

SEVENTH ANNUAL

# Focus on Melanoma

For Melanoma and At Risk for Melanoma

## Registration

To Register or for more information: **800-789-PENN (7366)**  
or Register on-line at: [oncolink.org/conference/melanoma](http://oncolink.org/conference/melanoma)

**Registration Deadline: Monday, May 10, 2010**

**Conference is free of charge. No registration fee required.**

**\$20 Suggested donation (non-tax deductible) to support the "Focus on Melanoma" Conference.** Cash, check or money order accepted the day of the conference. Credit cards accepted with our on-line registration.

## Hotel

Self-parking is available at the Hilton and will be validated.  
For directions to the Hilton Hotel on City Avenue, call 215-879-4000.

If you need overnight accommodations call Randy Schaller at 215-879-3399.

## Who Should Attend

- Newly diagnosed with melanoma
- Melanoma survivors
- Diagnosis of pigmented lesion
- Family members and caregivers of those with melanoma or pigmented lesions

**The Focus on Melanoma Cancer Conference** is being held in collaboration with the PENN Medicine Development Office and the Melanoma Research Foundation. Attendees will receive communication from the PENN Medicine Development Office and the Melanoma Research Foundation regarding their research and programs. Participation in this conference is optional and patient privacy has been maintained. If you would prefer not to receive development materials, we will make reasonable efforts to honor such a request. Please send a written request with your name, and address to Tricia Bruning, Abramson Cancer Center Development Office, 3535 Market Street, Suite 750, Philadelphia, PA 19104; or to Sherice Koonce, The Melanoma Research Foundation, 170 Township Line Road, Bldg B Hillsborough, NJ 08844.

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**Abramson Cancer Center  
Penn Medicine**



**Focus on Melanoma Conference**

Abramson Cancer Center  
3400 Spruce Street  
1603 Penn Tower  
Philadelphia PA, 19104

**Focus on  
Melanoma**

**Friday, May 14, 2010**

**7:30 AM - 2:30 PM**

**Hilton Hotel**

4200 City Avenue, Philadelphia, PA

**Abramson Cancer Center  
Penn Medicine**



**Educational Conference  
SEVENTH ANNUAL**

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Hilton Hotel | 4200 City Avenue | Philadelphia, PA



A Comprehensive Cancer  
Center Designated by the  
National Cancer Institute

**LIVESTRONG**  
SURVIVORSHIP CENTER  
OF EXCELLENCE NETWORK

# Agenda

## CHECK-IN • 7:30 AM

Ask the Experts' Session Sign-Up  
Continental Breakfast / Visit Exhibits

## WELCOME • 8:00 AM

**Lynn Schuchter, MD** - Conference Chair  
**Craig Thompson, MD** - Director, Abramson Cancer Center

## GENERAL SESSIONS • 8:15 AM

**NEW** Health Care Briefing - Joseph Carver, MD

8:30 AM - 10:20 AM

### What's New in Melanoma - Part 1

Hear about the latest advances including innovative treatment options and clinical trials at Penn.

**Chris Miller, MD** - Dermatology

**Daniel Powell, PhD** - Immunotherapy

**Ravi Amaravadi, MD** - Targeted Therapy

#### Panel of Experts

**Lynn Schuchter, MD** - Panel Moderator

**Leslie Fecher, MD** - Hematology-Oncology

**Samuel Yoon, MD** - Oncologic Surgery

**Suzanne McGettigan, CRNP** - Hematology-Oncology

**Elizabeth Reimet, MD, PT** - Cancer Rehabilitation

10:30 AM - 11:15 AM

### **NEW** Resilience - Implications in Cancer

#### Survivor Panel

**Ruth Steinman, MD**

11:00 AM - 12:00 PM

### **NEW** Inspirational Keynote: **Bruce Feiler, "The Council of Dads"**

12:00 PM

### Lunch and Ask the Experts

### **NEW** Safe in the Sun Fashion Show - Colleen Bronstein, SUN THREADZ

1:45 PM - 2:30 PM

### What's New in Melanoma - Part 2

#### Personalized Medicine

**Lynn Schuchter, MD**

2:30 PM

### Conference Ends

Visit [PennMedicine.com/abramson](http://PennMedicine.com/abramson) and click on this event to learn more about our Conference experts.

