

Time is  
running  
out!

# 30<sup>th</sup> Miami annual Breast Cancer CONFERENCE®

March 7-10, 2013 • Fontainebleau Miami Beach Hotel • Miami Beach, FL

*Chair*

Daniel A. Osman, MD

*Program Directors*

Patrick I. Borgen, MD  
Robert DerHagopian, MD  
J. Michael Dixon, MD  
Debu Tripathy, MD

*Faculty*

Fabrice André, MD, PhD  
Samuel Aparicio, PhD  
José Baselga, MD, PhD  
Lisa A. Carey, MD  
Anees Chagpar, MD, MSc, MA, MPH  
Laura Esserman, MD, MBA  
Lloyd Gayle, MD  
William J. Gradishar, MD  
Mattia Intra, MD

Henry M. Kuerer, MD, PhD  
Elizabeth Morris, MD  
Hyman Muss, MD  
Mark Pegram, MD  
Charles M. Perou, PhD  
Emanuel F. Petricoin III, PhD  
Martine Piccart, MD, PhD  
Hope S. Rugo, MD

Virgilio Sacchini, MD  
Donna Shalala  
George W. Sledge Jr, MD  
Lawrence J. Solin, MD  
Fraser Symmans, MD  
Gunter von Minckwitz, MD, PhD  
Timothy J. Whelan, BSc, BM, BCh, MSc  
Norman Wolmark, MD



# 30<sup>th</sup> Miami annual Breast Cancer CONFERENCE<sup>®</sup>

March 7-10, 2013 • Fontainebleau Miami Beach Hotel • Miami Beach, Florida

## History of Miami Breast Cancer Conference

The Miami Breast Cancer Conference<sup>®</sup> (MBCC) will celebrate its 30th anniversary in Miami Beach, FL. The MBCC is recognized as one of the top breast cancer meetings worldwide, and attendance has grown to include more than 1100 breast surgeons, medical oncologists, and other health care professionals. Its emphasis on surgery makes the MBCC a unique educational program that informs physicians about cutting-edge technology and advances in surgical and medical techniques.

## Overview

The optimal care of patients with breast cancer is rapidly changing as a result of advances in all aspects of patient care, including prevention, screening, and detection, as well as in the primary treatment modalities of surgery, radiation therapy, endocrine therapy, cytotoxic chemotherapy, and novel biologic therapies. There is an increasing focus on providing multidisciplinary care for patients with complex diseases such as breast cancer through the use of integrated teams of professionals representing the relevant treatment modalities, including surgery, radiation therapy, and systemic medical interventions. The multidisciplinary Miami Breast Cancer Conference<sup>®</sup> has been bringing together surgical, medical, and radiation oncologists for 30 years, with the aim of fostering awareness of the state-of-the-art treatments in each therapeutic area and encouraging cross-team cooperation in the clinic. At the 30th Annual Miami Breast Cancer Conference<sup>®</sup>, pioneers of innovative approaches in each of these subspecialties will provide insight into the optimal multidisciplinary management of patients with breast cancer and its application to practice.

## Target Audience

This educational program is directed toward medical, surgical, and radiation oncologists interested in the treatment of patients with breast cancer. Fellows, nurse practitioners, nurses, physician assistants, researchers, and other health care professionals interested in the treatment of breast cancer are also invited to attend.

## Learning Objectives

Upon completion of the educational activities, participants should be able to:

- Discuss breast carcinogenesis, the impact of germline mutations and breast cancer biology on patient management, and strategies for breast cancer risk reduction
- Incorporate current guidelines and recent data on local therapy, including new strategies for surgical and radiation therapy, into the treatment of patients with breast cancer
- Integrate biomarkers, molecular assays, and other risk assessment tools in treatment decision making for breast cancer when appropriate
- Incorporate systemic therapies for breast cancer (including endocrine, cytotoxic, targeted, and bone-modifying agents) into individualized treatment plans for patients based upon an evaluation of efficacy and safety, as well as patient characteristics and tumor subtype
- Evaluate emerging clinical data regarding new agents and evolving strategies for the treatment of breast cancer, and apply clinical trial data appropriately in order to optimize the outcome of individual patients
- Utilize optimal strategies for preventing and treating breast cancer therapy-related side effects
- Select eligible patients with breast cancer for promising clinical trials

## Accreditation/Designation of Credit Information

Physicians' Education Resource is accredited by the Accreditation Council for Continuing Medical Education to provide continuing medical education for physicians.

