

# Focus on Melanoma Conference

PRESENTED BY:



7:30 am

## Check In

**Grand Salon**

Ask the Experts Sign-up (***Talk One-on-One, Time is limited!***)  
Continental Breakfast/Visit Exhibits

## Welcome

8:00 am

*Lynn Schuchter, MD, Conference Chair*  
*Joseph Carver, MD, Chief of Staff, Abramson Cancer Center*

**Grand Salon**

## Upcoming Cancer Center Events

*Tricia Bruning, Executive Director, Development*

## Upcoming Melanoma Research Foundation Events

*Tim Turnham, PhD, Executive Director*

## Melanoma Advocacy Award

*Presented to Victoria Johnson*

## General Session

8:25 am

## Health Care Reform Briefing

**Grand Salon**

*Joseph Carver, MD, Chief of Staff, Abramson Cancer Center*

8:40 am

## What's New in Melanoma - Part 1

*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*

<b>10:30 am</b>	<b>Break</b>	
<b>10:40 am</b>	<b>Resilience - Implications in Cancer</b> <b><i>Survivor Panel</i></b> <i>Ruth Steinman, MD</i>	<b>Grand Salon</b>
<b>11:10 am</b>	<b>Inspirational Keynote</b> <b><i>Bruce Feiler, "The Council of Dads"</i></b> <b><i>Book signing at 12:45 pm in Grand Salon</i></b>	<b>Garden</b>
<b>12 Noon</b>	<b>Lunch/Visit Exhibits</b>  <b>Safe in the Sun Fashion Show by</b> <b><i>Colleen Bronstein, SUN THREADZ</i></b>  <b>Gift presented by</b> <i>Carol Leckey, Christina Furlong,</i> <i>Kelly McGlynn, and Ellen Carney</i>  <b>Hosts for Hospitals</b> <i>Tammy Forstater, Outreach Coordinator</i>  <b>The Wellness Community of Philadelphia</b> <i>Kathleen Coyne, Program Director</i>	<b>Grand Salon</b>

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## QUESTIONS

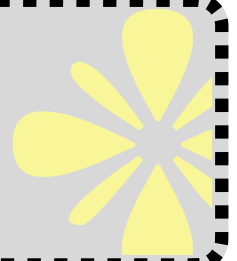
Speakers will take questions AFTER their presentations.

*Because the conference is video recorded, when asking a question please complete a  
"HIPPA Release Form."*

*These forms are located at the registration table. You DO NOT need to complete this form if you write  
your question down and hand it to one of the conference facilitators.*

## Evaluations

Please help us plan the next conference by  
completing the evaluation form. Thank you.



*Time is limited! Please sign up at individual tables in the Check-In Area!*

<b>ONE-ON-ONE</b>	
<b>Topic</b>	<b>Expert</b>
Clinical Trials	<i>Lydia Giles, BSN, RN</i>
Coping with emotions	<i>Margaret Lazar, MS, MSW, LCSW Kava Schafer, MDiv, MA</i>
Dermatrak, Skin Imaging	<i>Bill Witmer, BS</i>
Employment and Insurance Concerns	<i>Greg Heller, Esq &amp; Lorrie McKinley, Esq</i>
Exercise and Lymphedema	<i>Elizabeth Reimet, MD, PT</i>
Financial Planning	<i>Andrew Cohen, Financial Advisor</i>
Giving Back	<i>Tricia Bruning Laura Rostock</i>
Home Care & Symptom Management	<i>Jennifer Savon, RN, MSN, CPHN</i>
Integrative Medicine <ul style="list-style-type: none"> <li>• Mindfulness</li> <li>• Reiki</li> </ul>	<i>Francie Halderman, RN Kimberly Fleisher, MEd, RMT</i>
Managing Physical Symptoms	<i>Suzanne McGettigan, MSN, CRNP</i>
Nutrition, Herb & Vitamins	<i>Karen Wagner, MS, RD, LDN</i>
Sun Safety	<i>Rachel Woods, BSN, RN</i>
Your Medications	<i>Jennifer Davis, PharmD, BCOP</i>

