

NewsLine



ONCOLOGY STATE SOCIETY NETWORK

The Arizona Clinical Oncology Society

www.tacos-oncology.com

October 6, 2009



President's Message

It's hard to believe that autumn is here and that the Fall Membership Conference is upon us! As in past years, the upcoming conference will take place at the beautiful Westin La Paloma in Tucson on Saturday, October 31. We will be continuing our tradition of offering a solid line-up of speakers who will be presenting on state-of-the-art issues.

Dr. Peter Lance of the Arizona Cancer Center will kick off the Conference with a presentation on Cancer Prevention. He will be followed by Hope Rugo, MD, who will travel from the University of California, San Francisco, to speak on Managing Breast Cancer, 2009. Carolyn Hartley, CEO of Physicians EHR, Inc. in North Carolina, will make a presentation on Electronic Health Records: Managing the Paper to Digital Transition, which is a hot topic in the current deliberations regarding national healthcare reform. Our final speaker will be Lee Cranmer, MD, PhD, a TACOS favorite from the Arizona Cancer Center, who will speak to us on the Management of Brain Metastasis and New Developments in Treating Melanoma.

In addition to the educational program, there will be numerous opportunities for you to exchange ideas with colleagues and industry partner. Please mark your calendars and plan on joining us!

I hope you heard by now about the terrific success of our Spring Membership Conference that took place on April 17-18 at the Pointe Hilton Tapatio Cliffs Resort in Phoenix. It was TACOS' first foray in sponsoring a day and one half conference in which a portion of the program was devoted solely to business/practice economics sessions for both physicians and oncology office staff alike. The turn-out was great and the evaluations rewarding! Please plan now to attend the 2010 Spring Membership Conference that will be held at the same venue on April 23-24.

Sincerely,
Patrick J. Donovan, MD

Interaction with Industry: Different Focus, Increased Value

Although the healthcare landscape is in the midst of change, corporate alliances between the oncology state societies, pharmaceutical companies, and other support organizations continue to be

valuable and mutually beneficial for everyone. The new PhRMA guidelines and current economic conditions have all contributed to investigating new areas of support, reevaluating approaches to funders, and using different techniques to navigate grant preparation and submission, where the process seems to be evolving.

TACOS continues to revise the way of rethinking about its programs and collaboration with industry partners. We are now renaming the exhibit hall and calling it the Resource Center with the aim that it will become more about education and information and less about the "selling" of products.

As a medical association, we need to remind everyone that the interaction with manufacturers provides insight, education about their current products, their pipeline, and their patient assistance programs. Our supporters, in turn, have the opportunity to tell their story and hopefully help us solve quandaries and provide the best possible cancer options for patients. See you in the Resource Center!

Linda Jackier Schugar
Manager, Corporate Relations
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Drugs in the News from the TACOS Corporate Members

New label information on the cancer treatment **Erbix[®] (cetuximab)** will state there is no evidence the drug works on a minority of colon cancer patients with a specific genetic mutation. Eli Lilly and Company and Bristol-Myers Squibb Company announced that the addition to the drug's label will state that studies have not shown that Erbix helps patients whose tumors have a mutated gene, or biomarker, called **KRAS**. Amgen Inc. announced a similar label change for its cancer drug **Vectibix[®] (panitumumab)**. For more information, go to: http://www.acc-cancer.org/media-room/media_newsfeed.asp#labelchange.

Eli Lilly and Company (Indianapolis, Ind.) announced that the company received a fourth approval from the U.S. FDA for **Alimta(r)(pemetrexed for injection)**. The latest approval is for Alimta as a maintenance therapy for locally advanced or metastatic non-small cell lung cancer (NSCLC), specifically for patients with a nonsquamous histology whose disease has not progressed



after four cycles of platinum-based first-line chemotherapy. Alimta is not indicated for treatment of patients with squamous cell NSCLC. For more information, go to: <http://www.alimta.com/pat/index.jsp>.

Novartis (East Hanover, N.J.) announced that the Food and Drug Administration (FDA) has approved **Afinitor® (everolimus) tablets** for patients with advanced renal cell carcinoma (RCC) after failure of treatment with Sutent® (sunitinib) or Nexavar® (sorafenib). The drug is intended for those patients with advanced RCC who have already tried another kinase inhibitor, Sutent or Nexavar. For more information, go to: <http://www.afinitor.com/index.jsp?site=PC013498&source=01030&irmasrc=ONCWB0046>. (*Oncology Issues*, May/June 2009)

Genentech Inc. announced that the U.S. FDA has approved **Avastin® (bevacizumab)** plus interferon-alfa for people with metastatic renal cell carcinoma. The approval is based on data from a global, randomized, double-blind, placebo-controlled Phase III study (AVOREN) of 649 patients with previously untreated metastatic renal cell carcinoma. The study showed patients who received Avastin plus interferon-alfa had a 67 percent increase in progression-free survival (PFS) compared with patients receiving interferon-alfa plus placebo. For more information, go to: <http://www.gene.com/genelnews/press-releases/display.do?method=detail&id=12307>.

Upcoming TACOS Events— Save the Dates

FALL MEMBERSHIP CONFERENCE:
Saturday, October 31, 2009; Westin
La Paloma; Tucson, AZ

SPRING MEMBERSHIP CONFERENCE:
Friday-Saturday, April 23-24, 2010;
The Pointe Hilton Tapatio Cliffs Resort;
Phoenix, AZ

For more information about
The Arizona Clinical Oncology Society
go to: www.tacos-oncology.com
or call: 301-984-9496, ext. 218

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Thank you for the value you add to TACOS!