Physicians' Education Resource designates this live activity for a maximum of 29.5 *AMA PRA Category 1 Credits*<sup>™</sup>. Physicians should claim only the credit commensurate with the extent of their participation in the activity.

## Commercial Support Acknowledgment

This activity is supported by educational grants from Celgene Corporation, Eisai Inc, and Genentech.

## Mini-Symposium

The 2013 Miami Breast Cancer Conference<sup>®</sup> Mini-Symposium offers an additional educational opportunity for attendees who plan to arrive in Miami the day before the official conference begins. This year's Mini-Symposium features topics of practical importance for physicians and their patients, including:

- Managing side effects of surgical and medical treatments
- Host factors that increase breast cancer risk
- Utilizing blood tests for early detection and treatment
- Biopsies for recurrent disease
- Practice-changing updates from San Antonio and ASCO
- Dealing with physician burn-out

This special session was developed to be of interest to health care practitioners from all specialties, and will provide practical information to enhance patient care in the clinic, delivered by top experts in the field of breast cancer. If your schedule allows, plan to attend and take advantage of this extra session!

## Course Director

**Daniel A. Osman, MD**  
Breast Cancer Surgeon  
Miami, FL

## Co-Chairs

**Patrick I. Borgen, MD**  
Chairman, Department of Surgery  
Director, Brooklyn Breast  
Cancer Program  
Maimonides Medical Center  
Brooklyn, NY

**Robert DerHagopian, MD**  
Medical Director  
Baptist Health Breast Center  
Miami, FL

**J. Michael Dixon, MD**  
Professor of Surgery & Consultant  
Surgeon  
Clinical Director, Breakthrough  
Research Unit  
Edinburgh Breast Unit  
The University of Edinburgh  
Edinburgh, Scotland, UK

**Debu Tripathy, MD**  
Professor of Medicine  
Co-leader, Women's Cancer Program  
Norris Comprehensive  
Cancer Center  
University of Southern California  
Los Angeles, CA

## Faculty

**Fabrice André, MD, PhD**  
Research Director, Head of  
INSERM Unit U981  
Institut National des Sciences et de  
la Recherche Médicale  
Associate Professor  
Department of Medical Oncology  
Institut Gustave Roussy  
Villejuif, France

**Samuel Aparicio, PhD**  
Nan & Lorraine Robertson Chair of  
Breast Cancer Research  
University of British Columbia  
British Columbia Cancer Agency  
Vancouver, BC, Canada

**José Baselga, MD, PhD**  
Physician in Chief  
Memorial Hospital  
Memorial Sloan-Kettering Cancer Center  
New York, NY

**Lisa A. Carey, MD**  
The Richardson and Marilyn Jacobs  
Preyer Distinguished Professor,  
Breast Cancer Research  
University of North Carolina at  
Chapel Hill  
Chapel Hill, NC

**Anees Chagpar, MD, MSc,  
MA, MPH**  
Director, The Breast Center at  
Smilow Cancer Hospital  
Program Director, Interdisciplinary  
Breast Fellowship  
Associate Professor of Surgery  
Yale School of Medicine  
New Haven, CT

**Laura Esserman, MD, MBA**  
Director, Carol Franc Buck Breast  
Care Center  
Co-leader, Breast Oncology Program  
Helen Diller Family Comprehensive  
Cancer Center  
Professor, Departments of Surgery  
& Radiology  
University of California, San Francisco  
San Francisco, CA

**Lloyd Gayle, MD**  
Chief, Plastic Surgery  
Maimonides Medical Center  
Brooklyn, NY  
Associate Professor, Clinical Surgery  
Weill Cornell Medical College  
Cornell University  
New York, NY

**William J. Gradishar, MD**  
Professor of Medicine  
Feinberg School of Medicine  
Director, Breast Oncology  
Lynn Sage Breast Cancer Program  
Robert H. Lurie Comprehensive  
Cancer Center  
Northwestern University  
Chicago, IL