**NEW**

**NEW**

1:45 pm

**What's New in Melanoma – Part 2**

**Grand Salon**

**Personalized Therapies**

*Lynn Schuchter, MD, Conference Chair*

2:30 pm

**Conference Ends**

## Please visit our Exhibitors

### **Penn Medicine**

- Cancer Education
- Development

Faith & Hope Boutique

Hosts for Hospitals

Melanoma International Foundation

Melanoma Research Foundation

Noreen O’Neill Foundation for  
Melanoma Research

PennHome Care and Hospice

Susan Fazion Foundation for Melanoma Research

Sun Threadz, Safe in the Sun Fashion

The Wellness Community of Philadelphia

*Special thanks to the Melanoma Research Foundation for co-sponsoring our 7<sup>th</sup> Focus on Melanoma Conference*

## ***Educational Grant Provider***

*The Abramson Cancer Center thanks our educational grant provider for its generous support*

# **Genentech**

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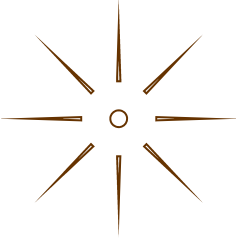
### **Photos and Video**

Photo and video will be taken for our newsletters and websites.


**If you are okay with photos and video, please:**

- **fill a consent form**
- **wear a BLUE name tag and**
- **Strike a Pose!**

***If you DO NOT want to be included, please make sure you wear a RED name tag.***



*The Abramson Cancer Center  
Gratefully Acknowledges the  
Generous Support of our Friends*



*George and Elizabeth Graham*

*Frank and Ellen Suitek*

*Carol and John Lucey*

*Noreen O'Neill Foundation for Melanoma Research*



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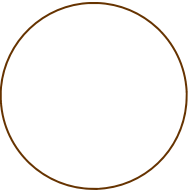

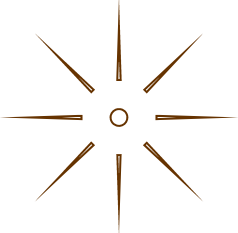
*Contributing to the Abramson Cancer Center's*




*7<sup>th</sup> Annual Focus on Melanoma Conference*

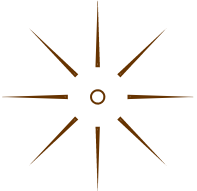
*Like every patient, each donation we receive is important.*

*Individual sponsorships are available to support our "Focus of Melanoma" annual conference. Please consider a donation at any of the following levels:*

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- 
- *Friends \$10 - \$499*
  - *Circle of Hope \$500 – \$999*
  - *Patient Care Society \$1,000 – \$2,499*
  - *Faculty Society \$2,500 – \$4,999*
  - *Benefactor \$5,000 – \$9,999*
  - *Director's Society \$10,000 and above*
- 

*You can learn about the Abramson Cancer Center, our melanoma program and more about how you can contribute, by visiting our website at [PennMedicine.org/Abramson](http://PennMedicine.org/Abramson).*



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- *Click **Make a Donation** on the left side of the screen*
  - *click **Online Gifts Supporting Specific Program or Research Areas***
  - *click **Patient Conference Fund***
  - *or call Tricia Bruning at (215) 898-1033.*

**FREE**

## ***Massage & Reiki***

During the conference our integrative therapy providers will be available to provide massage and Reiki.

You can find their table in the back of the Main Room, stop by to sign up for a **FREE** session.

