

HEAD AND NECK CANCER TREATMENT *at Penn's Abramson Cancer Center*

What Sets Penn's Head and Neck Cancer Program Apart?

- Penn was one of the first nationally to establish an Interdisciplinary Center for Head and Neck Cancer.
- Penn treats more head and neck cancer patients than any other hospital in the region. Our center performs twice as many head and neck cancer procedures as any other Greater Philadelphia hospital. By putting this experience to work, we offer our patients the best possible treatment outcomes.
- We have a growing head and neck research program and are currently testing such innovative treatments as hyperbaric oxygen as a way to restore blood flow after surgery through a \$10 million National Institutes for Health grant.
- Penn's head and neck reconstructive team uses state-of-the-art techniques to restore appearance and function.
- We have one of the largest thyroid cancer programs on the East Coast. Our thyroid team is comprised of specialists who are experts in the field of surgery, endocrinology, pathology, cytology, and nuclear medicine. They are leaders in their fields, aware of the most current research about thyroid cancer and experienced in offering the best possible treatment options.
- We provide comprehensive evaluation as well as integrated medical and surgical management for patients with thyroid cancer. Including minimally invasive ultrasound-guided needle biopsy of the thyroid and state-of-the-art imaging using such advanced technology as Positron Emission Tomography (PET).
- Penn performs twice as many thyroid operations—and three times as many parathyroid operations—as other area hospitals.
- For laryngeal cancer, we offer advanced surgical and non-surgical approaches to preserve the voice box while treating and controlling the cancer, including minimally invasive laser surgery, performed through the mouth using endoscopy and supracricoid partial laryngectomy, which preserves speech, breathing and swallowing without a permanent tracheostomy.

- We also offer particular expertise in using non-surgical approaches, such as radiation therapy alone or combined with chemotherapy. Depending on the extent of the initial cancer, non-surgical approaches may be the best way to save the voice box and cure the cancer.

- Our researchers have completed two studies—the most comprehensive and largest to date—that demonstrate the effective use of the daVinci Surgical Robotic System® to perform Trans-Oral Robotic Surgery (TORS) which greatly reduces surgical trauma for patients. Our physicians anticipate that the application of the daVinci System to treat mouth and throat cancers will allow for complete tumor removal while helping to preserve voice and swallowing function. The daVinci Robot has been FDA-approved and successfully integrated into cardiac and urologic surgery. Patients are reaping the benefits with decreased bleeding, less pain, and are able to return to work sooner.

- Penn's Center for Cranial Base Surgery provides special diagnostic and surgical expertise in tumors affecting the base of the skull and brain. We offer a wide range of surgical approaches to maximize long-term results while limiting the involvement of non-cancerous areas during surgery.

- Our Cranial Base Surgery Team is renowned for its cutting-edge, minimally-invasive and endoscopic approach to tumors. This approach, which minimizes external incisions, aids in quicker recovery, less pain, and improved cosmetic outcome.

- We use a variety of techniques for cranial based surgery including: magnetic resonance imaging (MRI), magnetic resonance angiography (MRA), functional MRI, thin-cut computerized tomography (CT), three-dimensional CT angiography, cerebral blood flow studies, and super selective angiography for precise understanding of the location and size of cranial base tumors, critical to treatment planning.

- Other state-of-the-art techniques employed during cranial base cancer surgery include: neurophysiological monitoring to provide real-time information about brain and nerve function resulting in increased safety and decreased length of surgery; and the use of microcatheters and angiography to improve the ability to see vessels during surgery and thus, reduce blood loss.

- Post-operative care for cranial base cancer surgery is provided in the Neurosurgical Intensive Care Unit which is dedicated to caring for patients having surgery involving the central nervous system.



