Conference Learning Objectives

Attendees will:
1. Summarize the effects of federal and state policy healthcare actions/inactions on the business operations of their individual practices.
2. Apply current findings related to breast density to screening and identifying breast cancer and advances in treating metastatic breast cancer to applicable patients.
3. Identify the benefits of palliative care in the cancer care process and ways to determine quality in the provision of palliative care services.
4. Evaluate the use of new technologies in providing patient-centered cancer care.
5. Relate the personal experiences of others to treating patients with cancer and apply techniques for engaging in compassionate communication to patients and their families at different stages of the cancer care process.
7. Explain how new developments in genetics apply to the quest of providing personalized cancer care.

Session Learning Objectives

2013: Where We Stand with Healthcare Reform—Matthew Farber, MA

Attendees will:
1. Summarize the effects of Congressional sequestration and actions/inactions on such other issues as the debt ceiling, budget/appropriations, SGR, Medicaid, and the Affordable Care Act on cancer providers and patients.
2. Identify how the Affordable Care Act (Medicaid expansion and state health insurance exchanges) will be implemented in North Carolina and South Carolina.
3. Apply information provided on federal and state healthcare actions and deliberations in communicating with federal and state representatives about the impact on cancer providers and patients.

Breast Imaging and Breast Density: How to Advise Patients—Amy S. Campbell, MD

Attendees will:
1. Examine the current screening guidelines for both average and high-risk patients.
2. Identify which patients will benefit from additional screening modalities: ultrasound and MRI.
3. State the mandatory reporting requirements for women with dense breasts.

4. Describe the recent literature regarding the addition of advanced screening modalities.

**Measuring Quality in Providing Palliative Care—Arif Kamal, MD**

Attendees will:
1. Identify the benefits of palliative care and its application to cancer care.
2. Explain the tenets of quality palliative care and the imperative to change current practices.
3. Recognize how others have improved the quality of palliative care in community oncology.

**Promoting Humanistic Medicine through (Social) Media in Medical Oncology—William Wood, MD, MPH**

Attendees will:
1. Determine whether new and emerging Internet-based technologies are depersonalizing or humanizing healthcare and cancer care, in particular.
2. Evaluate whether the use of new and traditional media can promote patient-centered care.
3. Identify the value of using new and traditional media in individual practice settings.

**I'm Here: Compassionate Communication in Patient Care—Marcus Engel, MS**

Attendees will:
1. Recognize the features of compassionate communication and how this communication style may affect the treatment of cancer patients and their families.
2. Apply compassionate communication to interactions with cancer patients and their families.

**Facing Cancer with a Loved One: An Oncologist’s Experience—James G. Wall, MD**

Attendees will:
1. Relate to the unique perspective of an oncologist whose spouse has had several bouts with cancer.
2. Identify aspects of the speaker’s experience or that of his spouse that have relevance to interactions with cancer patients and their families.
3. Apply aspects of the speaker’s experience to interactions with cancer patients and families.

**Advances in Treating Chronic Lymphocytic Leukemia—John Byrd, MD**

Attendees will:
1. Define the characteristics of chronic lymphocytic leukemia (CLL) and how to diagnose them.
2. Discriminate between the pros and cons of conventional treatment as compared with those of new and emerging treatments.
3. Determine appropriate treatment strategies for patients with CLL.

**Saying Good-Bye—Edward G. Shaw, MD, MA**

Attendees will:
1. Recognize the value of saying good bye to patients approaching death.
2. Refine communication skills to discuss impending death with patients and their families in a compassionate and sensitive manner.

**Using Molecular Targets to Guide Therapy: An Evidence-Based Approach—Brian A. Van Tine, MD, PhD**

Attendees will:
1. Recognize how molecular profiling and improved understanding of the individualization of cancer is contributing to the growth of personalized cancer care.
2. Describe the use of molecular profiling to classify patients into subpopulations that differ in their susceptibility to a particular disease or their response to a specific treatment.
3. Explain how molecular profiling may be used to develop therapeutic interventions that can be concentrated on those who will benefit the most, sparing expense and side effects for those who will not benefit.

**Advances in Treating Metastatic Breast Cancer—Rita Kramer, MD**

Attendees will:
1. Identify treatment options for HER 2 amplified breast disease.
2. Discriminate among improved options for treating HR + breast disease in postmenopausal women.
3. Recognize the advantages and disadvantages of new chemotherapy agents for treating metastatic breast disease.

**Treating the Elderly for Acute Myeloid Leukemia: Targeting the Disease and the Patient—Arati Rao, MD**

Attendees will:
1. Identify the demographics of the acute myeloid leukemia (AML) population, the needs of elderly AML patients, their treatment outcomes, and the cost of treatment.

2. List the various treatment options for elderly patients who have been diagnosed with acute myeloid leukemia and apply them to patients with appropriate diagnostic indicators.

3. Apply the concept of performance status to quantify geriatric cancer patients’ general well-being and determine their suitability for receiving chemotherapy.