***Laurie Elder, BFA, RMT*** - Reiki Master & Teacher

***Kimberly Fleisher, MEd, RMT*** - Reiki Master & Teacher

***Michael Murphy, CMT, RMT*** - Massage Therapist &  
Reiki Master

### **INTEGRATIVE MEDICINE PROVIDERS**

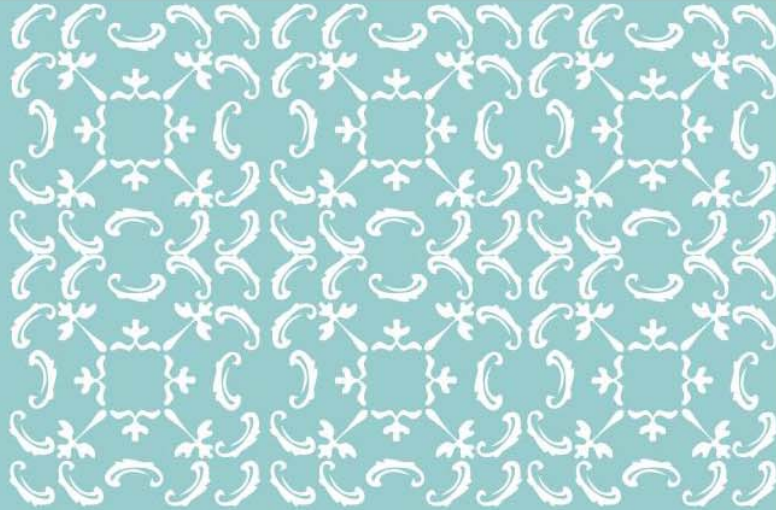
**Laurie Elder, BFA, RMT** is a Reiki Master Practitioner and Teacher at the Reiki School and Clinic. She has been practicing Reiki since July of 2000 and is in her 4th year of teaching. Laurie also has a BFA in graphic design and works as a freelance graphic designer. She is part of the collaborative group creating a Reiki volunteer program for The Abramson Cancer Center, and is a member of The Integrated Oncology Working Group at HUP.

**Kimberly Fleisher, MEd, RMT** is the founder and director of The Reiki School and Clinic in Philadelphia. She has been practicing Reiki for 15 years. Kim specializes in Reiki education, particularly in the healthcare field. She is the team leader for PENN Medicine's Reiki Program, which provides reiki sessions to patients receiving cancer treatments.

**Michael Murphy, CMT, RMT** is a certified massage therapist and Reiki master teacher on the staff of The Reiki School and Clinic of Philadelphia. He has been doing bodywork since 2004. In addition to his professional practice, Michael uses his talents and abilities to help raise awareness and funds for local causes, and he volunteers his time to those who encounter financial hardship and can use therapeutic care. He is part of the collaborative group creating a Reiki volunteer program for the Abramson Cancer Center.

**Come by the Raffle table to get your tickets!**

COURTESY OF



# Raffle

## Win a Cosmetics Master Class

- Retail Value is \$500 at Saks Fifth Avenue
- For you and eleven of your friends
- Learn the latest trends in make-up and skincare

**1 ticket \$5**

**5 tickets - \$20**



# Conference Faculty from the Abramson Cancer Center

## CONFERENCE CHAIR

**Lynn Schuchter, MD** is Professor of Medicine (Hematology/Oncology) at the Abramson Cancer Center and Chief of the Hematology/Oncology Division. Dr. Schuchter joined the Abramson Cancer Center in 1989, after completing her training and research fellowships at the National Cancer Institute and Johns Hopkins Oncology Center. She finished her residency at Michael Reese Hospital, in Chicago, after graduating from the Chicago Medical School in 1982. In addition to a busy clinical practice, she dedicates much of her time to clinical research for melanoma, including new, targeted therapies and vaccine trials, and is the Program Leader of the Abramson Cancer Center's National Cancer Institute approved and funded Melanoma Research Program. Currently, Dr. Schuchter participates in several national, multi-site vaccine trials for melanoma. She is a leading researcher in the study of the medication Gleevec (Imatinib mesylate), in combination with chemotherapy for the treatment of advanced melanoma. Dr. Schuchter chairs the Public Policy Committee and is past chair of the Communications Committee for the American Society of Clinical Oncology. She is the recipient of numerous awards and honors, including the John Glick Teaching Award from the Abramson Cancer Center (1995) and the Career Development Award from the American Cancer Society (1991-1993). She has edited and published over 60 peer-reviewed textbooks and articles for such prestigious publications as: *Annals of Internal Medicine*, *Cancer*, the *Journal of Clinical Oncology*, and the *New England Journal of Medicine*. Dr. Schuchter is a board member of Living Beyond Breast Cancer, a Philadelphia-based education and support organization for women affected by breast cancer. She is also the chair of the Scientific Advisory Committee for the Melanoma Research Foundation.

## SPEAKERS & EXPERTS FROM THE ABRAMSON CANCER CENTER

**Ravi Amaravadi, MD** is Assistant Professor of Medicine at the University of Pennsylvania. He conducts clinical trials of new cancer therapies for melanoma and other cancers. His laboratory research is focused on mechanisms of resistance to chemotherapy and targeted therapy.

