sections should be complete prior to sending this form to Web (there is no minimum number of sections).**

1. **[Title---always italicized, no bold, no quotes]**

*Expanding Options for Gene Expression Profiling and Risk Assessment in Patients With Early Breast Cancer*

1. **[Activity Date]**

**Release Date:**

October X, 2014

**Expiration Date:**

October X, 2015

1. **[Activity Overview]**

This independent medical education activity features an expert interview with **Robert E. Coleman, MD, FRCP, FRCE**; **Peter Dubsky, MD***;* and **Aleix Prat, MD, PhD**,*focusing on the role of novel gene expression profiles in patients with early breast cancer.*

Professors Coleman, Dubsky, and Prat discuss the following recent publications:

***Analytical validation of the PAM50-based Prosigna Breast Cancer Prognostic Gene Signature Assay and nCounter Analysis System using formalin-fixed paraffin-embedded breast tumor specimens***

**Nielsen T, et al. *BMC Cancer.* 2014;14:177.**

***Predicting distant recurrence in receptor-positive breast cancer patients with limited clinicopathological risk: Using the PAM50 Risk of Recurrence score in 1478 postmenopausal patients of the ABCSG-8 trial treated with adjuvant endocrine therapy alone***

**Gnant M, et al. *Ann Oncol.* 2014;25(2):339-345.**

***The PAM50 risk-of-recurrence score predicts risk for late distant recurrence after endocrine therapy in postmenopausal women with endocrine-responsive early breast cancer***

**Fillpits M, et al. *Clin Cancer Res.* 2014;20(5):1298-1305.**

***Factors predicting late recurrence for estrogen receptor–positive breast cancer***

**Sestak I, et al. *J Natl Cancer Inst.* 2013;105(19):1504-1511.**

***Comparison of PAM50 risk of recurrence score with Oncotype DX and IHC4 for predicting risk of distant recurrence after endocrine therapy***

**Dowsett M, et al. *J Clin Oncol.* 2013;31(22):2783-2790.**

1. **[Target Audience]**

This educational activity is designed for medical oncologists, surgical and radiation oncologists, and other healthcare professionals outside the United States involved and/or interested in the management of patients with breast cancer.

1. **[Learning Objectives]**

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

* Examine the role of clinical and genomic variables in treatment decision-making for patients with early-stage breast cancer
* Discuss recently published clinical data on novel gene expression assays and their use in patients with early breast cancer
* Describe how these new data are likely to influence current and future practice regarding assessment of recurrence risk and treatment selection

***[NOTE: learning objectives must be specific, measurable, attainable, relevant, time limited]***

1. **[Faculty Listing/Featured Experts/Discussants….Faculty Listing and Featured Experts sections are stacked, Discussants section is in-line]**

**Featured Experts**

MODERATOR

**Robert E. Coleman**

Medical Director

prIME Oncology

DISCUSSANTS

**Peter Dubsky, MD**

Medical University of Vienna

Vienna, Austria

**Aleix Prat, MD, PhD**

Hospital Clinic of Barcelona

Barcelona, Spain

1. **Provider**

This activity is provided by prIME Oncology.

1. **Support Statement [ACCME—consult Cindy for proper verbiage and defer to BD for final approval of complete verbiage]**

This educational activity is supported by Nanostring.

1. **[URL and Mobile App Name---give suggestions for URL name] \*\*\*Should be discussed and decided upon at the Kickoff Meeting.**

Insert URL here.

www.primeoncology.org/2014VJC\_EBC\_Madrid

\*\*Note: Do not include the name of the congress or society in the URL.

Page Title

Primary Keyword | Secondary Keyword

Insert Mobile App Name (restricted to 23 characters, including spaces. Conference names and abbreviations [ie, ASCO, ISHL] are appropriate to use. Do not include the location or year in the title. For Web activities, it is not necessary to include the type of activity [ie, CSP, Expert Review] in the title, as this will be indicated below the title. For Webcasts, use the same app title as was used for the live activity): **2014 ESMO VJC Breast**

Meta Description   
prIME Oncology’s *Virtual Journal Club: Expanding Options for Gene Expression Profiling and Risk Assessment in Patients with Early Breast Cancer* features an expert interview focusing on the role of novel gene expression profiles in patients with early breast cancer.

Key Words/Key Phrases

Gene expression profile

PAM50

Aleix Prat

Peter Dubsky

ATAC

Nanostring

Prosigna

nCounter

ABCSG-8

Analytical validation

Early breast cancer

Risk of recurrence

Molecular subtype

Distant recurrence

Late distant recurrence

Luminal A

Luminal B

HER2

Basal-like

ER-positive

1. **[Subject Line for Email Blast]**

A. Insert Email Blast Subject Line A copy here.

B. Insert Email Blast Subject Line B copy here.

1. **[Email Blast Copy]**

Either list parts above that are to be included in the email blast or insert new (different) copy that is to be used in the email blast.

Example:

Title

Date/Time

Faculty

Topics

Target Audience

Learning Objectives

Continuing Education Statement

Credit Designation Statement

Disclosures

Providership (with logos)

Support (no logos)

1. **[Other]**

Please add any additional copy needed but not listed above with a description of what it is and where it is needed.