**WEB REQUIREMENTS**

|  |  |  |  |
| --- | --- | --- | --- |
| **Project Name (internal)** | SABCS exUS | **Project Code** | PI4LSS104 |
| **Virtual Project Manager** | Meg Rew | **Clinical Program Manager** | Amy Furedy |
| **Compliance** | Briana Devaser | **Editor** | Christi Gray |

**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:

Wants promoted no later than end of second week of January

**Cross Promotion**

Yes

No

If Yes, List Activities:

Would try to list ex US Novartis activities.

**Target Audience**

US  
EX-US Statement and popup needed

The information in this activity is intended for healthcare professionals based outside of the United States.. This activity may contain information on products outside the approved indications where you practice  
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:** www.primeoncology.org/SanAntonioBC2014\_webcast

**Additional Components**

Cases with Voting

Polls

Video Segmentation

Table of Contents

Other:

**Mobile App Title:**

**SABCS BC Closed Activity**

**LIVE MEETING-ASSOCIATED VIRTUAL ACTIVITIES**

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

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

**ACTIVITY FEATURES**

[Icon] Interactive Presentation

[Icon] Downloadable Slides

**ACTIVITY OVERVIEW**

This Webcast contains **video and downloadable slides** from the *meeting* ***Striking Success: The Emergence of New Targeted Treatment Strategies for Advanced Breast Cancer***, a prIME Oncology closed activity that was held on December 12, 2014, in San Antonio, Texas.

**TOPICS**

Drilling down on molecular targeted approaches to therapy

Peter Schmid, MD, PhD, FRCP

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

Sara Hurvitz, MD, FACP

Refining the safe and effective use of targeted treatments in ER-positive advanced breast cancer Wolfgang Janni, MD, PhD

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

*Javier Cortés, MD, PhD*

**FACULTY**

**Javier Cortés, MD, PhD (Chair)**

Vall d’Hebron University Hospital

Barcelona, Spain

**Sara Hurvitz, MD, FACP**

University of California, Los Angeles

Los Angeles, California, United States

**Wolfgang Janni, MD, PhD**

University of Ulm

Ulm, Germany

**Peter Schmid, MD, PhD, FRCP**

Barts Cancer Institute

Queen Mary University of London

London, United Kingdom

**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. This activity may contain information on products outside the approved indications where you practice.

**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

**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 Cortés disclosed that he has received consulting fees from Celgene and Roche and fees for non-CME services from Celgene, Eisai, Novartis, and Roche. He has agreed to disclose any unlabeled/unapproved uses of drugs or products referenced in his presentation.

Dr Hurvitz disclosed that she has received consulting fees from Genentech. She has also performed contracted research for Amgen, Bayer, Biomarin, Boehringer Ingelheim, Genentech, GlaxoSmithKline, Lilly, Novartis, OBI Pharma, and Roche. She has agreed to disclose any unlabeled/unapproved uses of drugs or products referenced in her presentation.

Dr Janni disclosed that he has received consulting fees and performed contracted research for Amgen, AstraZeneca, Celgene, Novartis, Pfizer, and Roche. He has agreed to disclose any unlabeled/unapproved uses of drugs or products referenced in his presentation.

Prof Schmid has no relevant financial relationships to disclose. He has agreed to disclose any unlabeled/unapproved uses of drugs or products referenced in his 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.

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**

This activity is supported by a grant from Novartis Oncology.

**ACTIVITY DATE**

January xx 2014

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

**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:**

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

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