|  |  |  |  |
| --- | --- | --- | --- |
| **Project Name (internal)** | Emory GI | **Project Code** | PI4LOT038 |
| **Project Manager** | Debbie Greiner | **Clinical Program Manager** | Amy Furedy |
| **Compliance** | Briana Devaser | **Editor** | Heather Tomlinson |

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**

**Items highlighted in GREEN are the Minimum Required Sections for creating an invite.**

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

*5th Annual Winship Gastrointestinal Cancer Symposium*

1. **[Congress-Specific Statement – not always necessary]**
2. **[Date/Time---Please do not use AM or PM for Ex-US projects]**

**Saturday, November 8, 2014**

**8.00 am – 3.00 pm**

1. **[Location]**

Room Name

InterContinental Buckhead Atlanta

3315 Peachtree Rd NE

Atlanta, Georgia

1. Meeting over view and
2. Travel Grant Statement are missing from here.
3. **[Target Audience]**

This educational activity is specifically designed to meet the needs of practicing medical oncologists and other healthcare professionals involved in the treatment of patients with gastrointestinal (GI) malignancies.

1. **[Learning Objectives]**

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

* Apply best practices in the management of patients with GI malignancies, including integrating novel therapies when appropriate and individualizing patient care
* Evaluate data for novel therapies for the treatment of GI malignancies and integrate these data into patient care
* Integrate a multidisciplinary strategy to identify the most effective patient care approaches for patients with GI malignancies
* Identify appropriate clinical trials for patients with GI malignancies

