

Sunday, November 4, 2007

Sheraton Boston Hotel
Independence East & West
39 Dalton Street
Boston, Massachusetts



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**EDUCATIONAL
CONCEPTS GROUP**

1300 Parkwood Circle SE
Suite 325
Atlanta, Georgia 30339

**Targeting the Ras/Raf
Signaling Pathway:
Implications in the Management
of Hepatocellular Carcinoma**

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6:30 PM - 9:00 PM
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Chairpersons

Al B. Benson III, MD
Co-Chair
Robert H. Lurie Comprehensive
Cancer Center
Northwestern Memorial Hospital
Chicago, Illinois

Josep M. Llovet, MD
Co-Chair
Hospital Clinic Barcelona
Barcelona, Spain
Mt. Sinai School of Medicine
New York, New York

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Faculty

Richard Finn, MD
UCLA Medical Center
Los Angeles, California

Robert G. Gish, MD
California Pacific Medical Center
San Francisco, California



Targeting the Ras/Raf Signaling Pathway:

Implications in the Management of Hepatocellular Carcinoma

Dear Colleague,

Hepatocellular carcinoma (HCC) continues to be a challenging disease. Researchers have been exploring agents derived from improved understanding of HCC biology. Many of the genetic alterations identified in HCC represent pharmacologic targets and a number of therapeutic agents directed towards these newly identified targets have been developed. These targeted therapies have been included in clinical trials as first- or second-line treatment of advanced disease, as single agents, and in combination with traditional systemic therapies. However, with the development of molecularly targeted agents there has been renewed interest in the development of systemic therapies for HCC.

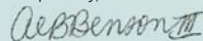
Other therapies being investigated for the treatment of HCC include, but are not limited to, epidermal growth factor receptor (EGFR) family inhibitors, eicosanoid pathway inhibitors, vascular endothelial growth factor (VEGF) signaling pathway inhibitors, ras / raf signaling pathway inhibitors, proteasome inhibitors, antisense inhibitors, and matrix metalloproteinase inhibitors. There have also been dramatic advances in biomarker research and correlative studies are underway to examine the use of molecular and biologic surrogate markers.

With the expanding number of treatment options available for patients with HCC, it becomes imperative to define management strategies that represent optimal care. This symposium will highlight innovative treatment approaches in the management of patients with HCC, paying particular attention to those patients with advanced disease who are unlikely to be candidates for surgical resection, liver transplantation, or loco-regional therapies. In addition, clinical trial data that provide the basis for continuing research efforts for these anticancer strategies will be reviewed. Given the increasing complexity and scope of this disease, HCC now routinely combines the efforts of physicians of different disciplines, skilled nursing professionals, and other allied health care professionals. As such, this symposium will focus on the biology of these agents, as well as how these agents will impact the interdisciplinary management of HCC.


Please mark your calendars and plan on attending this important educational symposium where you will have the opportunity to further your understanding of these novel therapeutics and their clinical usage in the management of this challenging disease.

We look forward to sharing this educational opportunity with you.

Respectfully,



Al B. Benson III, MD
Robert H. Lurie Comprehensive Cancer Center
Northwestern Memorial Hospital
Chicago, Illinois



Josep M. Llovet, MD
Hospital Clinic Barcelona
Barcelona, Spain
Mt. Sinai School of Medicine
New York, New York

Statement of Need

Worldwide, hepatocellular carcinoma is the fifth most common cancer and the third most common cause of cancer-related death. Recent estimates indicate there will be more than 19,160 new cases and more than 16,780 deaths as a result of cancers of the liver and intrahepatic bile duct in 2007. Despite efforts by many investigators, HCC is commonly diagnosed late in its course, and the median survival following diagnosis is approximately 6 to 20 months. Although surgical resection has historically been the treatment of choice, many patients are not eligible due to the extensive nature of the tumor or underlying liver dysfunction. The use of systemic therapies has been limited due to poor response rates and significant toxicity. Despite significant research into the treatment of HCC, significant improvements in disease-free and overall survival have not been observed to date. Fortunately, with the development of novel targeted agents, advancements in the field are being realized. This symposium will educate medical oncologists, hepatologists, and allied health care professionals about the current status of these novel agents for the management of HCC, focusing on the biology of these agents, as well as how these agents will impact the interdisciplinary management of HCC.

