**WEB REQUIREMENTS**

|  |  |  |  |
| --- | --- | --- | --- |
| **Project Name (internal)** | ESH MM | **Project Code** | PI4LSS103 |
| **Virtual Project Manager** | Saskia Speth | **Clinical Program Manager** | Sanneke Koekkoek |
| **Compliance** | Choose an item. | **Editor** | Christi Gray |

**Launch Date/Internal Launch Date: Mid December**

**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: EHA VPS, others

**Target Audience**

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

Additional Emails (Supporters?):TYLES, EDWARD ([edward.tyles@novartis.com](mailto:edward.tyles@novartis.com))

[lydia.armstrong@novartis.com](mailto:lydia.armstrong@novartis.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

**BUT NEEDS EVAL**

**CME Posttest Link:**

**Webcast/PDS URL:** [www.prIMEoncology.org/MM\_Athens\_2014\_PDS](http://www.prIMEoncology.org/MM_Athens_2014_PDS)

**Additional Components**

Cases with Voting

Polls

Video Segmentation

Table of Contents

Other:

**Mobile App Title: ESH MM Athens**

**LIVE MEETING-ASSOCIATED VIRTUAL ACTIVITIES**

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

**Downloadable Slides From Evolving Therapeutic Strategies in Relapsed/Refractory Multiple Myeloma**

**ACTIVITY FEATURES**

[Icon] Downloadable Slides

[Insert screen shot]

**ACTIVITY OVERVIEW**

prIME Oncology invites you to view Downloadable Slides from the Evolving Therapeutic Strategies in Relapsed/Refractory Multiple Myeloma symposium held in Athens, Greece. A satellite symposium held in conjunction with the 2nd International Conference on Multiple Myeloma.

**PROVIDER**

This activity is provided by prIME Oncology.

**[Tab—Multiple Myeloma]**

Discussant: **Philippe Moreau, MD,** University Hospital of Nantes, Nantes, France

Topic: Relapsed or refractory multiple myeloma (MM): What lies beneath?

Learning Objective: Discuss the pathobiology of relapsed/refractory MM, including genetics, epigenetics, and interactions with the microenvironment

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

Discussant: **Maria-Victoria Mateos, MD, PhD,** University Hospital of Salamanca, Salamanca, Spain

Topic: What a difference a generation makes: The evolution of novel agents

Learning Objective: Employ best practices in the treatment of patients with relapsed/refractory MM, including optimal use of available agents, such as immunomodulatory drugs and proteasome inhibitors

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

Discussant: **Meletios Dimopoulos, MD,** University of Athens, Athens, Greece

Topic: Exploring the next generation of novel agents

Learning Objective:

* Evaluate recent clinical trial data and ongoing studies focused on the efficacy and safety of novel therapies for the treatment of relapsed/refractory MM
* Describe how emerging therapeutic options may fit into the current treatment landscape for relapsed/refractory MM

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

Discussant: **Antonio Palumbo, MD,** University of Torino, Torino, Italy

Topic: First do no harm (Primum non nocere): Balancing quality of life with quantity of life

Learning Objective:

* Evaluate recent clinical trial data and ongoing studies focused on the efficacy and safety of novel therapies for the treatment of relapsed/refractory MM
* Identify strategies to balance quality of life and efficacy when making treatment decisions for patients with relapsed/refractory MM

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

Discussant: **Meletios Dimopoulos, MD,** University of Athens, Athens, Greece

Topic: prIME Points™

Learning Objective:

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

**~~Insert Meeting Title~~**

**~~ACTIVITY FEATURES~~**

~~[Icon] Interactive Presentation~~

~~[Icon] Downloadable Slides~~

~~[Icon] Podcast (if appropriate)~~

~~[Icon] CME-Certified (if appropriate)~~

**~~ACTIVITY OVERVIEW~~**

~~This [CME-certified (if appropriate)] Webcast contains~~ **~~video and downloadable slides~~** ~~from the symposium/meeting [choose one] [Meeting Title], a prIME Oncology educational activity that was held on [insert date], in [insert location].~~

**~~TOPICS~~**

~~[Insert Agenda topic]~~

~~[~~*~~Insert presenter name and degree(s)]~~*

~~[Insert Agenda topic]~~

~~[~~*~~Insert presenter name and degree(s)]~~*

~~[Insert Agenda topic]~~

~~[~~*~~Insert presenter name and degree(s)]~~*

**~~FACULTY~~**

**~~Name, degree(s)~~**

~~Institution~~

~~City, State, Country~~

**~~Name, degree(s)~~**

~~Institution~~

~~City, State, Country~~

**~~Name, degree(s)~~**

~~Institution~~

~~City, State, Country~~

**TARGET AUDIENCE**

This educational activity is designed for hematologists, oncologists, and other healthcare professionals outside the United States interested and/or involved in the treatment of patients with multiple myeloma (MM).