## Conference Chair

**Lynn Schuchter, MD**

Professor, Medicine (Hematology/Oncology)

Chief, Hematology/Oncology Division

Program Leader, Melanoma Research Program

## ASK THE EXPERTS

12:30 PM - 1:45 PM

Talk to our Cancer Experts One-on-One

TOPIC	EXPERT
Coping with Emotions	Margaret Lazar, MS, MSW, LCSW Kava Schafer, MDiv, MA
Dermatrak, Skin Imaging	Bill Witmer, BS
Employment and Insurance Concerns	Greg Heller, Esq Rodney Warner, Esq
Exercise and Lymphedema	Elizabeth Reimet, MD, PT
Financial Planning	Andrew Cohen, Financial Advisor
Home Care & Symptom Management	Jennifer Savon, RN, MSN, CPHN
Integrative Medicine <ul style="list-style-type: none"> <li>• Mindfulness</li> <li>• Reiki</li> <li>• Yoga &amp; Meditation</li> </ul>	Francie Halderman, RN Kimberly Fleisher, RMT, MEd Fern Nibauer-Cohen
Managing Physical Symptoms / Survivorship	Suzanne McGettigan, MSN, CRNP
Nutrition, Herbs, Vitamins & Supplements	Karen Wagner, MS, RD, LDN
Sun Safety	Rachael Woods, BSN, RN
Your Medications: Chemotherapy, Prescriptions, and Over-the-Counter Drugs	Jennifer Davis, PharmD, BCOP

## About the Melanoma Research Foundation [melanoma.org](http://melanoma.org)

The Melanoma Research Foundation (MRF) was founded in 1996 and has become the leading research foundation for melanoma. The Foundation has worked closely with the research and medical community to encourage a dialog to increase chances of cure through its research congresses; participated in National Cancer Institute initiatives; organized the first steps of a melanoma coalition for advocacy; and hosts a very interactive website for patients and caregivers ([mpip.org](http://mpip.org)). Its three part mission, supporting basic and clinical research, education of patients and caregivers, and advocating for the melanoma community is funded primarily through community fundraisers across the United States organized and managed by MRF volunteers. Other primary sources include memorial donations, individual gifts, and unrestricted grants from pharmaceuticals. For further information, please call 1-800-MRF-1290 or email [info@melanoma.org](mailto:info@melanoma.org).

## INSPIRATIONAL KEYNOTE SPEAKER

**Bruce Feiler**  
*The Council of Dads*

**THE COUNCIL OF DADS** is the book Bruce Feiler never expected to write. For years, he has captivated readers with his smart, witty, insightful storytelling chronicling his heart-stopping adventures around the world in such bestsellers as *Walking the Bible*, *Abraham*, and *America's Prophet*. But in 2008, Feiler, the father of two young girls, learned he had a life-threatening tumor in his left femur. Confronting the possibility that he may not be around to help his daughters grow up, he reached out to six men from important turning points in his own life and asked them to be present through the passages in his daughters' lives and called this group of men "The Council of Dads." Bruce shares his story of love, family, and celebration of friendship as a testament to the profound power of human connections.

**SAFE IN THE SUN FASHION SHOW HOSTED BY COLLEEN BRONSTEIN OF SUN THREADZ**, the ONLY designer clothing company for Sun Protection Clothing to promote sun protection and designed by a melanoma survivor; someone who knows what it means and how it should feel to be truly protected and safe from the sun.



Sun Threadz

Safe In The Sun Designer Clothing

## About the Abramson Cancer Center [PennMedicine.org/abramson](http://PennMedicine.org/abramson)

The Abramson Cancer Center of the University of Pennsylvania is one of a select group of cancer centers in the country awarded the prestigious designation of Comprehensive Cancer Center by the National Cancer Institute. This status reflects our outstanding research, clinical services, education and information services, and community outreach.

The Cancer Center is comprised of over 400 doctors and scientists, all of whom are dedicated to increasing knowledge concerning the prevention and cure of cancer. Penn's Cancer Center offers multidisciplinary evaluations, so patients can receive diagnoses and treatment options quickly and easily, as well as comprehensive treatment services for all types of cancer. As part of Penn Medicine, we are able to build upon the resources of one of the nation's foremost medical centers, enabling us to address all of our patients' medical needs. We are committed to treating each patient as our only patient, while pursuing our understanding of, and ability to fight cancer.

The Abramson Cancer Center's Living Well After Cancer™ Program for adults and childhood cancer survivors is proud to be the only LIVESTRONG™ Survivorship Center of Excellence in the region. This designation, awarded by the Lance Armstrong Foundation, reflects our excellence in clinical care, research and education for adults and childhood cancer survivors.