**Mattia Intra, MD**  
Department of Breast Surgery  
European Institute of Oncology  
Milan, Italy

**Henry M. Kuerer, MD, PhD**  
Director, Breast Surgical Oncology  
Training Program  
MD Anderson Cancer Center  
The University of Texas  
Houston, TX

**Elizabeth Morris, MD**  
Chief, Breast Imaging Service  
Department of Radiology  
Memorial Sloan-Kettering  
Cancer Center  
New York, NY

**Hyman Muss, MD**  
Professor of Medicine and Oncology  
Director, Geriatric Oncology Program  
Lineberger Comprehensive  
Cancer Center  
University of North Carolina  
at Chapel Hill  
Chapel Hill, NC

**Mark Pegram, MD**  
Director, Breast Cancer  
Oncology Program  
Professor of Medicine and Oncology  
Stanford University Cancer Institute  
Stanford, CA

**Charles M. Perou, PhD**  
Associate Professor, Genetics  
Lineberger Comprehensive  
Cancer Center  
University of North Carolina at  
Chapel Hill  
Chapel Hill, NC

**Emanuel F. Petricoin III, PhD**  
Co-director, Center for Applied  
Proteomics & Molecular Medicine  
Professor, Molecular and Microbiology  
George Mason University  
Manassas, VA

**Martine Piccart, MD, PhD**  
Professor of Oncology  
Universite Libre de Bruxelles  
Director of Medicine  
Jules Bordet Institute  
Brussels, Belgium

**Hope S. Rugo, MD**  
Professor of Medicine  
Director, Breast Oncology and  
Clinical Trials Education  
Helen Diller Family Comprehensive  
Cancer Center  
University of California, San Francisco  
San Francisco, CA

**Virgilio Sacchini, MD**  
Attending, Breast Service  
Memorial Sloan-Kettering Cancer Center  
New York, NY

**Donna Shalala**  
President, University of Miami  
Professor, Political Science  
Miami, FL

**George W. Sledge, Jr, MD**  
Chief of Oncology  
Department of Medicine  
Stanford School of Medicine  
Stanford, CA

**Lawrence J. Solin, MD**  
Chair, Radiation Oncology  
Albert Einstein Healthcare Network  
University of Pennsylvania  
Philadelphia, PA

**Fraser Symmans, MD**  
Professor of Pathology  
MD Anderson Cancer Center  
University of Texas  
Houston, TX

**Gunter Von Minckwitz,  
MD, PhD**  
Managing Director of the German  
Breast Group (GBG)  
Associate Professor  
University Women's Hospital  
Frankfurt, Germany

**Timothy J. Whelan, BSc,  
BM, BCh, MSc**  
Professor of Medicine  
Division of Radiation Oncology  
Juravinski Cancer Center  
McMaster University  
Hamilton, Ontario, Canada

**Norman Wolmark, MD**  
Group Chair, National Surgical  
Adjuvant Breast and Bowel  
Project (NSABP)  
Professor and Chairman  
Drexel University School of Medicine  
Chair, Department of Human Oncology  
Allegheny General Hospital  
Pittsburgh, PA

Register by  
March 1, 2013,  
and receive \$100 off  
registration!