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

1. **[Faculty Listing---note bolding and lack of colons, alphabetical order]**

**Course Directors**

**Bassel F. El-Rayes, MD**

Professor of Medical Oncology

Associate Director for Clinical Research

Director of Gastrointestinal Oncology Program

Winship Cancer Institute of Emory University

Atlanta, Georgia

**Shishir K. Maithel, MD, FACS**

Associate Professor of Surgery, Division of Surgical Oncology

Winship Cancer Institute of Emory University

Atlanta, Georgia

**Field F. Willingham, MD, MPH**

**Assistant Professor of Medicine**

**Director of Endoscopy, Division of Digestive Diseases**

Emory University School of Medicine

Atlanta, Georgia

**Visiting Faculty**

**Peter J. Allen, MD, FACS**

**Associate Director for Clinical Programs**

**David M. Rubenstein Center for Pancreatic Cancer Research**

**Murray F. Brennan Chair in Surgery**

Memorial Sloan-Kettering Cancer Center

New York , New York

**Tanios Bekaii-Saab, MD**

Associate Professor

The James Cancer Hospital

Ohio State University Comprehensive Cancer Center

Columbus, Ohio

Laura Dawson, MD, FRCPC

Professor of Radiation Oncology

University of Toronto

Princess Margaret Hospital

Toronto, Ontario, Canada

**Thomas O’Dorisio, MD**

Professor of Internal Medicine, Endocrinology and Metabolism

University of Iowa Hospitals & Clinics

Iowa City, Iowa

**Marwan G. Fakih, MD**

Professor of Medical Oncology & Therapeutic Research

Director of Gastrointestinal Medical Oncology

City of Hope

Duarte, California

**Emory University Faculty**

**Kenneth Cardona, MD**

Assistant Professor of Surgery

**R. Donald Harvey, PharmD, FCCP, BCOP**

Associate Professor of Hematology and Medical Oncology

Director of Phase I Clinical Trials Section

**Natalyn Hawk, MD, PhD**

Assistant Professor of Hematology and Medical Oncology

**Jerome C. Landry, MD, MBA**

Professor of Radiation Oncology

Chief of Service, Edward Loughlin Oncology Center

Grady Memorial Hospital

**Joshua Novak, MD**

**Maria C. Russell, MD**

Assistant Professor of Surgical Oncology

Surgical Grand Rounds Co-Director

**Walid L. Shaib, MD**

Assistant Professor of Hematology and Medical Oncology

**Kei Yamada, MD**

Assistant Professor of Interventional Radiology and Image-guided Medicine

1. **[Agenda]**

**Schedule for the 2014 Winship Cancer Institute GI Symposium**

7.00 am Registration/breakfast buffet

8.00 am Welcome/opening remarks

**Session 1 Advances in Sarcoma, Gastric, and Colorectal Malignancy**

8.10 am Endoscopic approach to gastric tumors

*Field F. Willingham, MD, MPH*

8.30 am Systemic therapy for advanced-stage gastric cancer

*Tanios Bekaii-Saab, MD*

8.50 am Management of retroperitoneal sarcoma

*Kenneth Cardona, MD*

9.10 am Sequencing of treatment in metastatic colorectal cancer

*Marwan G. Fakih, MD*

9.40 am Case Discussion—sarcoma, gastric, and colorectal cancer

*Moderator: Maria C. Russell, MD*

*Panel: Field F. Willingham, MD, MPH; Kenneth Cardona, MD; Natalyn Hawk, MD, PhD; Marwan G. Fakih, MD*

10.00 am BREAK (meet the exhibitors)

**Session 2 Advances in Hepatobiliary and Neuroendocrine Tumors (NET)**

10.20 am Management of advanced hepatocellular carcinoma (HCC) and cholangiocarcinoma: Systemic therapies

*Walid L. Shaib, MD*

10.40 am Stereotactic body radiation therapy for unresectable liver tumors

*Laura Dawson, MD, FRCP*

11.10 am Incidental gallbladder cancer: Now what?

*Shishir K. Maithel, MD, FACS*

11.30 am Advanced pancreatic and GI neuroendocrine cancer

*Thomas O’Dorisio, MD*

12.00 pm Case Discussion—HCC, biliary, and NET

*Moderator: Bassel F. El-Rayes, MD*

*Panel: Laura Dawson, MD, FRCP; Shishir K. Maithel, MD FACS; Thomas O’Dorisio, MD; Kei Yamada, MD; Walid L. Shaib, MD*

12.30 pm LUNCH

**Session 3 Advances in Pancreatic Disease**

1.00 pmCurrent management of cystic neoplasms of the pancreas

*Peter J. Allen, MD, FACS*

1.30 pm Systemic therapy for advanced pancreas cancer

*Bassel F. El-Rayes, MD*

**Session 4 Improving Outcomes in GI Cancers**

1.50 pm Immunotherapy and novel targeted agents for clinical trials in GI cancers

R. *Donald Harvey, PharmD, FCCP, BCOP*

2.10 pm Optimizing nutritional status

*Joshua Novak, MD*

2.30 pm Case Discussion—Pancreas

*Moderator: Shishir K. Maithel, MD, FACS*

*Panel: Peter Allen, MD, FACS; Walid L. Shaib, MD; Joshua Novak, MD; Jerome C. Landry, MD, MBA*

3:00 pm Adjourn

1. **[Providership/Organizer—choose one]**

This activity is jointly provided by prIME Oncology and Winship Cancer Institute of Emory University.

1. **[Continuing Education---choose one]**

***[ACCME NOTE: The accreditation statement must appear on all CME activity materials and brochures distributed by accredited organizations, except that the accreditation statement does not need to be included on initial save-the-date type activity announcements. Such announcements contain only general, preliminary information about the activity such as the date, location and title. If more specific information is included, such as faculty and objectives, the accreditation statement must be included]***

**US CME**

**Summary Book/Invite/Flyer:** This activity has been planned and implemented in accordance with the accreditation requirements and policies of the Accreditation Council for Continuing Medical Education (ACCME®) through the joint providership of prIME Oncology and [Winship CancerInstitute]. prIME Oncology is accredited by the ACCME to provide continuing medical education for physicians.

[Insert ACCME logo]

prIME Oncology designates this [choose one: live or enduring or journal-based CME] activity for a maximum of *6. AMA PRA Category 1 Credits™.* Physicians should claim only the credit commensurate with the extent of their participation in the activity.

**Save-the-Date:** This activity has been planned and implemented in accordance with the accreditation requirements and policies of the Accreditation Council for Continuing Medical Education (ACCME®) through the joint providership of prIME Oncology and [Winship Cancer Insitutute]. prIME Oncology is accredited by the ACCME to provide continuing medical education for physicians.

This activity has been approved for *AMA PRA Category 1 Credit*™.

