

FRIDAY MEDICAL CONFERENCE

A MUNSON MEDICAL CENTER CME PRESENTATION



TOPIC: Genomics and Cancer: Moving Towards the Reality of Personalized Medicine

SPEAKER: Lee Schwartzberg, MD, FACP
Medical Oncology/Hematology, Medical Director-The West Clinic; Clinical Professor – University of Tennessee School of Medicine

DATE: Friday, August 13, 2010

TIME: 12:00 Noon, Luncheon
12:30 PM - 1:30 PM Educational Presentation

LOCATION: Munson Medical Center - Conference Center 1-3 Lower Level

LEARNER OBJECTIVES: *The practitioner will be able to -*

1. Describe the impact of genomics on refining cancer classification.
2. Compare genomics of lung and colon cancer with regard to targeted therapy.
3. Interpret the benefit of genomic profiling in breast cancer.

TARGET AUDIENCE: Entire Medical Staff

FACULTY DISCLOSURES: Current ACCME guidelines state that participants in CME Activities should be made aware of any affiliation or financial interest that may affect the Speaker's presentation

- *Friday Medical Conference Planning Committee has nothing to disclose in the context of this presentation.*
- *Lee Schwartzberg, MD, FACP reports that he receives honoraria in his role as a speaker for Genomic Health.*

COMMERCIAL DISCLOSURE: Not applicable

COURSE DIRECTOR(s): Charles J. Gwizdala, MD and Daniel M. Navin, MD

ACCREDITATION

AOA: Munson Medical Center is an accredited AOA sponsor. This activity will be submitted to the American Osteopathic Association-Division of Continuing Medical Education. Assignment of credit will be awarded pending approval of the AOA-CME.

AMA: Munson Medical Center is accredited by the Michigan State Medical Society Committee on CME Accreditation to provide continuing medical education for physicians. Munson Medical Center designates these educational activities for a maximum of 1 "AMA PRA Category 1 Credit TM" each. Physicians should claim credit commensurate with the extent of their participation in the activity.

AAFP: Application for CME credit will be filed with the American Academy of Family Physicians for this conference series. Determination of credit is pending.

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Sponsored by: Munson Medical Center, 1105 Sixth Street, Traverse City, MI 49684