|  |  |  |  |
| --- | --- | --- | --- |
| **Project Name (internal)** | IMPAKT | **Project Code** | PI5LSS041 |
| **Project Manager** | Saskia Speth | **Clinical Program Manager** | Sanneke Koekkoek |
| **Compliance** | Briana Devaser | **Editor** | Trudy Stoddert |

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]**

*Creating Additional Impact on Estrogen Receptor–Positive Advanced Breast Cancer—The Role of Combination Treatment Strategies*

1. **[Congress-Specific Statement – not always necessary]**

*IMPAKT 2015 Industry Satellite Symposium*

1. **[Date/Time---Please do not use AM or PM for Ex-US projects]**

Thursday, 7 May 2015

12.00-13.00

1. **[Location]**

Silver Hall

SQUARE Brussels Meeting Centre

Glass Entrance

Rue Mont des Arts

Brussels, Belgium

1. **[Meeting Overview (or Statement of Need (if PIM is CME provider)]:**

We are pleased to invite you to our satellite symposium, Creating Additional Impact on Estrogen Receptor–Positive Advanced Breast Cancer—The Role of Combination Treatment Strategies, to be held on 7 May at the IMPAKT 2015 Industry Satellite Symposium in Brussels, Belgium.

1. **[Travel Grant Statement]**
2. **[Target Audience]**

This educational activity is intended for medical oncologists, radiation oncologist, surgeons, and other healthcare professionals involved in the treatment of patients with advanced breast cancer, as well as translation scientists involved in research into targeted therapies for the treatment of these patients.

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 educational activity, participants should be able to:

* Describe the key molecular targets involved in progression of breast cancer
* Evaluate recent data from trials of combined targeted treatment strategies for estrogen receptor–positive advanced breast cancer
* Identify the specific side effects associated with 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
* Discuss the value of reassessment of tumor biology during the metastatic course of the disease and the role of genomic information and other surrogate endpoints for selection of promising new therapeutic approaches

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

**Chair**

Martine Piccart, MD, PhD

Jules Bordet Institute

Brussels, Belgium

**Faculty**

David Cameron, MD, FRCP

University of Edinburgh

Edinburgh, United Kingdom

Angelo Di Leo, MD, PhD

Istituto Toscano Tumori

Hospital of Prato

Prato, Italy

Peter Schmid, MD, PhD, FRCP

Barts Cancer Institute

Queen Mary University of London

London, United Kingdom

1. **[Agenda]**

**Thursday, 7 May**

12.00 Welcome and introduction

*Martine Piccart, MD, PhD*

12.02Breaking down the pathways leading to endocrine resistance

*Angelo Di Leo, MD, PhD*

12.17 Q and A

12.20 Debate—“This house believes contemporary molecular information is required for the maximum impact of treatments for metastatic breast cancer”

Moderator: *Martine Piccart, MD, PhD*

For the motion: *Peter Schmid, MD, PhD, FRCP*

Against the motion: *David Cameron, MD, FRCP*

12.40 Adding power to endocrine therapy in estrogen receptor–positive advanced breast cancer

*Martine Piccart, MD, PhD*

12.55 Q and A

12.58 Symposium prIME Points™

*Martine Piccart, MD, PhD*

13.00 Adjourn

1. **Provider**

This activity is provided by prIME Oncology.

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

**No CME**

Do not include a Continuing Education Statement.

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

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 a grant from Novartis Oncology.

\*\*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.

**EACCME**

Logos are only permitted if they do not violate the following restrictions:

* Industry **names/logos** may also **not** appear in the vicinity of the EACCME accreditation statement.
* Commercial adverts may **not** be printed on the second (inside front cover) page and inside the first section (scientific/educational information section) of the programme booklet.
* Supporters’/Sponsors’ **names and logos** may **not** appear on the front cover of the programme or the homepage/landing page of the activity.
* The display of brand **names** and/or individual **logos** can**not** be in the scientific lectures or scientific programme.
* Any acknowledgement of commercial supporters/sponsors must be placed on a separate tab or a separate page (not in the scientific/educational section) dedicated to their acknowledgement.
* Supporter/sponsor name/logo must remain completely separate from the scientific agenda, accreditation statement, faculty, etc.
* Within the scientific programme and overview, sponsored symposia **must be identified** as such, but the names of the sponsors must not be mentioned, neither the details such as title, speakers, etc.  You therefore indicate them with a formula such as “industry-sponsored symposium”; Within this first “scientific” section, must not appear adverts, acknowledgements of sponsors etc.
* Acknowledgement of sponsors, where **names and logos** of sponsors **may** appear in the second section of the programme booklet (completely separate from educational/scientific/accreditation material)

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

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

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

**No 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 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

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 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: [[note: for Roche activities, only list Bojana, Trudy, and Regulatory/Compliance Manager]]

* Rob Coleman, MD, FRCP – (medical director content reviewer/planner) – expert testimony for Novartis
* Sanneke Koekkoek, RN (clinical content reviewer/planner) – no relevant financial relationships
* Trudy Stoddert, ELS (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. **[Welcome/Chair Letter] used for invitation and/or email blast**

Insert Welcome Letter copy here.

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

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Schenkkade 50, Suite 16

2595 AR The Hague

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tel + 31.70.3067.190

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Atlanta, Georgia 30328

United States

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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.

\*\*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 website URL here:

www.prIMEoncology.org/breast\_brussels2015

PDS:

www.prIMEoncology.org/breast\_brussels2015\_PDS

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):

IMPAKT Symp

Meta Description  
This life educational activity will provide insight on the current management of patients with target advanced breast cancer, presented by thoughts leaders in the field

Downloadable slide presentations from thought leaders in the field in the management of patients with advanced breast cancer

Key Words/Key Phrases

Estrogen receptor-positive

ER+

Advanced Breast Cancer

IMPAKT

Molecular pathways

Endocrine resistance

Advanced endocrine sensitive breast cancer

Adjuvant

Neoadjuvant

mTOR

PI3 kinase

AKT

FGF

IGF

Cell cyclins

Heat shock proteins

BOLERO

BELLE

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

A. Join Us in Brussels: Creating Additional Impact on Estrogen Receptor–Positive Advanced Breast Cancer—The Role of Combination Treatment Strategies

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]**

No CME – Audience is Ex-US Only

There is no fee to attend this activity. Continuing medical education credits are not given for attending this activity. prIME Oncology does not accept liability for travel, accommodations, or any other costs incurred by registrants.

1. **[Registration Confirmation Copy]**

Thank you for registering for *Creating Additional Impact on Estrogen Receptor–Positive Advanced Breast Cancer—The Role of Combination Treatment Strategies.*

Thursday, 7 May 2015

12.00 – 13.00

Silver Hall

SQUARE Brussels Meeting Center

Glass Entrance

Rue Mont des Arts

Brussels, Belgium

We advise you to come early as space is limited.

Please do not hesitate to contact us should you require any further information.  
  
Kind regards,

prIME Oncology

EU office:+31 70 30 67 155  
Fax: +31 70 33 18 335  
Email: [Saskia.Speth@prIMEoncology.org](mailto:Saskia.Speth@prIMEoncology.org)   
Web: [www.prIMEoncology.org](http://www.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)** | IMPAKT PDS | **Project Code** | PI5LSS041 |
| **Virtual Project Manager** | Choose an item. | **Clinical Program Manager** | Sanneke Koekkoek |
| **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

**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] symposium/meeting [choose one] 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].