\*\*All CME/CE verbiage should receive final approval from Regulatory/Compliance Manager

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

Several options are available to organizations interested in supporting this conference. For more information, please contact Anne Rojas at Anne.Rojas@prIMEoncology.org.

**This activity is supported by an educational grant from** **BTG International, Inc.; Celgene Corporation; Lilly; and Novartis.**

This educational activity is supported by a grant from [insert company name(s), separated by semi colons if at least one company name contains a comma].

\*\*Only include logos on cover of print collateral if we include the accredited provider/joint providers logos as well.\*\* **[logos can only be included if they do not violate any of the rules and regulations below]**

**ACCME**

Effective June 1, 2014, any and all ACCME-accredited activities are prohibited from using any corporate logo as an acknowledgement of support.

Educational materials that are part of the CME activity cannot contain corporate logos of an ACCME defined commercial interest.

1. **[Registration/Fee Information]**

Insert Registration/Fee copy here.

Attendee registration and information

For additional information contact:

Debbie Greiner

Debbie.greiner@primeoncology.org

678-892-1362

Exhibitor registration and information

For additional information contact:

Theresa Huffman

thuffma@emory.edu

404-788-2818

1. **[Disclosures---can be in much smaller font if necessary]**

**US CME**

**Flyer**

Disclosure of Relevant Financial Relationships

prIME Oncology assesses relevant financial relationships with its instructors, planners, managers, and other individuals who are in a position to control the content of CME activities. Any potential 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.

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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.

**Summary Book**

Disclosure of Relevant Financial Relationships

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

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

Dr Bekaii-Saab has received consulting fees from Amgen, Bristol-Myers Squibb, Genentech, and Lilly. He has received research funding from NCCN, NCI, and Oncolytics. He has agreed to disclose any unlabeled/unapproved uses of drugs or products referenced in his presentation.

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

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

Dr El-Rayes has received research funding from Aveo, BBI Pharmaceuticals, Inc., Bristol-Myers Squibb, Kirin, Lilly, Novartis, Roche, and Synta. He has agreed to disclose any unlabeled/unapproved uses of drugs or products referenced in his presentation.

Dr Fakih has received consulting fees from Amgen, Genentech, Sanofi, and Sirtex Meical, Inc. He has agreed to disclose any unlabeled/unapproved uses of drugs or products referenced in his presentation.

Dr Harvey has received consulting fees from BTG International, Inc., Onyx, and Taiho. He has received research funding from Amgen, Bristol-Myers Squibb, Eli Lilly, Merck, Novartis, Onyx, Regeneron, and Sanofi. He has agreed to disclose any unlabeled/unapproved uses of drugs or products referenced in his presentation.

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

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

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

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

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

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

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

Dr Willingham has received research funding from Cook Medical, RedPath and Xlumena. He has agreed to disclose any unlabeled/unapproved uses of drugs or products referenced in his presentation.

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

Drs Allen, Cardona, Dawson, Hawk, Landry, Maithel, Novak, O’Dorisio,Russell, Shaib and Yamada have no relevant financial relationships to disclose.

The employees of prIME Oncology have disclosed:

* Janice Galleshaw, MD (medical director content reviewer)-no relevant financial relationships
* Nathan Kelly, PhD (medical director content reviewer) – no relevant financial relationships
* Janelle Bowersox, RN, OCN (clinical content reviewer) – no relevant financial relationships
* Heather Tomlinson, ELS (editorial content reviewer) – no relevant financial relationships

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1. **[Back Page Copy] used for invitation and/or summary books**

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the Netherlands

tel + 31.70.3067.190

About prIME Oncology

prIME Oncology is a global **pr**ofessional **I**ndependent **M**edical **E**ducation organization specializing in educational activities for physicians who treat patients with cancer. With the ultimate goal of improving patient outcomes, prIME Oncology provides evidence-based, state-of-the-art educational activities that assist oncology clinicians in making up-to-date and appropriate treatment decisions.

\*\*for Roche projects, please only use EU address\*\*

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

Insert URL here.

winshipGIcancersymposium.com

Page Title - Grace

*Winship Gastrointestinal Cancer Symposium*

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):

Emory GI Symposium 2014

Meta Description - Clinical  
**(**This 1-day engaging program will feature key didactic lectures and challenging clinical cases regarding the management of gastrointestinal cancers. It will provide the participant with valuable insights from experts in the field regarding best practices for each tumor type, with the ultimate goal of improving patient care.)

