

FOCUS ON

PROSTATE, BLADDER, KIDNEY AND TESTICULAR CANCERS

Registration

To Register or for more information: **800-789-PENN (7366)**
or Register on-line at: **oncolink.org/conference/urologic**

Registration Deadline: Friday, September 17, 2010

Conference is free of charge. No registration fee required.

\$20 Suggested donation (non-tax deductible) to support the "Focus on Urologic Cancers" Conference. Cash, check or money order accepted the day of the conference. Credit cards accepted with our on-line registration.

Hotel

Self-parking is available at the Hyatt Regency Philadelphia Penn's Landing and will be validated. For directions to the Hyatt Regency Philadelphia Penn's Landing, call (215) 928-1234. If you need overnight accommodations call Hyatt Reservations at 1-800-233-1234.

Who Should Attend

- Newly diagnosed with prostate, bladder, kidney or testicular cancer
- Prostate, bladder, kidney or testicular cancer survivors
- Family members and caregivers of those with prostate, bladder, kidney or testicular cancer

The Focus on Prostate, Bladder, Kidney and Testicular Cancers Conference is being held in collaboration with the PENN Medicine Development Office. Attendees will receive communication from the PENN Medicine Development Office regarding their research and programs. Participation in this conference is optional and patient privacy has been maintained. If you would prefer not to receive development materials, we will make reasonable efforts to honor such a request. Please send a written request with your name, and address to Tricia Bruning, Abramson Cancer Center Development Office, 3535 Market Street, Suite 750, Philadelphia, PA 19104.



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Focus on Prostate, Bladder, Kidney and Testicular Cancers Conference

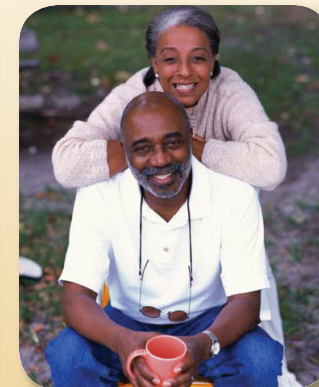
Abramson Cancer Center
3400 Spruce Street
1603 Penn Tower
Philadelphia PA, 19104

FOCUS ON PROSTATE, BLADDER, KIDNEY AND TESTICULAR CANCERS

3RD EDUCATIONAL CONFERENCE

Friday, September 24, 2010
7:00AM - 3:00PM

Hyatt Regency Philadelphia at Penn's Landing
201 South Columbus Boulevard
Philadelphia, Pennsylvania 19106



FOCUS ON PROSTATE, BLADDER, KIDNEY AND TESTICULAR CANCERS

3RD EDUCATIONAL CONFERENCE

Friday, September 24, 2010
7:00AM - 3:00PM

Hyatt Regency Philadelphia at Penn's Landing
201 South Columbus Boulevard
Philadelphia, Pennsylvania 19106

NEW

Special Session for African Americans
Special Session for Latinos - EN ESPAÑOL



A Comprehensive Cancer Center Designated by the National Cancer Institute



AGENDA & FACULTY

REGISTRATION • 7:00AM

Registration & Continental Breakfast
Ask the Experts Sign-up

WELCOME • 8:30AM

Alan Wein, MD, PhD (hon), Conference Co-Chair
David Vaughn, MD, Conference Co-Chair
Neha Vapiwala, MD, Conference Co-Chair
Chanita Hughes-Halbert, PhD, Conference Co-Chair

GENERAL SESSION • 8:45AM

- Health Care Briefing — **Joseph Carver, MD**
- Proton Therapy for Urologic Cancers — **Neha Vapiwala, MD**
- Genetics and Risk Factors for Urologic Cancers — **Charnita Zeigler-Johnson, PhD**
- Cancer Disparities in African Americans & Other Minorities — **Chanita Hughes-Halbert, PhD**

FOR SURVIVORS OF UROLOGIC CANCER - LIVING WELL AFTER TREATMENT

MORNING • 10:00AM

The New Agenda for Urologic Cancer Survivorship
— **Linda Jacobs, RN, PhD**

Late Term Physical Effects and Post Treatment Care:
What You Need to Know — **Barbara Zoltick, MSN, CRNP**
and **Gloria Pitts, MSN, CRNP**

