

Keck School of Medicine
Office of Continuing Medical Education
University of Southern California
1975 Zonal Avenue, KAM 317
Los Angeles, CA 90033-1039

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SOUTHERN CALIFORNIA
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**Colorectal Cancer Treatment:
The Office Team Approach**
Saturday, March 13, 2004
USC Health Sciences Campus

Colorectal Cancer Treatment: The Office Team Approach

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**USC Health Sciences Campus
Louis B. Mayer Auditorium
1975 Zonal Avenue
Los Angeles, California**

Course Directors:
Robert W. Beart, MD
Heinz-Josef Lenz, MD

presented by

**The USC/Norris Cancer Hospital
The Department of Colorectal Surgery**

and

**Office of Continuing Medical Education
Keck School of Medicine
University of Southern California**

COURSE DESCRIPTION

Colorectal Cancer has become the third most common cancer in the United States with 130,000 new cases diagnosed each year. However, colorectal cancer does not have to decrease the quality of life of a patient if treated effectively. Effective treatment requires a multi-disciplinary approach from diagnosis to cure, and from the primary physician and office staff to the oncological and surgical specialists.

This course is designed to provide a comprehensive overview of the latest advances in the management of colorectal cancer. Topics include:

- A Multi-Disciplinary Approach to the Colorectal Cancer Program
- Updates on the Genetics and Epidemiology of Colorectal Cancer
- 5 Active Agents - A New Era in Cancer Cure
- Innovations in Radiation Oncology in the Treatment of Gastrointestinal Malignancies
- Genetic Testing - A Mandate of Quality Care
- Integrated Surgical Management of Colorectal Metastases to the Liver
- Research Updates: What the Future Holds
- Molecular Indicators of Therapy
- The Molecular Staging of Colorectal Cancer
- Management of Recurrent Rectal Cancer: Selection Criteria for Resection
- Pre-Op Diagnosis & Neoadjuvant Management of Gastrointestinal Stromal Tumors

Your nurses, social workers and office professionals are also invited to attend three workshops designed specifically for them. The program is designed to educate staff of the multifaceted care of a colorectal patient. Topics include:

- Understanding the Latest Molecular Therapies for Colorectal Cancer
- Understanding the Psycho-Social Issues of the Patient with Colorectal Cancer
- Management and Understanding of the Patient with a Stoma
- Closing - Survival Panel

OBJECTIVES

Participants will be able to understand and communicate treatment options in order to better serve the Colorectal Cancer Patient through

1. understanding the colorectal anatomy,
2. providing the latest treatment options in surgical, medical and radiation therapy,
3. understanding the breakthroughs in chemotherapy treatments, and
4. understanding the genetics of colon cancer and who is at risk.

COURSE INFORMATION

Tuition: \$25.00 (non-refundable). Includes course materials, continental breakfast, and parking. Directions and a Parking Pass will be sent to registrants prior to the program.

Cancellation: Courses are subject to cancellation. If registering less than two weeks prior to the course, check with the Office of Continuing Medical Education for availability (1-800-USC-1119 or 323-442-2555). **USC will not refund travel costs for canceled courses.**

PROFESSIONAL CREDIT

The Keck School of Medicine of the University of Southern California is an Accredited Institution of the Accreditation Council for Continuing Medical Education (ACCME) to sponsor continuing medical education for physicians.

The Keck School of Medicine of the University of Southern California designates this educational activity for a maximum of 3.5 hours in category 1 credit toward the AMA Physician's Recognition Award. Each physician should claim only those hours of credit that he/she actually spent in the educational activity.

PROGRAM

PHYSICIANS' PROGRAM

- 7:30 **Registration and Continental Breakfast**
- 8:00 **Welcome**
Robert W. Beart, MD
- 8:10 **A Multi-Disciplinary Approach to the Colorectal Program at USC/Norris**
Robert W. Beart, MD, Heinz-Josef Lenz, MD
- 8:40 **Innovations in Radiation Oncology in the Treatment of Gastrointestinal Malignancies**
Parvesh Kumar, MD
- 9:00 **5 Active Agents - A New Era in Cancer Cure**
Syma Iqbal, MD
- 9:20 **Updates on the Genetics and Epidemiology of Colorectal Cancer**
Robert Haile, MD
- 9:40 **Break**
- 10:00 **Genetic Testing - A Mandate of Quality Care**
Monica Alvarado, MS, CGC.
- 10:20 **Integrated Surgical Management of Colorectal Metastases to the Liver**
Robert Rick Selby, MD
- RESEARCH UPDATES: WHAT THE FUTURE HOLDS - Moderator: Heinz-Josef Lenz, MD**
- 10:40 **The Molecular Staging of Colorectal Cancer**
Avo Artinyan, MD
- 10:50 **Management of Recurrent Rectal Cancer: Selection Criteria for Resection**
Swarna Balasubramaniam, MD
- 11:00 **Molecular Indications of Therapy**
David Park, MD
- 11:10 **Pre-Op Diagnosis & Neoadjuvant Management of Gastrointestinal Stromal Tumor**
Nir Wasserberg, MD
- 11:20 **Panel Discussion**
- 11:55 **Adjournment**

