**WEB REQUIREMENTS**

|  |  |  |  |
| --- | --- | --- | --- |
| **Project Name (internal)** | Virtual Poster Session | **Project Code** | PI4VPO102 |
| **Virtual Project Manager** | Meg Quick | **Clinical Program Manager** | Chelsey Goins |
| **Compliance** | Briana Devaser | **Editor** | Heather Tomlinson |

**Launch Date/Internal Launch Date:**

**October 6 or 7 2014**

**Project Type**

Virtual Poster Session (Video)

Downloadable Slides

Podcast

Other:

**Email Blast Included?**

Yes

No

Subject Line:

**Number of E-Blasts**

Only One

Two- Budget has 2 allocated  
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?):

[kostarides\_helen@lilly.com](mailto:kostarides_helen@lilly.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:**

**Additional Components**

Cases with Voting

Polls

Video Segmentation

Table of Contents

Other:

**Mobile App Title:**

**ESMO Poster Session**

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**

**In terms of LEAN, virtual products differ in that all sections should be complete prior to sending this form to Web (there is no minimum number of sections).**

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

*Virtual Poster Session: Updates from the 2014 European Oncology Congress in Madrid*

1. **[Activity Date]**

**Release Date:**

October XX, 2014

**Expiration Date:**

October XX, 2015

1. **[Activity Overview]**

View CME-certified abstract presentations and downloadable slides from the 2014 European Oncology Congress in Madrid.

1. **[Target Audience]**

This educational activity is designed for practicing medical, surgical, and radiation oncologists, and other healthcare professionals involved in the treatment of patients with cancer.

1. **[Learning Objectives]**

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

* Evaluate the risks and benefits of emerging therapies and novel treatment strategies for patients with solid tumors and hematologic malignancies, as well as the practical utility of these approaches based on recent clinical data
* Apply best practices regarding the treatment of patients with cancer, including integration of novel therapeutic approaches and individualization of care
* Appropriately integrate multimodality therapy and multidisciplinary care to improve the management of patients with cancer

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

1. **[Faculty Listing/Featured Experts/Discussants….Faculty Listing and Featured Experts sections are stacked, Discussants section is in-line]**

**Faculty**

Benoist Chibaudel, MD

Hôpital Saint Antoine  
Paris, France

Edward Garon, MD

Ronald Regan UCLA Medical Center

Los Angeles, California, United States

Rohit Lal, MRCP, PhD

The London Clinic

London, United Kingdom

Suresh Ramalingam, MD

Emory University

Atlanta, Georgia, United States

Martin Reck, MD, PhD

Hospital Grosshansdorf

Grosshansdorf, Germany

Eric Van Cutsem, MD, PhD

University Hospital Gasthuisberg

Leuven, Belgium

Andrew X. Zhu, MD, PhD

Massachusetts General Hospital

Boston, Massachusetts, United States

1. **[Featured Abstracts/Discussion Topics/Activity Topics]**

**GI Malignancies [Tab text: GI]**

Abstract LBA13: Phase III RECOURSE trial of TAS-102 vs placebo, with best supportive care (BCS), in patients (pts) with metastatic colorectal cancer (mCRC) refractory to standard therapies

*Presented by: Eric Van Cutsem, MD, PhD*

Abstract LBA16: Ramucirumab (RAM) as second-line treatment in patients (pts) with advanced hepatocellular carcinoma (HCC) following first-line therapy with sorafenib: Results from the randomized phase III REACH study

*Presented by: Andrew X. Zhu, MD, PhD*

Abstract 497O: Bevacizumab-erlotinib as maintenance therapy in metastatic colorectal cancer. Final results of the GERCOR DREAM study

*Presented by: Benoist Chibaudel, MD*

**Non-Small Cell Lung Cancer [Tab text: NSCLC]**

Abstract 1266P: Quality of life (QoL) results from the phase 3 REVEL study of ramucirumab + docetaxel (RAM + DTX) versus placebo + docetaxel (PL + DTX) in advanced/metastatic NSCLC patients (pts) with progression after platinum-based chemotherapy