**Joseph Carver, MD** is the Chief of Staff of the Abramson Cancer Center and the Chief Operating Officer of the Abramson Family Cancer Research Institute of the Abramson Cancer Center of the University of Pennsylvania. He is a Board Certified cardiologist and serves as a Clinical Professor in the Division of Cardiology at the University of Pennsylvania. His clinical practice is in the subspecialty of Oncologic Cardiology. Dr. Carver is the Founding Editor of the American Journal of Managed Care and was a Senior Corporate Medical Director at Aetna U.S. Healthcare from 1992-2001 where he was responsible for new program development and directed the National Medical Excellence Program. From 1999-2001, he was Co-chairperson of the New Jersey and Michigan Working Groups that established voluntary agreements among the insurers in those states to cover the routine costs of clinical trial participation for cancer patients.

**Leslie Fecher, MD** is Assistant Professor of Medicine in the Division of Hematology and Oncology at the University of Pennsylvania. She earned her medical degree from Indiana University School of Medicine and completed her Internal Medicine residency at the University of Texas Southwestern. Leslie completed a fellowship in Medical Oncology at Johns Hopkins University. She specializes in the treatment of patients with melanoma as well as other advanced skin cancers in her medical oncology clinic as well as in the multidisciplinary Pigmented Lesion Clinic. Leslie's research focus includes clinical and translational research in the field of melanoma. She is active in conducting and designing clinical trials evaluating single and combinatorial therapies in melanoma, including molecular, cytotoxic and immunotherapeutic agents.

**Francie Halderman, RN**, is a consultant providing program development and strategic planning for the Penn Program for Mindfulness. She has 27 years of combined clinical and executive nursing experience. Francie served as a national director of nursing developing system-wide programs for healthcare organizations, and teaches stress reduction and mindfulness programs for patients, the general public, and healthcare providers.

**Margaret Lazar, MS, MSW, LSW** is the Director of Patient and Family Services and a licensed social worker. She has worked in a variety of treatment settings, providing individual, couple and group therapy with people with both psychiatric and medical illness and has worked at the University of Pennsylvania Health System since 1989.

**Suzanne McGettigan, MSN, CRNP** is an Oncology Nurse Practitioner in the Melanoma Program at the Abramson Cancer Center at the University of Pennsylvania. She holds an appointment as lecturer in the undergraduate and graduate nursing programs at the University of Pennsylvania, School of Nursing. After graduating from Washington and Lee University with a Bachelor of Science in Biology, she earned both her Bachelor of Science and Master of Science in Nursing from the University of Pennsylvania. Ms. McGettigan holds board certification as an

Advanced Oncology Nurse and an Adult Nurse Practitioner. She is a board member of the Oncology Nursing Society and a member of Sigma Theta Tau.

**Christopher Miller, MD** is Assistant Professor of Dermatology and the Director of Dermatologic Surgery at the Hospital of the University of Pennsylvania. He earned his medical degree at Jefferson Medical College of Thomas Jefferson University in 2000 and his bachelor at University of Notre Dame in 1996. Chris clinical practice focuses on the use of Mohs micrographic surgery and reconstructive surgery to treat patients with skin cancer. He supplements his clinical practice with research concentrating on the clinical and epidemiologic aspects of various skin cancers, including basal cell cancer, squamous cell cancer, and malignant melanoma. Chris recent research evaluated the role of acquired genetic mutations in the development of malignant melanoma. He will also continue to investigate his special interests in advanced techniques of Mohs micrographic surgery, reconstructive surgery, dermatologic surgery education, and service excellence in health care delivery.

**Daniel Powell, PhD** is a Research Assistant Professor in the Department of Pathology and Laboratory Medicine and the Department of Obstetrics and Gynecology at the University of Pennsylvania. He also has a joint appointment as Deputy Director of the Cell and Vaccine Production Facility within the Abramson Cancer Center. Dr. Powell is an international expert in tumor vaccines and adoptive lymphocyte immunotherapy and was recently recruited from the National Cancer Institute. As a senior research fellow at the Surgery Branch at NCI, working with Dr. Steven Rosenberg, he developed novel combinatorial approaches for tumor vaccination, investigated the role of immunosuppressive regulatory T cells in cancer, and applied adoptive T cell immunotherapy for the treatment of patients with metastatic melanoma. He received his bachelor's degree from Cabrini College and completed his doctoral training at Thomas Jefferson University in Philadelphia, where he developed mouse models of human thyroid cancer to elucidate the molecular mechanisms of tumor progression and study the immunological nature of thyroid cancer. Now, as a member of Penn's Ovarian Cancer Research Center, Dr. Powell is actively developing novel immunotherapeutic strategies, including experimental cell-based therapeutics, genetically modified T cell therapy and cancer vaccination, for the treatment of ovarian cancer and melanoma.