Key Words/Key Phrase – gastrointestinal cancer, sarcoma, gastric cancer, colorectal cancer, hepatobillary, advanced hepatocellular carcinoma, neuroendocrine tumors, liver cancer, gallbladder cancer, pancreatic cancer, biliary tract carcinoma, cholangiocarcinoma, immunotherapy, chemotherapy, nutrition, systemic therapy, radiation therapy, targeted therapy, novel therapeutic approaches, surgery

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

Register now for the 5th Annual Winship Gastrointestinal Cancer Symposium this Saturday, November 8

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 (with logos\* - see Support, Section #13 for restrictions)

Fee Statement

1. **[Registration Confirmation Copy] R**

Insert Registration Confirmation Email copy here.

Registration will be through Emory

Thank you for registering for [*Title*].

[Date/Time]

[Location]

[Insert additional instructions, shuttle info, etc.]

For questions, please email: [insert email address].

1. **[Registration Confirmation Copy]**

You have cancelled the registration process. None of your information has been captured. To register, please return to the meeting home page.

If you experience difficulty registering, please contact the meeting organizer at info@prIMEoncology.org.

1. **[Other]**

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

**WEB REQUIREMENTS**

|  |  |  |  |
| --- | --- | --- | --- |
| **Project Name (internal)** |  | **Project Code** |  |
| **Virtual Project Manager** | Choose an item. | **Clinical Program Manager** | Choose an item. |
| **Compliance** | Choose an item. | **Editor** | Choose an item. |

**Launch Date/Internal Launch Date:**

**Project Type**

Webcast

Downloadable Slides

CD/DVD

Podcast

Other:

**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:

**Target Audience**

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

Additional Emails (Supporters?):

**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:**

[**prIMEoncology.org/2014**](http://www.prIMEoncology.org/2014)**EmoryGI\_PDS**

**Additional Components**

Cases with Voting

Polls

Video Segmentation

Table of Contents

Other:

**Mobile App Title:**

Emory GI Symposium 2014

**LIVE MEETING-ASSOCIATED VIRTUAL ACTIVITIES**

1. **[Meeting-Associated Downloadable Slides]---VERIFY with Clinical after the meeting to see what presentation are to be included**

**5th Annual Winship Gastrointestinal Cancer Symposium**

**ACTIVITY FEATURES**

[Icon] Downloadable Slides

[Insert screen shot]

**ACTIVITY OVERVIEW**

prIME Oncology invites you to view Downloadable Slides from the 5th Annual Winship Gastrointestinal Cancer Symposium held in San Atlanta, Georgia, United States.

**ORGANIZER**

This activity is jointly sponsored by prIME Oncology and Winship Cancer Institute of Emory University.

**[Tab—Insert Disease Topic]**

Discussant: **Name, Degree,** Institute, City, State, Country

Topic: Insert agenda topic

Learning Objective: Insert presentation-specific objective

[insert divider line]\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Discussant: **Name, Degree,** Institute, City, State, Country

Topic: Insert agenda topic

Learning Objective: Insert presentation-specific objective

[insert divider line]\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Discussant: **Name, Degree,** Institute, City, State, Country

Topic: Insert agenda topic

Learning Objective: Insert presentation-specific objective

[insert divider line]\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Discussant: **Name, Degree,** Institute, City, State, Country

Topic: Insert agenda topic

Learning Objective: Insert presentation-specific objective

[insert divider line]\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

1. **Web Activity Page Titles**

Landing Page Title:  
Activity Page Title:

1. **Meta Description  
   (One description for each page (including landing pages and all activity pages.** This should be roughly 150 characters in length. This is the short description that will appear beneath the activity title in search results, so it should be a compelling, keyword-rich description that will encourage the user to click)
2. **Key Words and Key Phrases  
   (Please included as many key words or phrases as are associated with the activity. 15 or more is ideal. These are words or phrases that a viewer might use in a web search. Please add one key word/phrase per line) Example:***squamous cell nsclc  
   nsclc mutations  
   egfr mutations in nsclc  
   lung cancer nsclc  
   etc*