Focus on HEAD AND NECK CANCERS

FRIDAY,
APRIL 13, 2007

8:30 AM – 3:45 PM

*Hilton Hotel
4200 City Avenue
Philadelphia, PA*

*An Educational Conference
for Those Affected by
Head and Neck Cancer*

Conference Faculty from the Abramson Cancer Center of the University of Pennsylvania:

Zubair Baloch, MD
*Associate Professor, Pathology
and Laboratory Medicine*

Dell Burkey, MD
*Clinical Associate Professor,
Anesthesiology and Critical Care*

Lauren Campe, MA, CCC-SLP
Speech Language Pathology

Ara Chalian, MD
*Associate Professor,
Otorhinolaryngology
Director, Facial Plastic
Reconstruction*

Katrina Claghorn, MS, RD, LDN
*Clinical Dietician Specialist
Patient and Family Services*

Patricia Dooley, MS, CCC-SLP
Speech Language Pathology

Douglas Fraker, MD
*Associate Professor, Surgery
(Endocrine and Oncologic Surgery)
Chief, Division of Endocrine and
Oncologic Surgery*

Nicole Holland, MSN, CRNP
*Advanced Practice Nurse
Otorhinolaryngology,
Head and Neck Surgery*

Gregory Garber, MSW, LSW
*Cancer Counselor
Patient and Family Services*

Sarah Kagan, PhD, RN
*Professor, Nursing (Gerontological)
Advanced Practice Nurse,
Otorhinolaryngology,
Head and Neck Surgery*

James Kearney, MD, FACS
*Chief, Otorhinolaryngology
& Head and Neck Surgery,
Pennsylvania Hospital*

Rachel Kelz, MD
*Clinical Assistant Professor, Surgery
(Endocrine and Oncologic Surgery)*

Virgina Livolsi, MD
*Professor, Pathology and
Laboratory Medicine*

Laurie Loevner, MD
Professor, Radiology

Susan Mandel, MD, MPH
*Associate Professor,
Medicine Endocrinology
Associate Chief,
Clinical Affairs, Endocrinology*

Jason G. Newman, MD, FACS
*Assistant Professor,
Otorhinolaryngology,
Head and Neck Surgery*

Michelle Macaluso, MSN, CRNP
*Advanced Practice Nurse,
Otorhinolaryngology,
Head and Neck Surgery*

Nina Mirarchi, BA
*Social Work Intern
Patient and Family Services*

Bert O'Malley Jr., MD
*Professor, Otorhinolaryngology
Chair, Department of
Otorhinolaryngology
Co-Director, Center for
Head and Neck Cancer*

Faith Mutale, MSN, CRNP
*Advanced Practice Nurse,
Hematology/Oncology*

Harry Quon, MD
*Assistant Professor,
Radiation Oncology
Director, Head and Neck
Radiation Oncology
Associate Director, Center for
Head and Neck Cancer*

Kendra Schaefer, DMD
*Dentist, Oral and
Maxillofacial Surgery*

Robert Schnoll, PhD
Assistant Professor, Psychiatry

Matthew Schwartz, MD
*Clinical Assistant Professor,
Physical Medicine and
Rehabilitation*

Duane Sewell, MD
*Assistant Professor,
Otorhinolaryngology,
Head and Neck Surgery*

Eric Sherman, MD
*Assistant Professor, Medicine
(Hematology/Oncology)*

Ruth Steinman, MD
*Clinical Associate Professor,
Psychiatry*

Erica Thaler, MD
*Associate Professor,
Otorhinolaryngology
Chief, Division of General
Otolaryngology,
Penn Medicine at Radnor*

Janet Walsh, RN
Clinical Nurse, Endocrinology

Stefanie Washburn, MSW, LSW
*Patient Service Coordinator
Patient and Family Services*

Gregory Weinstein, MD, FACS
*Professor, Otorhinolaryngology
Vice Chairman, Department
of Otorhinolaryngology
Director, Head and Neck
Surgery Division
Co-Director, Center for
Head and Neck Cancer*

Experience the Penn Difference: *Innovative Research...Comprehensive Care...Service Excellence*

- Nationally recognized experts who have years of experience in diagnosing and treating head and neck cancers
- Advanced diagnostic testing, treatments and technologies
- Coordinated care throughout the experience
- Support services and education programs
- A reputation for sensitivity and responsiveness
- Personalized attention
- Innovative clinical trials
- An innovative research program with immediate translation to patient care

Keynote Speaker

Nancy L. Snyderman, MD is a Clinical Associate Professor in Penn's Department of Otorhinolaryngology: Head and Neck Surgery, with expertise in treating patients with head and neck cancers. Dr. Snyderman served as medical correspondent for ABC News from 1987–2002, contributing to *Prime Time Thursday*, *Good Morning America* and *20/20*. In 2006, she returned to television as *NBC News'* Chief Medical Editor. Since 2003, she has served as the Vice President, Consumer Education at Johnson & Johnson where she headed a new educational initiative, *Understanding Health*, which focused on educating and informing the public about health and medicine.