Use code:  
**MBR2**

## Thursday, March 7, 2013—Mini-Symposium

seperate registration required

12:50 PM	Welcome	Daniel A. Osman, MD
<b>Practical Issues for Patients and Physicians</b>		
1:00 PM	When Do You Need a PET/CT or MRI in Early Breast Cancer?	Elizabeth Morris, MD
1:15 PM	The Use of Blood Tests in Breast Cancer for Early Detection and Treatment	Emanuel F. Petricion III, PhD
1:30 PM	What Are the Long-Term Side Effects of Chemo and Endocrine Treatment and How to Combat Them	Hyman Muss, MD
1:45 PM	Management of Early Menopausal Associated Symptoms in Patients With Breast Cancer	J. Michael Dixon, MD
2:00 PM	Host Factors That Increase Breast Cancer Risk	Debu Tripathy, MD
2:15 PM	Burnout in Doctors	Henry M. Kuerer, MD, PhD
2:30 PM	What Patients Can/Cannot Do After Axillary Surgery	Anees Chagpar, MD, MSc, MA, MPH
2:45 PM	BREAK	
3:30 PM	BRCA Gene at Age 20: What Have We Learned?	Patrick I. Borgen, MD
3:45 PM	The Need for Repeat Biopsy After Recurrence	Anees Chagpar, MD, MSc, MA, MPH
4:00 PM	How Do You Treat Chemotherapy-Induced Nausea and Vomiting?	Hope S. Rugo, MD
4:15 PM	ASCO and San Antonio Updates	Debu Tripathy, MD
4:30 PM	Panel Discussion	
5:30 PM	ADJOURN	
6:00 PM	Welcome Reception (Exhibit Hall)	
7:00 PM	PER Poster Session and Discussion: Updates from San Antonio	Hope S. Rugo, MD & Patrick I. Borgen, MD

## Friday, March 8, 2013

7:00 AM	BREAKFAST	
7:50 AM	Welcome	Daniel A. Osman, MD
8:00 AM	Putting Genomics Into Clinical Practice	Charles M. Perou, PhD
8:15 AM	Use of Genomic Approaches to Select Patients for Targeted Therapy	Fabrice André, MD, PhD
8:30 AM	Which Translational Research Is Ready for Prime Time?	Martine Piccart, MD, PhD
8:45 AM	Kinome Profiling: The Potential in ER-Negative Patients	Charles M. Perou, PhD
9:00 AM	Intratumoral Heterogeneity in the Primary Tumor and Mutational Evolution on Progression	Samuel Aparicio, PhD
9:15 AM	The Role of Stem Cells in Tumorigenesis—Can We Identify and Inhibit Them?	Fraser Symmans, MD
<b>DCIS and Early Breast Cancer</b>		
9:30 AM	Are We Overdiagnosing and Overtreating DCIS?	Laura Esserman, MD, MBA
9:45 AM	Is Gene Expression Profiling the Best Method for Selecting Systemic Therapy?	Norman Wolmark, MD
10:00 AM	BREAK	
10:45 AM	Selecting Individualized Treatment for Patients With DCIS	Lawrence J. Solin, MD
11:00 AM	Re-evaluating Axillary Dissection	Virgilio Sacchini, MD
11:15 AM	Targeting Surgery for Known Axillary Disease	Henry M. Kuerer, MD, PhD
11:30 AM	Should Hypofractionation Be the New Standard After Breast-Conserving Surgery?	Timothy J. Whelan, BSc, BM, BCh, MSc
11:45 AM	Panel Discussion	
12:45 PM	LUNCH	
<b>2:00 PM - 5:45 PM—Breakout Sessions (see agendas below)</b>		
<b>6:15 PM - 7:15 PM—Get Acquainted Reception (Exhibit Hall)</b>		
<b>6:45 PM - 8:00 PM—CME Symposium</b>		

### Surgical Oncology Track

2:00 PM	DEBATE: Does Regional Radiation Improve Outcome?	Moderator: Patrick I. Borgen, MD
	Pro	Timothy J. Whelan, BSc, BM, BCh, MSc
	Con	J. Michael Dixon, MD
<b>"How I Do It"</b>		
2:30 PM	Skin- and Nipple-Sparing Mastectomy	Virgilio Sacchini, MD
2:45 PM	Main Factors That Influence Incomplete Excision After Breast-Conserving Surgery	J. Michael Dixon, MD
3:00 PM	Intraoperative Radiotherapy	Mattia Intra, MD
3:15 PM	Current Update on the Standard of Care for Accelerated Partial-Breast Radiotherapy-Technique, Efficacy, Toxicities	Lawrence J. Solin, MD
3:30 PM	Therapeutic Mammoplasty: Who, How, How Often?	Lloyd Gayle, MD
3:45 PM	Options in the Management of Central Breast Tumors	Mattia Intra, MD
4:00 PM	BREAK	
4:45 PM	Lipofilling: A New Technique for All	Lloyd Gayle, MD
5:00 PM	Imaging After Oncoplastic Surgery	Elizabeth Morris, MD
5:15 PM	Panel Discussion	
5:45 PM	ADJOURN	