Target Audience

This symposium will educate medical oncologists, hepatologists, and allied health care professionals caring for patients with HCC about the current status of these novel agents, focusing on the biology of these agents, as well as how these agents will impact the interdisciplinary management of HCC.

Learning Objectives

Upon completion of this educational activity, participants should be better able to:

- Describe the basic tumor biology and rationale for the development and use of new therapeutic approaches to hepatocellular carcinoma
- Discuss the clinical implications of the results of pivotal clinical trials, including early phase trials, that have potential to impact the use of novel multikinase-targeting therapies
- Analyze potential treatment strategies and ongoing clinical trial designs for incorporating new multikinase-targeting therapies in the treatment of hepatocellular carcinoma, including novel combinations
- Discuss data regarding the safety profiles of the new multikinase-targeting therapeutic approaches in the treatment of hepatocellular carcinoma, either alone or in combination with currently accepted standard therapies, and propose methods for side effect management

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Agenda

6:30 PM - 7:00 PM	Registration / Reception
7:00 PM - 7:10 PM	Welcome and Introduction <i>Josep M. Llovet, MD - Co-Chair</i> <i>Al B. Benson III, MD - Co-Chair</i>
7:10 PM - 7:30 PM	Hepatocellular Carcinoma: A Global Healthcare Problem <i>Al B. Benson III, MD</i>
7:30 PM - 7:50 PM	Biology and Signaling Pathways in Hepatocellular Carcinoma <i>Richard Finn, MD</i>
7:50 PM - 8:10 PM	Therapeutic Implications of Ras/Raf Signaling Pathway-Targeted Therapies in the Treatment of Hepatocellular Carcinoma <i>Josep M. Llovet, MD</i>
8:10 PM - 8:30 PM	Multimodality Approach to the Treatment of HCC: The Emerging Paradigm <i>Robert G. Gish, MD</i>
8:30 PM - 9:00 PM	Panel Discussion / Question and Answer Session
9:00 PM	Program Concludes

Presented for attendees of the 58th AASLD Annual Meeting. This event / function is sponsored by Educational Concepts Group, Inc and supported by Bayer HealthCare Pharmaceuticals / Onyx Pharmaceuticals. This is not an official function / event of the American Association for the Study of Liver Diseases.

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Physician Continuing Education

Accreditation Statement

This activity has been planned and implemented in accordance with the Essential Areas and Policies of the Accreditation Council for Continuing Medical Education (ACCME) through the sponsorship of Educational Concepts Group, Inc (ECG). ECG is accredited by the ACCME to provide continuing education for physicians.

Credit Designation

ECG designates this educational activity for a maximum of 2 AMA PRA Category 1 credit(s)[™]. Physicians should only claim credit commensurate with the extent of their participation in the activity.

Pharmacist Continuing Education



ECG is accredited by the Accreditation Council for Pharmacy Education (ACPE) as a provider of continuing pharmacy education. ECG designates this continuing education activity for 2 contact hour(s) (0.20 CEUs) of the ACPE (UPN #: 199-000-07-026-L01-P). There are no fees for participating and receiving ACPE credit for this activity. A statement of credit will be issued only upon receipt of a completed activity evaluation form. Participants who complete an activity evaluation form and return it to ECG may view and print their CME certificate via the ECG website, www.educationalconcepts.net, 6 weeks after the program.

Faculty Disclosure Statement

All faculty participating in continuing education activities sponsored by ECG are expected to disclose to the audience any real or apparent commercial financial affiliations related to the content of their presentations / materials.

Americans with Disabilities Act

Event staff will be glad to assist you with any special needs (i.e. physical, dietary, etc.) Please contact Ryann Taylor prior to the live event at 1.770.933.2053.

Continuing Education

For further information, please contact ECG, 1300 Parkwood Circle SE, Suite 325, Atlanta, Georgia 30339; Telephone: 1.770.933.1681; Fax: 1.770.933.1692.

Registration Form

Targeting the Ras/Raf Signaling Pathway:
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please print clearly

last name

first name

mi

primary degree

primary specialty

preferred mailing address (street)

(city)

(state)

(zip code)

(country)

daytime telephone

fax number

business e-mail address

Registration Fee: NONE

Once registered, a confirmation will be sent.

Questions?

Please contact Ryann Taylor at Educational Concepts Group. 1.866.938.2053, e-mail: rtaylor@educationalconcepts.net or fax: 1.770.933.1692