Dr. Snyderman attended medical school at the University of Nebraska and continued with residencies in Pediatrics and Ear, Nose, and Throat Surgery at the University of Pittsburgh. Dr. Snyderman has had appointments at the University of California-San Francisco and California-Pacific Medical Center. Her medical work has been widely published in peer review medical journals and she is the recipient of numerous research grants from the American Cancer Society, the Kellogg Foundation, and the American Academy of Otolaryngology-Head and Neck Surgery.

As a medical correspondent, Dr. Snyderman has reported on wide-ranging medical topics affecting both men and women. She has traveled the world and has reported from Eastern and Western Europe, Saudi Arabia during the Persian Gulf War, Russia, Somalia, Kosovo, Pakistan and Afghanistan. Her *ABC News* one-hour specials on alcoholism, women and stress, men and women's brains, and aging have sparked national debates. In 2000, Dr. Snyderman co-founded Luminari, a health education company that incorporates leading experts in women's health. Luminari currently advises Fortune 500 companies on health care issues and contributes to a monthly column in Oprah Winfrey's magazine, *O*. Dr. Snyderman has received numerous awards for her broadcasting and is the author of three books: *Dr. Nancy Snyderman's Guide to Good Health for Women Over Forty*, *Necessary Journeys*, and *Girl in the Mirror: Mothers and Daughters in the Years of Adolescence*. She also writes a monthly column for *Good Housekeeping* magazine.

The *Focus on Head and Neck Cancers* Conference is being held in collaboration with the PENN Medicine Development Office. Attendees will receive communication from the PENN Medicine Development Office regarding the head and neck cancer program, the Abramson Cancer Center, and other topics. 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.

WELCOME

8:30 am Registration and Continental Breakfast

9:00 am Welcome

Jason G. Newman, MD, FACS, Conference Chair

GENERAL SESSION

9:15 am Keynote Address

Bridging the Gaps in Health Care Communication Between Consumers, Business, and Media: Implications for Those Affected by Head and Neck Cancers

Nancy L. Snyderman, M.D.

9:45 am *Advancing the Search for New Therapies to Treat Head and Neck Cancers*

Gregory Weinstein, MD, FACS

10:00 am *Advancing Our Understanding of Prevention of Head and Neck Cancers*

Robert Schmoll, PhD

10:15 am Break and Visit Exhibits

CONCURRENT SESSIONS

10:30 am The Latest Advancements in the Diagnosis and Treatment of Head and Neck Cancers

Our experts will cover important information on the range of head and neck cancers, including thyroid, cranial base, mouth, throat and voice box. Get the latest information on diagnosis, surgery, reconstruction, chemotherapy, radiation therapy, and clinical trials for your particular cancer.

Mouth, Throat, Voice Box and Cranial Base Cancers

Jason G. Newman, MD, FACS – Moderator
Gregory Weinstein, MD, FACS – Otorhinolaryngology
Bert O'Malley Jr., MD – Otorhinolaryngology
Harry Quon, MD – Radiation Oncology
Eric Sherman, MD – Medical Oncology
Laurie Loevner, MD – Radiology
Kendra Schaefer, MD, DMD – Prosthodontics
Duane Sewell, MD – Otorhinolaryngology

Thyroid Cancers

Ara Chalian, MD – Moderator
Virginia Livolsi, MD – Pathology

Thyroid Cancers (continued)

James Kearney, MD, FACS – Otorhinolaryngology
Rachel Kelz, MD – Endocrine and Oncologic Surgery
Douglas Fraker, MD – Endocrine and Oncologic Surgery
Erica Thaler, MD – Otorhinolaryngology
Susan Mandel, MD, MPH – Endocrinology
Zubair Baloch, MD – Pathology

12:30 pm Lunch

Every effort will be made to provide a suitable soft diet. Facilities for tube feedings will be available. We ask that you please bring your own supplies, including formula.