### Medical Oncology Track

2:00 PM	Is Sentinel Node Biopsy Increasingly Irrelevant in Lieu of Gene Profiling for Prognosis and Prediction?	Hyman Muss, MD
2:15 PM	Alternate Gene Signatures	Charles M. Perou, PhD
2:30 PM	Tailoring Adjuvant Hormonal Therapy	Lisa Carey, MD
2:45 PM	Non-Anthracycline Adjuvant Therapy: When to Use?	William J. Gradishar, MD
3:00 PM	Adjuvant Therapy for HER2+ Breast Cancer: 1 vs 2 Years	Martine Piccart, MD, PhD
3:15 PM	Adjuvant Therapy for Older Individuals	Hyman Muss, MD
3:30 PM	Predicting Survival From Adjuvant Therapy	Fraser Symmans, MD
3:45 PM	Targeting Tumor Vasculature—How to Move Forward	Hope S. Rugo, MD
4:00 PM	BREAK	
4:45 PM	Circulating Tumor Cells: What Do They Tell Us?	Emanuel F. Petricion III, PhD
5:00 PM	Panel Discussion (Difficult Adjuvant Cases)	Moderator: Debu Tripathy, MD
5:45 PM	ADJOURN	

## Saturday, March 9, 2013

7:00 AM	BREAKFAST	
8:00 AM	Affordable Health Care Act: What it Means to the Physician and the Patient	<i>Donna Shalala</i>
8:30 AM	The Challenges and the Promises of the Genomic Era	<i>George W. Sledge Jr, MD</i>
8:45 AM	Breast Cancer Subgroups and Their Molecular Drivers	<i>Samuel Aparicio, PhD</i>
9:00 AM	Managing Triple-Negative Tumors in Everyday Practice	<i>Lisa Carey, MD</i>
9:15 AM	Immunoconjugates in Both the Adjuvant and Metastatic Setting	<i>Mark Pegram, MD</i>
9:30 AM	mTOR Inhibitors: Reversing Resistance to Endocrine Blockade Therapy	<i>José Baselga, MD, PhD</i>
<b>Pre-operative Therapy</b>		
9:45 AM	Lessons Learned From Pre-operative Therapy	<i>Gunter von Minckwitz, MD, PhD</i>
10:00 AM	BREAK	
10:45 AM	Predictive Immunohistochemical Biomarkers in the Context of Neoadjuvant Therapy	<i>Fraser Symmans, MD</i>
11:00 AM	Biomarkers Implementation: Which Model?	<i>Fabrice André, MD, PhD</i>
11:15 AM	Neoadjuvant Therapy to Select the Most Effective Drug Combination (I-SPY Trial)	<i>Laura Esserman, MD, MBA</i>
11:30 AM	Protein Pathway Mapping: Realizing the Promise of Individualized Therapy at the Bedside	<i>Emanuel F. Petricoin III, PhD</i>
11:45 AM	Assessing Response to Neoadjuvant Therapy	<i>Elizabeth Morris, MD</i>
12:00 PM	Should Response to Pre-operative Therapy Tailor Radiation, Chemotherapy, Surgical Care?	<i>Gunter von Minckwitz, MD, PhD</i>
12:15 PM	Panel Discussion	
1:00 PM	LUNCH	
<b>2:15 PM - 6:00 PM—Breakout Sessions (see agendas below)</b>		
<b>6:15 PM - 7:15 PM—Non-CME Symposium</b>		
<b>7:00 PM—Closing Reception (Lawn)</b>		