*Presented by: Edward Garon, MD*

Abstract 1267P: Quality-of-life (QoL), tolerability, and supportive care results: Necitumumab phase 3 SQUIRE study

*Presented by: Martin Reck, MD, PhD*

Abstract LBA40\_PR: TARGET: A randomized, phase II trial comparing vintafolide versus vintafolide plus docetaxel, versus docetaxel alone in second-line treatment of folate-receptor-positive non-small cell lung cancer (NSCLC) patients

*Presented by: Rohit Lol, MRCP, PhD*

Abstract [1234P: A randomized, double-blind, phase 2 trial of veliparib (ABT-888) with carboplatin and paclitaxel in previously untreated metastatic or advanced non-small cell lung cancer](https://www.webges.com/cslide/library/esmo/browse/search/gbU#9faC02CL)

*Presented by: Suresh Ramalingam, MD*

1. **Provider**

This activity is provided by prIME Oncology.

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

**US CME**

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

[Insert ACCME logo]

prIME Oncology designates this enduring activity for a maximum of *1.5 AMA PRA Category 1 Credits™.* Physicians should claim only the credit commensurate with the extent of their participation in the activity.

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

**METHOD OF PARTICIPATION**

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 Lilly and AbbVie.

1. **[Disclosures]**

**CME**

**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.

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 Chibaudel has disclosed that he has received consulting fees from Roche and Sanofi-Aventis. He has agreed to disclose any unlabeled/unapproved uses of drugs or products referenced in his presentation.

Dr Garon has disclosed that he has performed contracted research for Eli Lilly. He has agreed to disclose any unlabeled/unapproved uses of drugs or products referenced in his presentation.

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

Dr Ramalingam has disclosed that he has received consulting fees from AbbVie, Amgen, AstraZeneca, Aveo, Celgene, Lilly, Genentech, Gilead, and Novartis. He has agreed to disclose any unlabeled/unapproved uses of drugs or products referenced in his presentation.

Dr Reck has disclosed that he has received consulting fees from AstraZeneca, Boehringer-Ingleheim, Bristol-Myers Squibb, Hoffmann-La Roche, Lilly, Novartis, and Pfizer. He has also received non-CME fees from AstraZeneca, Boehringer-Ingelheim, Bristol-Myers Squibb, Hoffmann-La Roche, Lilly, and Pfizer. He has agreed to disclose any unlabeled/unapproved uses of drugs or products referenced in his presentation.

Dr Van Cutsem has disclosed that he has received grants and/or research support from Amgen, Bayer, Boehringer, Lilly, Novartis, Merck Serono, Roche, and Sanofi. He has agreed to disclose any unlabeled/unapproved uses of drugs or products referenced in his presentation.

Dr Zhou has disclosed that he has received consulting fees from Eisai, Exelixis, Celgene, and Sanofi-Aventis. He has agreed to disclose any unlabeled/unapproved uses of drugs or products referenced in her presentation.

The employees of prIME Oncology have disclosed:

* Chelsey Goins, PhD (clinical content planner/reviewer) – no relevant financial relationships
* Heather Tomlinson, 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.

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.

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/2014VPS\_Madrid

\*\*Note: Do not include the name of the congress or society in the URL.

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):

ESMO Poster Session

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)

Experts in lung cancer and gastrointestinal malignancies present their cutting edge research from the 2014 European Society of Medical Oncology meeting.

Key Words/Key Phrases

Hepatocellular carcinoma

Lung cancer

Colorectal cancer

Non-small cell lung cancer

Ramucirumab

Netcitumumab

Vintafolide

TAS-102

RECOURSE

SQUIRE

REVEL

GERCOR DREAM

REACH

TARGET

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

A. Insert Email Blast Subject Line A copy here.

B. Insert Email Blast Subject Line B copy here.

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

Providership (with logos)

Support (no logos)

1. **[Other]**

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