GENERAL SESSION

1:30 pm Case Conference

Learn how your team works together to present you with the best treatment options.

Jason G. Newman, MD, FACS – Moderator
Ara Chalian, MD – Moderator
Patricia Dooley, MS, CCC-SLP – Speech Language Pathology
Douglas Fraker, MD – Endocrine and Oncologic Surgery
Sarah Kagan, PhD, RN – Nursing
Virginia Livolsi, MD – Pathology
Susan Mandel, MD, MPH – Endocrinology
Nina Mirarchi, BA – Patient and Family Services
Laurie Loevner, MD – Radiology
Bert O'Malley Jr., MD – Otorhinolaryngology
Harry Quon, MD – Radiation Oncology
Kendra Schaefer, DMD – Prosthodontics
Eric Sherman, MD – Medical Oncology
Gregory Weinstein, MD, FACS – Otorhinolaryngology
Matthew Schwartz, MD – Physical Medicine and Rehabilitation

CONCURRENT WORKSHOP SESSIONS

Survivorship: Moving Toward Wellness

Effective symptom management can be the key to feeling better again. These workshops will provide valuable information on what you can do to manage and cope with the physical and emotional side effects of head and neck cancer and its treatment.

Please select one of the following to attend:

2:45 pm Speech, Swallowing and Nutrition

For those with head and neck cancer, treatments can make speech and swallowing difficult. Problems with swallowing can also impact the ability to maintain a healthy weight and nutritional status. A speech therapist and a nutritionist, who specialize in cancer, will provide valuable information help you manage and cope with these challenges.

Speech, Swallowing and Nutrition (continued)

Lauren Campe, MA, CCC-SLP
Katrina Claghorn, MS, RD, LDN
Patricia Dooley, MS, CCC-SLP

Pain Management and Rehabilitation

For those who experience pain, weakness, stiffness or other symptoms as a result of head and neck cancer and its treatment, there are ways to get relief. Our experts will discuss the latest advancements in managing pain and other symptoms such as swelling, tightness, dry mouth, neck and shoulder problems, and fatigue.

Dell Burkey, MD
Matthew Schwartz, MD

Coping with Body Image and Sexuality Concerns

The effects of head and neck cancer and its treatment can often affect one's sense of self and sexuality. Our experts will offer strategies to help you integrate altered appearance and function with your self-image and personal relationships.

Nicole Holland, MSN, CRNP
Ruth Steinman, MD
Stefanie Washburn, MSW, LSW

Survivor Issues: Surviving and Coping for Those with Mouth, Throat, and Voice Box Cancers

For those who have completed their initial treatment, this session will provide information about follow-up care, lifestyle factors that affect head and neck cancer, managing any side effects that may remain, cancer recurrence, moving on and finding your new "normal."

Gregory Garber, MSW, LSW
Michelle Macaluso, MSN, CRNP
Faith Mutale, MSN, CRNP

Thyroid Cancer Survivor Issues

Whether you have recently started or completed thyroid cancer treatment; or are a long-time thyroid cancer survivor, you'll benefit from the advice of our experts who will address your special concerns. Discussion topics will include thyroid hormone levels, healthy lifestyle strategies, and cancer recurrence.

Susan Mandel, MD, MPH
Janet Walsh, RN

3:45 pm Closing

Registration

To register or for more information, call 800-789-PENN or register online via OncoLink at oncolink.upenn.edu/conference/

Registration Deadline: Monday, April 9, 2007

Registration Fee

\$10 Per Person

Registration fee may be waived for financial difficulty. Scholarships are available. When calling or going on-line to register, please let us know if a scholarship is needed.

Registration fee may be paid online with credit card or on the day of the conference with cash, check or money order.

If you need overnight accommodations, call 215-879-3399 and ask to speak with Randy Schaller.

Self-parking is available at the Hilton and will be validated. For directions to the Hilton Hotel on City Avenue, call the hotel at 215-879-4000.

The Abramson Cancer Center of the University of Pennsylvania gratefully acknowledges educational grants from the following:

Bristol-Myers Squibb
sanofi aventis
Viventia Biotech Inc.
The Marshall-Reynolds Foundation

List incomplete at time of printing