The information in this activity is intended for healthcare professionals based outside of the United States. You will be asked to provide your credentials before participating in the activity. This activity may contain information on products outside the approved indications where you practice.

**LEARNING OBJECTIVES**

[check with Clinical to see if any need to be deleted]

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

* Discuss the pathobiology of relapsed/refractory MM, including genetics, epigenetics, and interactions with the microenvironment
* Employ best practices in the treatment of patients with relapsed/refractory MM, including optimal use of available agents, such as immunomodulatory drugs and proteasome inhibitors
* Evaluate recent clinical trial data and ongoing studies focused on the efficacy and safety of novel therapies for the treatment of relapsed/refractory MM
* Describe how emerging therapeutic options may fit into the current treatment landscape for relapsed/refractory MM
* Identify strategies to balance quality of life and efficacy when making treatment decisions for patients with relapsed/refractory MM

**~~CONTINUING MEDICAL EDUCATION [if applicable]~~**

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

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

**~~METHOD OF PARTICIPATION [if applicable]~~**

~~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)

~~Links to the posttest are available on the video player pages.~~

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

**DISCLOSURES [if applicable]**

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 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 activities and related materials that promote improvements or quality in healthcare and not a specific proprietary business interest of a commercial entity.

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 Dimopoulos has disclosed that he has received consultation fees from Celgene, Ortho-Biotech, and Onyx. He has agreed to disclose any unlabeled/unapproved uses of drugs or products referenced in his presentation.

Dr Mateos has disclosed that she has received consultation fees from Amgen, Celgene, Janssen, Onyx, and Takeda. She received fees for non-CME services from Celgene, Janssen, and Onyx. Furthermore, she received honoraria for CME services from Celgene and Janssen. She has agreed to disclose any unlabeled/unapproved uses of drugs or products referenced in her presentation.

Dr Moreau has disclosed that he has received consultation fees from Amgen, Celgene, Janssen, Millenium, Novartis, and Onyx. He has agreed to disclose any unlabeled/unapproved uses of drugs or products referenced in his presentation.

Dr Palumbo has disclosed that he has performed as a consultant or advisor for Amgen, Bristol-Myers Squibb, Celgene, Janssen Pharmaceuticals, Millennium, and Onyx. Furthermore, he disclosed receipt of honoraria from Amgen, Bristol-Myers Squibb, Celgene, Janssen Pharmaceuticals, Millennium, and Onyx. He has agreed to disclose any unlabeled/unapproved uses of drugs or products referenced in his presentation.

The employees of prIME Oncology have disclosed:

* Janice Galleshaw, MD (clinical content reviewer/planner) – no relevant financial relationships
* Sanneke Koekkoek, RN (clinical content reviewer) – no relevant financial relationships
* Christi Gray (editorial content reviewer) – no relevant financial relationships

Disclosure Regarding 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.

**~~PROVIDER~~**

~~This Webcast is provided by prIME Oncology.~~

**SUPPORTER**

Insert supporter statement from live meeting.

**ACTIVITY DATE**

Release Date: 13 December 2014

Expiration Date: 13 December 2015

**MOBILE APP VIEW ACTIVITY TEXT PER VIDEO**Insert presentation-specific text for the “View Activity” action item on the mobile app.

1. **Web Activity Page Titles**

Landing Page Title: Evolving Therapeutic Strategies in Relapsed/Refractory Multiple Myeloma  
Activity Page Title: Use Agenda Topic Items

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)

Downloadable slide presentations from thought leaders in the field in the management of patients with multiple myeloma

1. **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:**

Multiple myeloma

MM

Relapsed

Refractory

PIs

IMiDs

ASCT

Maintenance therapy

HDAC

Monoclonal antibodies

VEGF

HSP90

mTOR

carfilzomib

elotuzumab

vorinostat

panobinostat

plitidepsin

pomalidomide

lenalidomide

ixazomib

bortezomib

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

~~For each presentation:~~

~~Listing: City—Disease—Presenter~~

~~Description: [Name, degree(s)], from [Institution] discusses [insert topic description].~~