|  |  |  |  |
| --- | --- | --- | --- |
| **Project Name (internal)** | SABCS exUS BC Closed Event | **Project Code** | PI4LSS104 |
| **Project Manager** | Debbie Greiner | **Clinical Program Manager** | Amy Furedy |
| **Compliance** | Briana Devaser | **Editor** | Christi Gray |

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]**

*Striking Success: The Emergence of New Targeted Treatment Strategies for Advanced Breast Cancer*

*A prIME Oncology Closed Activity*

1. **[Congress-Specific Statement]**

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.

1. **[Date/Time]**

Friday, December 12, 2014

7.30 pm–8.00 pm Registration & Dinner

8.00 pm–9.45 pm Program

1. **[Location]**

Grand Hyatt San Antonio

Texas Ballroom – Fourth Floor

600 East Market Street

San Antonio, Texas, United States

1. **[Target Audience]**

This activity is designed to address the needs of medical oncologists, radiation oncologists, surgeons, pathologists, and other healthcare professionals outside of the United States involved in the use of systemic targeted therapies for patients with advanced breast cancer.

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.

1. **[Learning Objectives]**

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

* Describe the key molecular targets involved in the progression of breast cancer
* Evaluate recent data from trials examining combined targeted treatment for ER-positive and HER2-positive advanced breast cancer
* Identify the specific side effects associated with the use of molecularly targeted treatments and strategies to minimize their effects on patient safety, comfort, and quality of life
* Examine the promising molecularly targeted approaches to breast cancer management and ongoing pivotal trials

1. **[Faculty Listing]**

**Chair and Moderator**

Javier Cortés, MD, PhD

Vall d’Hebron University Hospital

Barcelona, Spain

**Speakers**

Sara Hurvitz, MD, FACP

University of California, Los Angeles

Los Angeles, California, United States

Wolfgang Janni, MD, PhD

University of Ulm

Ulm, Germany

1. **[Agenda]**

8.00 pm Welcome and introduction

*Javier Cortés, MD, PhD*

8.05 pm Drilling down on molecular targeted approaches to therapy

*TBD*

8.20 pm Q & A

8.25 pm Pump up the action: Enhancing response in HER2-positive breast cancer

*Sara Hurvitz, MD*, *FACP*

8.45 pm Q & A

8.50 pm Refining the safe and effective use of targeted treatments in ER-positive advanced breast cancer

*Wolfgang Janni, MD, PhD*

9.10 pm Q & A

9.15 pm New fields: Emerging novel targeted treatments for ER-positive breast cancer

*Javier Cortés, MD, PhD*

9.30 pm Panel discussion and questions

9.40 pm prIME Points™

*Javier Cortés, MD, PhD*

9.45 pm Adjourn

1. **Provider**

This activity is provided by prIME Oncology.

1. **[Continuing Education]**

[Do not include a Continuing Education Statement.]

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

This activity is supported by a grant from Novartis Oncology.

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

There is no fee for this activity and preregistration is not required; however, space is limited. Dinner will be served.

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

**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 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.

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.

**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 XXX has disclosed \_\_\_\_\_\_. S/He has agreed to disclose any unlabeled/unapproved uses of drugs or products referenced in her presentation.

The employees of prIME Oncology have disclosed:

* Robert Coleman, MD, FRCP(medical director content reviewer/planner) Expert testimony for Novartis Amy Furedy, RN, OCN (clinical content reviewer/planner) – 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.

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

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2595 AR The Hague

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tel + 31.70.3067.190

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prIME Oncology

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Atlanta, Georgia 30328

United States

tel + 1.678.892.1340

www.prIMEoncology.org

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.

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/SanAntonioBC2014

Page Title

Primary Keyword | Secondary Keyword

2014 SABCS BC Closed Activity

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):

SABCS BC ~~SYMP~~ Closed Activity

San Antonio Breast Cancer

Meta Description  
**(**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)

A prIME Oncology activity held in San Antonio, Texas, focusing on the use of targeted therapy in the treatment of patients with advanced breast cancer

Key Words/Key Phrases

Breast Cancer

Breast cancer

Everolimus

Afinitor

Javier Cortes

Sara Hurvitz

Wolfgang Janni

MBC

mTOR

PI3K

CDK 4/6

Palbociclib

BOLERO-1

Molecular pathways

Trastuzumab

Pertuzumab

T-DM1

Adverse events

Molecularly targeted treatments

ER-positive breast cancer

HER2-positive breast cancer

LEE011

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

A. Join Us in San Antonio for *The Emergence of New Targeted Treatment Strategies for Advanced Breast Cancer*

B. Register now for *The Emergence of New Targeted Treatment Strategies for Advanced Breast Cancer* on December 12, 2014 in San Antonio

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

Provider (with logos)

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

Fee Statement

1. **[Registration Confirmation Copy]**

Thank you for registering for *Striking Success: The Emergence of New Targeted Treatment Strategies for Advanced Breast Cancer.* Details are as follows:

Friday, December 12, 2014

7.30 pm–8.00 pm Registration & Dinner

8.00 pm–9.45 pm Program

Texas Ballroom – Fourth Floor

Grand Hyatt San Antonio

600 East Market Street

San Antonio, Texas, United States

Should you have any questions or need to cancel your participation, please contact Debbie Greiner at 678-892-1362 or debbie.greiner@primeoncology.org.

We look forward to your participation!

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]**

**Event ID: 5c48de56-83ac-479c-9c22-3857b5e2b3a4**

**WEB REQUIREMENTS**

|  |  |  |  |
| --- | --- | --- | --- |
| **Project Name (internal)** |  | **Project Code** |  |
| **Virtual Project Manager** | Meg Rew | **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?): OGrady, Paul [paul.ogrady@novartis.com](mailto:paul.ogrady@novartis.com)

Wang, Iris (Ext) ([iris.wang@novartis.com](mailto:iris.wang@novartis.com))

Sharon Whyopen (sharon\_k.wyhopen@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

**CME Posttest Link:**

**Webcast/PDS URL:**

**Additional Components**

Cases with Voting

Polls

Video Segmentation

Table of Contents

Other:

**Mobile App Title:**

**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 [Insert Meeting Title]**

**ACTIVITY FEATURES**

[Icon] Downloadable Slides

[Insert screen shot]

**ACTIVITY OVERVIEW**

prIME Oncology invites you to view Downloadable Slides from the [title] meeting held in San Diego, California, United States.

\*\*\*May add a “in conjunction with \_\_\_\_\_\_\_” phrase if this is from a symposium at a congress.

**PROVIDER**

This activity is provided by prIME Oncology.

**[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. **[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**

Insert target audience from live meeting

**LEARNING OBJECTIVES**

Insert objectives from live meeting [check with Clinical to see if any need to be deleted]

**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]**

Insert disclosure info from the live meeting.

**PROVIDER**

This Webcast is provided by prIME Oncology.

**SUPPORTER**

Insert supporter statement from live meeting.

**ACTIVITY DATE**

Release Date

Expiration Date

**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:  
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*
3. **[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].