### Surgical Oncology Track

2:15 PM	Sentinel Node Biopsy After Pre-operative Therapy	<i>Anees Chagpar, MD, MSc, MA, MPH</i>
2:30 PM	Management of Uncommon Cancers of the Breast	<i>Virgilio Sacchini, MD</i>
2:45 PM	Invasive Lobular Carcinoma: Subtypes and Outcomes	<i>Mattia Intra, MD</i>
3:00 PM	Contralateral Prophylactic Mastectomies: Risks and Benefits	<i>Patrick I. Borgen, MD</i>
3:15 PM	DEBATE: Are We Doing Too Many Mastectomies?	
	Pro	<i>J. Michael Dixon, MD</i>
	Con	<i>Patrick I. Borgen, MD</i>
3:45 PM	Does Everyone With 1-3+ Nodes Need Post-Mastectomy Radiotherapy?	<i>Lawrence J. Solin, MD</i>
4:00 PM	What Is New in Breast Reconstruction?	<i>Lloyd Gayle, MD</i>
4:15 PM	BREAK	
4:45 PM	Is There Value to Local Control in Selected Patients With Stage IV Disease?	<i>Henry M. Kuerer, MD, PhD</i>
5:00 PM	Panel Discussion	
6:00 PM	ADJOURN	

### Medical Oncology Track

2:15 PM	My Viewpoint: Can Pathologic Response to Neoadjuvant Therapy Be an FDA-Approvable End Point?	<i>Laura Esserman, MD, MBA</i>
2:25 PM	My Viewpoint: Can Pathologic Response to Neoadjuvant Therapy Be an FDA-Approvable End Point?	<i>Norman Wolmark, MD</i>
2:35 PM	My Viewpoint: Can Pathologic Response to Neoadjuvant Therapy Be an FDA-Approvable End Point?	<i>Gunter von Minckwitz, MD, PhD</i>
2:45 PM	Panel Case Discussion on Neoadjuvant Therapy	
3:15 PM	Front-line Chemotherapy for Advanced Breast Cancer: Is There a Standard?	<i>Hope S. Rugo, MD</i>
3:30 PM	Chemotherapeutic Choices in Later Lines of Therapy	<i>William J. Gradishar, MD</i>
3:45 PM	Mutational Evolution in Triple-Negative Breast Cancer	<i>Samuel Aparicio, PhD</i>
4:00 PM	Progress in Treating Advanced Triple-Negative Breast Cancer	<i>Lisa Carey, MD</i>
4:15 PM	BREAK	
4:45 PM	Advanced HER2+ Breast Cancer: New Options and How to Deploy Them	<i>José Baselga, MD, PhD</i>
5:00 PM	Combination of Two Anti HER2 Therapies	<i>Mark Pegram, MD</i>
5:15 PM	Panel Discussion	
6:00 PM	ADJOURN	

## Sunday, March 10, 2013

7:00 AM	BREAKFAST	
8:15 AM	Future Direction for NSABP: Clinical Trial Design in an Impatient World	<i>Norman Wolmark, MD</i>
8:30 AM	Future Prediction for Adjuvant Therapy	<i>George W. Sledge Jr, MD</i>
8:45 AM	Predicting Bone Metastasis With Micro RNAs	<i>Fabrice André, MD, PhD</i>
9:00 AM	Adjuvant Bisphosphonates: Has the Time Come?	<i>William Gradishar, MD</i>
9:15 AM	Update on the New P13K Inhibitors	<i>José Baselga, MD, PhD</i>
9:30 AM	Strategies to Overcome Resistance to Trastuzumab	<i>Mark Pegram, MD</i>
9:45 AM	The Role of Epigenetics in Breast Cancer	<i>W. Fraser Symmans, MD</i>
10:00 AM	Rethinking the Metastatic Cascade as a Therapeutic Target	<i>George W. Sledge Jr, MD</i>
10:15 AM	BREAK	
10:45 AM	Panel Discussion	
12:00 PM	ADJOURN	

# Symposia & Workshops

## Friday, March 8, 2013

12:45 PM- 2:00 PM	Enabling More Confident Medical Decisions for Breast Cancer Treatment (Non-CME) <i>Sponsored by Clariant</i>
12:45 PM- 2:00 PM	Breast Care Solutions from Biopsy to Therapy (Non-CME) <i>Sponsored by BARD</i>
12:45 PM- 2:00 PM	Treatment of Metastatic Breast Cancer and Select Patient Cases (Non-CME) <i>Sponsored by Celgene</i>
12:45 PM- 2:00 PM	Non-CME Symposium <i>Sponsored by BMS</i>
6:45 PM - 8:00 PM	CME Symposium <i>Supported by an educational grant from by Eisai</i>