Sexual Health and Incontinence After Treatment
— **William Jaffe, MD; Diane Newman, MSN, CRNP**

LIVESTRONG Survivorship Care Plan, Powered by OncoLink
— **Gloria Di Lullo, MSN, CRNP**

LUNCH • 12:00PM

1:00PM
Integrative Medicine and Wellness - Case Conference
— **Linda Jacobs, RN, PhD, Case Conference Moderator**

Panel
Michael Baime, MD — Mindfulness
Nicole Dugan, DPT, CLT-LANA — Cancer Rehabilitation
Mark Francis, PhD — Psychosocial Counseling
Kimberly Fleischer, RMT, MEd — Reiki

2:00PM
Survivor Panel — **Neal Niznan, MSW**

CONFERENCE ENDS • 3:00PM

FOR THOSE IN TREATMENT

CONCURRENT SESSIONS • 10:00AM

NEW

For African Americans: Coping with a Prostate Cancer Diagnosis - the Physical and Emotional Journey
— **Monica Ferguson, MD**

Talking About Screening

— **Doug Henderson**



NEW

Para Latinos/Hispanos: Cómo lidiar con el diagnóstico de cáncer en la próstata, vejiga, testículos o riñón
— **Eduardo Fernández, MD**

Prostate Cancer

David Lee, MD — Urology
Daniel Eun, MD — Urology
Andrew Axilrod, MD — Urology
Naomi Haas, MD — Medical Oncology
Neha Vapiwala, MD — Radiation Oncology

Bladder Cancer

Thomas Guzzo, MD, MPH — Urology
Stephen Keefe, MD — Medical Oncology
John Christodouleas, MD — Radiation Oncology

Kidney Cancer

C. William Schwab II, MD — Urology
Naomi Haas, MD — Medical Oncology

Testicular Cancer

Bruce Malkowicz, MD — Urology
David Vaughn, MD — Medical Oncology
Justin Bekelman, MD — Radiation Oncology

LUNCH • 12:00PM

ATTEND "ASK THE EXPERTS" • 1:00PM

2:00PM
Survivor Panel
— **Neal Niznan, MSW**

CONFERENCE ENDS • 3:00PM

ASK THE EXPERTS • INTEGRATIVE MEDICINE & WELLNESS

1:00 PM - 2:00 PM
Talk to our Experts One-on-One!

TOPIC	EXPERT
Cancer Physical Rehabilitation	Elayne Geba, DPT
Center for Community-Based Research & Health Disparities - UPENN	Brenda Bryant
Clinical Trials Phase I, II, III	Diane Frazee, RN, BSN Gloria Pitts, MSN, CRNP Janelle Robinson, BA
Complementary Therapies <ul style="list-style-type: none"> • Acupuncture • Reiki • Yoga & Meditation 	Adam Schreiber Laurie Elder, BFA, RMT Fern Nibauer-Cohen
Coping with <ul style="list-style-type: none"> • Emotions • Body Image & Sexuality • Caregiver Issues 	Neal Niznan, MSW Kava Schafer, MDiv, MA
Coping with Bladder Concerns	Diane Newman, CRNP
Coping with Physical Symptoms Related to Intimacy	Andrew Axilrod, MD Chris Lorenc, PA
Employment & Insurance Concerns	Greg Heller, Esq Rodney Warner, Esq
Financial Planning	Andrew Cohen, Financial Advisor
Giving Back	Tricia Bruning, Catherine Smith, Melissa Reilly
Home Care & Symptom Management	Joseph Straton, MD
Living The Power	Marie Jackson
Managing Physical Symptoms	Barbara Zoltick, MSN, CRNP Genevieve Hollis, MSN, CRNP, AOCN Rachel Hastings, PA-C
Nutrition, Herb & Vitamins	Audrey Caspar-Clark, MA, RD, LDN, CSO
LIVESTRONG CARE PLAN <small>POWERED BY Penn Medicine's OncoLink</small>	Gloria Di Lullo, MSN, CRNP Maggie Hampshire, RN, BSN, OCN
Ostomy Care	Ava Maria Preston, MSN, RN, CWDCN
Your Medications	Joanna Ghayad, PharmD Sarah Shockley, PharmD