USC KECK SCHOOL OF MEDICINE FACULTY

Robert W. Beart, MD

*Professor of Surgery
Charles W. and Carolyn Costello Chair in Colorectal Diseases and Chief, Division of Colorectal Surgery*

Monica Alvarado, MS, CGC

Genetic Counselor

Avo Artinyan, MD

*Resident Physicians, PGY 4
Department of Surgery*

Swarna Balasubramaniam, MD

*Clinical Instructor of Surgery
Research Fellow
Department of Colorectal Surgery*

Robert Haile, MD

Professor and Director, Genetic Epidemiology Program

Syma Iqbal, MD

Assistant Professor of Medicine

Parvesh Kumar, MD

*Professor and Chairman
Department of Radiation Oncology*

Heinz-Josef Lenz, MD

Associate Professor of Medicine/Oncology

David Park, MD

Fellow, Division of Medical Oncology

Robert Rick Selby, MD

*Professor of Surgery
Chief, Division of Hepatobiliary/Pancreatic Surgery and Transplant*

Nir Wasserberg, MD

Anorectal Physiology Lab Fellow

PROGRAM

NURSING, SOCIAL WORKER & OFFICE PROFESSIONAL'S PROGRAM

- 7:30 Registration and Continental Breakfast
- 8:00 **Welcome**
Robert W. Beart, MD
- 8:10 **A Multi-Disciplinary Approach to the Colorectal Program at USC/Norris**
Robert W. Beart, MD, Heinz-Josef Lenz, MD
- 8:45 **Simultaneous Workshops**

Understanding the Latest Therapies for Colorectal Cancer
Taline Khoukaz, NP-C and Marie Seitz, NP-C

Understanding the Psycho-Social Issues of the Patient with Colorectal Cancer
Jane Ruitemann, LCSW

Management and Understanding of the Patient with a Stoma
Cindy Cowen, RN, CWOCN and Mickey Galindo, RN, CWOCN

Each workshop will be repeated every 50 minutes. All registrants will be able to attend each scheduled workshop during this time period.

- 11:45 **Survival Panel**
Yolee Casagrande, RN - Moderator
- 12:00 **Closing**
Yolee Casagrande, RN

USC FACULTY AT THE KECK SCHOOL OF MEDICINE

Yolee Casagrande, RN

Taline Khoukaz, NP-C

Cindy Cowen, RN, CWOCN

Jane Ruiteman, LCSW

Micky Galindo, RN, CWOCN

Marie Seitz, NP-C

Note: Physicians and nurses will begin the morning together, split into separate sessions at 8:45 a.m. for the duration of this event.

Faculty Disclosure. Current guidelines state that participants in continuing medical education activities should be aware of any affiliation or financial interest that could affect the speaker's presentation(s). Faculty members have completed conflict of interest declarations and those potential conflicts will be listed in the course syllabus.

COURSE APPLICATION

Course #1941

Colorectal Cancer Treatment: The Office Team Approach
March 13, 2004

Tuition: \$25 (non-refundable) includes course materials, continental breakfast, and parking. **Pre-registration requested to enable us to make adequate preparations.** Directions and parking passes will be sent to participants prior to the program. If the course fills, there will be no on-site registration.

Please photocopy this application and complete one for each person attending the course.

Name _____
Last First Degree

Social Security # _____ Specialty _____

Phone: _____ () _____

Fax: _____ () _____

E-mail: _____

Address _____

City _____ Street address or P. O. Box State _____ Zip _____

Tuition \$25. Method of Payment:

- Check (payable to USC)
- Please bill my credit card. **(We accept only Visa or MasterCard.)**
- MasterCard Visa

Card # _____ Exp. date _____

Amount \$ _____

Signature _____

If you have a disability, advance notification of any special needs by March 1, 2004, will help us serve you better.

Please mail completed application and payment (check payable to USC) to: **Associate Dean; USC Office of CME; 1975 Zonal Avenue, KAM 317; Los Angeles, CA 90033-1039.** To register by phone call 323-442-2555 or 800-USC-1119, or **FAX registration to 323-442-2152 or 888-665-8650 (toll free).**