*This is an independent, CME-certified activity held adjunct to the 30th Annual Miami Breast Cancer Conference. This session is not sponsored by PER.*

## Saturday, March 9, 2013

1:00 PM - 2:15 PM	Future Trends In Breast Surgery: A Minimal Access Approach (Non-CME) <i>Sponsored by InVuity</i>
1:00 PM - 2:15 PM	Breast Care Solutions from Biopsy to Therapy (Non-CME) <i>Sponsored by BARD</i>
1:00 PM - 2:15 PM	Non-CME Symposium <i>Sponsored by Novartis</i>
1:00 PM - 2:15 PM	Non-CME Symposium <i>Sponsored by Amgen</i>
6:15 PM - 7:15 PM	Non-CME Symposium <i>Sponsored by Genentech BioOncology</i>

## Accommodations

**Fontainebleau  
Miami Beach Hotel**  
4441 Collins Avenue  
Miami Beach, FL 33140

### Accommodations

The Fontainebleau features 1504 guest rooms and suites—including 846 rooms and suites in the original Fontainebleau buildings and 658 junior 1- and 2-bedroom suites in 2 new all-suite towers. A landmark since its debut in 1954, the Fontainebleau Miami Beach Hotel has been restored and transformed by a team of renowned architects and designers to create the most dynamic destination resort on the Eastern Seaboard.

### Location

The Fontainebleau Miami Beach Hotel is located on Collins Avenue overlooking the Atlantic Ocean, 3 miles from South Beach. It is conveniently located near both Miami and Fort Lauderdale International Airports.

### Room Rates

To make a reservation, call (800) 548-8886. The deadline for making your discounted hotel reservations is February 12, 2013. After that date, or in the event that the room block becomes full prior to the deadline, rooms are subject to availability, and rates may increase. When booking please identify yourself as part of the Miami Breast Cancer Conference to receive the discounted group rate. If you choose to book online, please visit <https://resweb.passkey.com/go/miac0313>. The hotel always sells out for this meeting, so please make your reservations early.

**\$355** Run of House Room (Bed type, view, or building not guaranteed at time of reservation)

**\$375** Oceanview Room

**\$395** Deluxe Balcony Room

**\$415** Tresor Junior Suite

Room rates are subject to applicable state and local room taxes (presently 13%). A deposit equal to one night's stay is required to hold reservations and will be charged at the time the reservation is made. Again, the hotel always sells out for this meeting, so please make your reservations early.

The present additional person rate is \$30 per person, per night, regardless of age. Please note that the maximum number of occupants per room is four, regardless of age. A Hotel Fee of \$12.95 per room per day is assessed; please check with Reservations to learn what is included or to accept the fee.

Check-in is 4:00 PM, and check-out is 11:00 AM. All guests arriving before 4:00 PM will be accommodated as rooms become available. An early departure fee may apply if you depart earlier than your reservation indicated.

### Travel Arrangements

PER recommends that you make your reservations early to get the best seat options and lowest airfare available. The gateway to the Miami area is the Miami International Airport (MIA), which is approximately 12 miles (19 km) from the Fontainebleau Hotel.

PER's travel partner, TraveLink, is available to assist in making travel arrangements. Please call (866) 301-3011 and ask for Peter Carson (ext. 2034) or Darrell Roberts (ext. 5193). You can also e-mail your request to Peter Carson at [pcarson@trvlnk.com](mailto:pcarson@trvlnk.com).

For more information visit [gotoper.com](http://gotoper.com)

## Registration

Registration fees for the 30th Annual Miami Breast Cancer Conference® include the following:

- Conference syllabus materials and abstract book
- Continental breakfast, breaks, and evening receptions

## 4 Ways to Register

1. Online: Register online at [gotoper.com](http://gotoper.com)
2. Mail: Please complete the form to the right, and mail it with your payment (checks and credit cards are accepted) to the address below. Please make checks payable to "Physicians' Education Resource, LLC - MBC13."
3. Fax: Please complete the form to the right, and fax to (609) 257-0705 (credit cards only).
4. Phone: Please call (609) 451-0258 (credit cards only).