**Elizabeth Reimet, MD, PT** is Assistant Professor of Physical Medicine and Rehabilitation and the Director of the Cancer Rehabilitation Program at the Abramson Cancer Center. Dr. Reimet received her undergraduate degree in physical therapy from Boston University, she is Board Certified in Internal Medicine, and she completed a Cancer Rehabilitation Fellowship at the University of Pennsylvania. Her clinical areas of interest and expertise include cancer fatigue, chemotherapy induced peripheral neuropathy, and cancer related lymphedema.

**Jennifer Savon, RN, MSN, CPHN** is Coordinator of Clinical Education at Penn Homecare and Hospice Services/Wissahickon Hospice. She is responsible for the coordination and development of education programs for clinical, contracted and inpatient facility staff. Jennifer oversees the Quality Improvement program. She has a Bachelors in Science in Nursing from DeSales University and a Masters in Health Education from St Joseph's University.

**Kava Schafer, MDiv, MA** is the Staff Oncology Chaplain in the Pastoral Care Department at the Hospital of the University of Pennsylvania. In her work as chaplain and as a spiritual director in holistic spirituality, she provides emotional and spiritual support for those who are facing the challenges and opportunities that living with cancer brings.

**Ruth Steinman, MD** is Clinical Assistant Professor in the Department of Psychiatry of the University of Pennsylvania where she completed residency in adult psychiatry and then fellowship in geriatric psychiatry. She has been in practice since 1991 specializing in the treatment of individuals with medical illness and its impact on emotional disturbance. In 2005, she joined the Abramson Cancer Center where she treats cancer patients who are experiencing psychological and psychiatric difficulties, combining individual psychotherapy with psychopharmacologic treatment.

**Karen Wagner, MS, RD, LDN** is a clinical dietitian specialist at the Abramson Cancer Center, where she has been working with women with gynecologic cancers since June 2006.

**Rachel Woods BSN, RN** is a clinical staff nurse working in Mohs micrographic surgery at the Hospital of the University of Pennsylvania. She graduated from the University of Vermont with a degree in animal biology and later received her degree in nursing from Thomas Jefferson University. Currently, Rachel is pursuing a master's degree in nursing at the University of Pennsylvania. She is a member of the Dermatology Nurses' Association and has collaborated with the Abramson Cancer Center on their patient education publications for melanoma.

**Sam Yoon, MD** is Assistant Professor of Surgery in the Division of Endocrine and Oncologic Surgery. Dr. Yoon is a graduate of Harvard University and received his medical degree from the University of California at San Diego. He completed his residency in general surgery at Massachusetts General Hospital and a fellowship in surgical oncology at the Memorial Sloan-Kettering Cancer Center. He was on staff at Massachusetts General Hospital for 6 years before joining the University of Pennsylvania. is a surgical oncologist who treats sarcoma, upper gastrointestinal malignancies, and melanoma. He also leads a translational research laboratory which examined anti-angiogenic therapies for solid tumors.

## SPECIAL GUEST SPEAKER



### Bruce Feiler

**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.

## GUEST EXPERTS

**Andrew Cohen**, a Senior Vice President and Financial Advisor with Vantage Point Bank and Vantage Point Financial Services, provides unbiased comprehensive financial advice and services to individuals, families, and small businesses. These services include financial and retirement planning, insurance (long-term care and life) analysis, mortgage and banking services and portfolio review. Andy serves as the President of the Marjorie B. Cohen Foundation, a Foundation dedicated to educating the public about cancer genetics since 2001 and serves as a member of the Abramson Cancer Center Director's Leadership Council.

**Kimberly Fleisher, MEd, RMT** is the founder and director of The Reiki School and Clinic in Philadelphia. She has been practicing Reiki for 14 years and running the school for 10. Kim specializes in Reiki education, particularly in the healthcare field. She is part of the collaborative group creating a Reiki volunteer program for The Abramson Cancer Center, and is a member of The Integrated Oncology Working Group at HUP.