CONFERENCE CO-CHAIRS

Alan Wein, MD, PhD (hon)
Professor and Chair,
Division of Urology

David Vaughn, MD
Professor, Medicine
(Hematology-Oncology)
Director, Abramson Cancer
Center's Clinical Research Unit

Neha Vapiwala, MD
Assistant Professor,
Radiation Oncology
Residency Training
Program Director

Chanita Hughes-Halbert, PhD
Associate Professor,
Department of Psychiatry

ABRAMSON CANCER CENTER FACULTY

Andrew Axilrod, MD
Clinical Assistant Professor

Michael Baime, MD
Director, Penn Program
for Stress Management

Justin Bekelman, MD
Assistant Professor

Tricia Bruning
Executive Director
of Development

Brenda Bryant
Center for Community-Based
Research and
Health Disparities

Joseph Carver, MD
Professor, Medicine

Audrey Caspar-Clark, MA, RD, LDN, CSO
Clinical Dietitian

John Christodouleas, MD
Assistant Professor

Gloria Di Lullo, MSN, CRNP
Medical Oncology Content
Specialist, OncoLink.org

Nicole Dugan, DPT, CLT-LANA
Lead Physical Therapist

Daniel Eun, MD
Assistant Professor

Monica Ferguson, MD
Clinical Assistant Professor

Mark Francis, PhD
Counselor

Diane Frazee, RN, BSN
Clinical Research Nurse

Elayne Geba, DPT
Senior II Physical Therapist

Joanna Ghayad, PharmD
Oncology Pharmacy Resident

Thomas Guzzo, MD, MPH
Assistant Professor

Naomi Haas, MD
Associate Professor, Medicine
(Hematology/Oncology)

Maggie Hampshire, RN, BSN, OCN
Managing Editor, OncoLink.org

Rachel Hastings, PA-C
Physician Assistant

Genevieve Hollis, MSN, CRNP, AOCN
Advanced Practice Nurse

Linda Jacobs, RN, PhD
Director,
LIVESTRONG Survivorship
Center of Excellence

William Jaffe, MD
Assistant Professor,
Surgery (Urology)

Stephen Keefe, MD
Instructor, Medicine

David Lee, MD
Assistant Professor

Chris Lorenc, PA
Physician Assistant, Urology

Bruce Malkowicz, MD
Professor, Surgery

Diane Newman, CRNP
Advanced Practice Nurse

Fern Nibauer-Cohen
Certified Yoga Instructor

Neal Niznan, MSW
Social Worker

Gloria Pitts, MSN, CRNP
Advanced Practice Nurse

Ava Maria Preston, MSN, RN, CWDCN
Ostomy Clinical Nurse Specialist

Janelle Robinson, BA
Clinical Research Coordinator

Kava Schafer, MDiv, MA
Staff Chaplain (Oncology)

Adam Schreiber
Acupuncturist

C. William Schwab II, MD
Assistant Professor

Sarah Shockley, PharmD
Oncology Pharmacy Resident

Catherine Smith
Development/Major Gifts Officer

Joseph Straton, MD
Assistant Professor

Charnita Zeigler-Johnson, PhD
Research Assistant Professor

Barbara Zoltick, MSN, CRNP
Advanced Practice Nurse

GUEST SPEAKERS /EXPERTS

Andrew Cohen, Financial Advisor
Vice President, Vantage Point
Financial Services, Inc.

Laurie Elder, BFA, RMT
Reiki Master & Teacher

Eduardo Fernández, MD
Medical Oncologist,
Lourdes Health System

Kimberly Fleischer RMT, MEd - Reiki Master
Director Reiki School and Clinic

Greg Heller, Esq
Caldwell and Heller, LLC

Doug Henderson
Healthcare Specialist, WDAS FM,
Clear Channel Radio

Marie Jackson
Facilitator, Living the Power Workshops

Rodney Warner, Esq
Project Attorney Law and Health
Initiative for Cancer Survivors