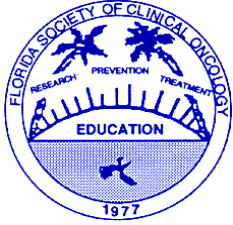


FLASCO: The Voice of Oncology in Florida



FLASCO FALL MEETING November 7th & 8th, 2008

2008–2009 FLASCO Executive Committee

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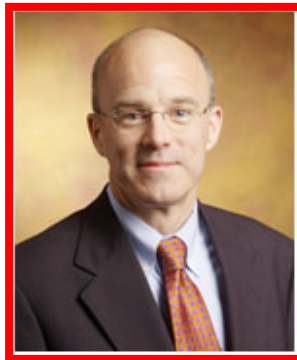
Clifford Selsky, MD
Chm, Finance Committee

Dorothy Phillips
Executive Director
1 (800) 444-1410 x4410
Dorothy.green@cancer.org

The Florida Society of Clinical Oncology (FLASCO) invites all FLASCO Members and Oncology Health Care Professionals to our Fall Meeting at the Tampa Airport Marriott Hotel on November 7 & 8, 2008.

This meeting is designed to meet the educational needs of those involved in the care of patients with Endocrine Tumors and GYN cancers. This meeting will also provide a chance for FLASCO members and other health care professionals to hear about community based delivery to patients with private/commercial insurance. In addition, the meeting will provide an opportunity for attendees to hear about Assessing the financial health of your practice, explore what a successful oncology practice will look like in the future, and heard about the Commission on Cancer.

★ KEY NOTE SPEAKER ★

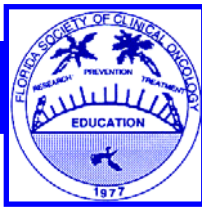


We are pleased to announce that our Key Note Speaker will be Lee Newcomer, M.D., Executive Vice President of United Healthcare Oncology Services. He leads a team that pursues affordability, quality and access for over 200,000 oncology patients. He comments regularly in the media on health care coverage, physician performance issues, consumer directed care and oncology care.

★ ★ ★ REGISTRATION ★ ★ ★

There are no registration fees for FLASCO Members who are current with their 2008 dues. If you are not a member of FLASCO, your registration fee of \$200 can be applied to a FLASCO membership. Dues are payable annually. Guest fees are listed on the registration form.





FLASCO Fall Meeting Agenda

Friday, November 7th, 2008

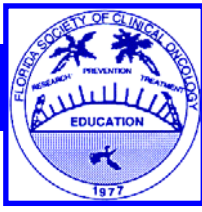
- 10:00 am – 4:00 pm **Executive Committee Meeting**
- 4:30 pm – 5:30 pm **Board Meeting**
- 6:00 pm – 7:00 pm **Cash Bar/Visit Exhibits**
- 7:00 pm – 9:00 pm **Dinner & Program Presentation:** “Community-Based Delivery to Patients with Private/Commercial Insurance”
- Lee N. Newcomer, MD**
United Healthcare
Edina, MN

Saturday, November 8th, 2008

- 6:30 am – 7:30 am **Breakfast/Visit Exhibits**
- 8:00 am – 9:15 am **Program Presentation:** “ASCO MODULE—Practice Check-Up: Assessing the Financial Health of your Practice”
- Speaker:**
Elaine Towle, CMPE
Director of Consulting Services
For Oncology Metrics
Chester, New Hampshire
- 9:15 am – 10:30 am **Program Presentation:** “Thyroid Carcinoma”
- Moderator:**
Jonathan Zager, MD
- Speakers:**
W. Bradford Carter, MD
Moffitt Cancer Center
- Howard Lilienfeld, MD**
Moffitt Cancer Center
- Case Study:**
Alfredo Santillan, MD
Moffitt Cancer Center
- 10:30 am—11:15 am **Break/Visit Exhibits**

Saturday, November 8th, 2008 (Continued)

- 11:15 am—12:30 pm **Program Presentation:** “What Will Successful Oncology Practices Look Like in the Future”
- Moderator:**
Thomas Marsland, MD
Orange Park, FL
- Speakers:**
Richard Krumdieck, MD
Lake Norman
Hematology Oncology Specialists
 Mooresville, NC
- Edward Braud, MD**
Springfield Clinic
Springfield, IL
- 12:30 pm – 1:15 pm **Lunch**
- 1:15 pm – 1:30pm **Program Presentation:** “ASCO PA/ NP Grant Project Update”
- Speaker:**
Brenda Pate, PA-C
Moffitt Cancer Center
- 1:30 pm—2:30 pm **Program Presentation:**
Scientific Presentation
Panel Presentation:
GYN Oncology Panel
- Speakers:**
“Cervical Cancer”
James Orr, MD
Ft. Myers, FL
- “Ovarian Cancer”**
Robert Holloway, MD
Orlando, FL
- 2:30 pm—3:30 pm **Program Presentation:** “Commission on Cancer”
- Moderator:** Phillip Roland, MD
- Speakers:** TBA
- 3:30 pm **Wrap-Up and Adjourn**



CONFERENCE GOALS

- ❖ Update practicing clinicians on expected future changes in the practice of medical oncology in the USA;
- ❖ Review recent developments in the multidisciplinary management of patients with cervical and ovarian cancer;
- ❖ Review recent trends in the provision of oncology care to commercial patients;
- ❖ Update on the importance of assessing the financial health of your practice;
- ❖ Review recent trends in the management of various types of endocrine tumors.

CONFERENCE OBJECTIVES

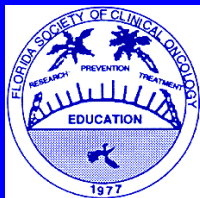
After attending this conference, participants should be able to:

- ❖ Understand and prepare for future challenges in your practice;
- ❖ Better understand and manage cervical and ovarian cancer;
- ❖ Better understand and manage financial aspects of your practice;
- ❖ Understand and manage the various types of endocrine tumors.



CONFERENCE OUTCOME MEASURES

Participants should be able to apply the knowledge acquired during this conference to improve their competence, performance, and/or patient outcomes in the daily treatment of their patients. Attendees should also incorporate some of the best business practices presented into their daily management of their oncology practice. To measure physicians' perceptions regarding these gains, they will complete an evaluation form at the end of the conference.



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Supporters**

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MGI Pharma
US Oncology
ImClone Systems
OSI Pharmaceuticals
Millennium
Pharmaceuticals, Inc.

Bronze

Boehringer Ingelheim
Pharmaceuticals, Inc.
Alexion
Genzyme



Hotel Reservations

A block of rooms have been reserved at the Tampa Airport Marriott Hotel. The FLASCO Executive Director will make **all** reservations for those wanting to stay at the hotel. Please indicate arrival/departure dates on the registration form. The room rate is \$184 per night, including all taxes.



DEADLINES!!!!

The Tampa Airport Marriott Hotel has requested that all reservations be made prior to **October 1st, 2008**. After that date, reservations will only be accepted on a space available and rate available basis.

FLASCO MISSION STATEMENT

The Florida Society of Clinical Oncology is a statewide non-profit organization committed to facilitating and promoting multidisciplinary efforts to improve patient care in Florida by:

- Fostering access to quality cancer care to the citizens of Florida.
- Assisting the cancer practitioners in providing the most cost effective quality care for their patients.
- Acting as an advocate for Florida cancer patients and their families.
- Coordinating the dissemination of information and providing an opportunity for oncologists, physicians, and other health care professionals to network and exchange information on cancer care.

FLORIDA SOCIETY OF CLINICAL ONCOLOGY

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