**Greg Heller, Esq** is a trial attorney who practices in Philadelphia. He graduated from Williams College with a BA in physics in 1986 and graduated *cum laude* from the University of Michigan Law School in 1990. He practices with Young Ricchiuti Caldwell & Heller. He has considerable experience using the courts to hold insurance companies accountable for misconduct, and otherwise protecting the rights of patients, insureds, and their families. He serves on the board of the Legal Clinic for the Disabled. In addition to his work representing individuals, he is regularly called upon to advise patient advocacy groups about proposed health insurance legislation, at both the state and federal level.

**Lorrie McKinley, Esq** is a partner in the law firm of McKinley & Ryan, LLC, a plaintiffs' civil rights firm in West Chester, Pennsylvania. Ms. McKinley is a 1984 graduate of the Temple University School of Law. She has spent the majority of her career litigating civil rights cases, with a special emphasis on disability, due process, employment, and education law. Prior to entering private practice in 1997, Ms. McKinley served as Project Head for the Employment Law Project at Community Legal Services, Inc. in Philadelphia. Ms. McKinley taught for five years, respectively, in the law schools at the University of Pennsylvania and Villanova University. Ms. McKinley is the coordinator of the Eastern District of Pennsylvania's Plaintiffs' Employment Panel, and is a consultant and frequent lecturer for the Panel's educational programs. In 2005 she was elected as a Fellow to the College of Labor and Employment Lawyers. She lectures frequently on topics involving civil rights litigation and employment, disability, and special education law.

**Bill Witmer** is a professional medical photographer and Director of DermaTrak Skin Imaging Centers. For 25 years Bill served as Director of Medical Photography in the Department of Dermatology at the University of Pennsylvania where Bill and physicians Wallace H. Clark and Allan C. Halpern pioneered the use of Total body Photography as an effective tool for the early detection of melanoma. DermaTrak Skin Imaging Centers was created in August of 2003 as a division of Canfield Scientific, Inc. DermaTrak operates out of 13 centers covering 15 states. Bill has written and lectured extensively on the subjects of Clinical Photography and Total Body Photography. He is a recognized expert in the field of Total Body Photography.

# Melanoma Treatment at the Abramson Cancer Center

## 800-789-PENN (7366) or [PennMedicine.org/Abramson](http://PennMedicine.org/Abramson)

The Abramson Cancer Center of the University of Pennsylvania's long-standing program for melanoma is nationally recognized for its treatment capabilities and research efforts.

### The Penn Difference

Innovative Research ... Comprehensive Patient Care ... Service Excellence

- Nationally recognized experts
- Multidisciplinary evaluation
- Advanced diagnostic testing, treatments and technologies
- Coordinated care
- Support services
- A reputation for sensitivity and responsiveness
- Personalized attention
- Innovative clinical trials
- The backing of a major research program with immediate translation to patient care
- 

### Education and Supportive Care Services at the Abramson Cancer Center

#### Patient Support Specialists

Patient Support Specialists are available to support and assist cancer patients and their families throughout the cancer experience. They provide emotional support to patients and families as well as locate educational and community resources.

#### Nutrition Counseling

The Cancer Center's Dietitians assess individual nutritional status, review personal nutrition practices, provide advice on diet and nutrition therapies, and can provide education about herbs, cancer diets, and supplements.

#### Psychosocial Counseling

A diagnosis of cancer and its treatment can be stressful for both patients and their families. Cancer Counselors provide support, coping techniques and interventions to address personal and relationship issues during the cancer experience.

#### Integrative Medicine & Wellness

Our Cancer Center sponsors a range of services and educational workshops throughout the year that help patients and families cope with the cancer experience and improve their overall sense of well being. Examples include acupuncture and stress management.

#### Pain and Symptom Management

Our Penn pain and symptom management experts are experienced in helping people with cancer address problems such as pain, nausea and fatigue.

#### Rehabilitation

During the course of your care, Penn's Cancer Rehabilitation team is here to help your recovery if needed. The team is comprised of physiatrists and physical and occupational therapists that specialize in treating people with cancer.

#### Penn Home Care and Hospice Services

The University of Pennsylvania Health System has dedicated home care and hospice services available to all cancer patients should the need arise during your course of treatment.