A cancellation fee of 25% will be assessed on refunds requested prior to **January 31, 2013**, and a 50% fee on refunds requested from **February 1, 2013**, through **February 26, 2013**. No refunds will be made after **February 26, 2013**. There is no charge for substitution.



Physicians' Education Resource®, LLC  
666 Plainsboro Road, Suite 356  
Plainsboro, NJ 08536

Phone: (888) 949-0045  
Fax: (609) 257-0705  
[gotoper.com](http://gotoper.com)



## Registration Form *All fields are required.*

First Name \_\_\_\_\_ Middle Initial \_\_\_\_\_ Last Name \_\_\_\_\_

MD  Fellow  PA-C  RN  NP  PhD  PharmD  Industry  DO  Other \_\_\_\_\_

Mailing Address \_\_\_\_\_

City \_\_\_\_\_ Prov/State \_\_\_\_\_

Country \_\_\_\_\_ Postal/Zip Code \_\_\_\_\_

E-mail (Your confirmation will be sent via e-mail) \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

Specialty \_\_\_\_\_ Birth Date (MM/DD/YYYY) \_\_\_\_\_

Institute/Organization \_\_\_\_\_

### Practice Setting

- Academic medical center/university  Community hospital-based practice  Community office-based practice
- In training (fellow, resident, student)  Government agency  Laboratory/basic research
- Pharmacy  Pharmaceutical/biotechnology company  Other

### What is your principal activity?

- Patient care  Clinical research  Teaching/training  Administrative  Other

### Preferred educational formats:

- Live  Online  Print

### Preferred methods of communication:

- Phone  Mail  E-mail

Would you like to participate in CME surveys?  Yes  No

How many cancer patients do you treat each month? \_\_\_\_\_

Years practicing medicine \_\_\_\_\_

## Registration Fees

March 7, 2013	Advance	Onsite
Mini-Symposium*	\$310	\$360
March 8-10, 2013	Advance	Onsite
Physicians	\$739	\$789
Fellows**	\$569	\$619
Nurses, PAs, Other Health Care Professionals	\$569	\$619
Industry***	\$739	\$789
Guest* (access to receptions only)	\$159	\$159

Payment can be made by:  Check  VISA  MasterCard  Discover  American Express

Charge Amount \_\_\_\_\_

Card Number \_\_\_\_\_ Expiration Date \_\_\_\_\_

Name as It Appears on Credit Card \_\_\_\_\_ Security Code \_\_\_\_\_

Billing Address of Card (if different from above; zip code required) \_\_\_\_\_

Signature \_\_\_\_\_

**For registration assistance, please e-mail [info@gotoper.com](mailto:info@gotoper.com), or call (609) 451-0258/(888) 949-0045.**

Physicians' Education Resource, LLC, fully complies with the legal requirements of the ADA and the rules and regulations thereof. If any participant in this educational activity is in need of accommodations, please notify us in order to receive service. Please call (609) 451-0258 or (888) 949-0045.

All payments must be made by a draft on a United States bank.

\_\_\_\_\_ Initial here if you do not wish to be informed of other PER educational activities.

\*Discount does not apply to the Mini-Symposium or Guest Registration

\*\*FELLOWS registration must be accompanied by a letter from your director/chair stating current fellowship for discount.

\*\*\*INDUSTRY is defined by PER as any person employed by a for-profit organization, including biotech, financial, and pharmaceutical. Industry registrations cannot be processed online. To request attendance at a meeting, registration can be submitted via fax, phone, or e-mail. For more information, e-mail us at [info@gotoper.com](mailto:info@gotoper.com).



Office Center at Princeton Meadows, Suite 300  
666 Plainsboro Road  
Plainsboro, NJ 08536

# 30<sup>th</sup> Miami<sup>annual</sup> Breast Cancer CONFERENCE®

**March 7-10, 2013**

Fontainebleau Miami Beach Hotel • Miami Beach, FL

**SPACE IS  
LIMITED**  
Reserve your  
seat today!

For more information visit [gotoper.com](http://gotoper.com)