Course Description
The Ninth Annual West Coast Colorectal Cancer Symposium is designed to educate and update physicians on the latest research findings related to colorectal cancer. The symposium will offer case-based educational sessions focused on the important molecular pathways in drug development, new developments in systemic therapy for colorectal cancer, advanced radiation techniques in the management of colorectal cancer, management of chemotherapy and biologic therapy related toxicity, quality assessment in the management of rectal cancer and robotics and other new surgical techniques. Interactive audience participation in management recommendations and discussions with national experts will also be included.

Needs Statement
Colorectal cancer is the third most commonly diagnosed cancer and the third leading cause of cancer death in both men and women in the U.S. according to the American Cancer Society. When examining treatment options including surgery, chemotherapy, radiation, target therapy, new medications and innovations such as robotic surgery, navigating the various choices can be overwhelming for patients and physicians alike. Few educational opportunities address the need for the diagnosis, treatment and management of patients with colorectal cancer in a multidisciplinary forum. Physicians and health-care professionals may lack information about updated procedures, therapies and drugs for treatment of colorectal cancer.

Although surgery is still the most common treatment for all stages of colorectal cancer, it is vital that physicians and patients leverage the full range of options and combinations of treatments available to them. There have been many recent developments in the treatment of colorectal cancer. This course will educate providers on the innovations in systemic therapy, advanced radiation techniques, management of chemotherapy, biological therapy-related toxicity and new surgical techniques utilized in the field.

Intended Audience
This conference is intended for all health-care professionals who treat patients suffering from colorectal cancer, including physicians, nurses and allied health professionals. The conference is targeted toward the following specialties: gastroenterologists, colorectal and general surgeons, medical oncologists, and family medicine physicians, as well as nurses and allied health professionals.

Agenda
8:15 a.m.  Registration and Breakfast
8:45 a.m.  Welcome and Introductions
           Philip Gold, M.D.
9 a.m.    New Targets in Colorectal Cancer
           Wells A. Messersmith, M.D.
9:40 a.m.  New Developments in Systemic Therapy for Colorectal Cancer
           Steven R. Alberts, M.D., M.P.H.
10:20 a.m. Break
10:40 a.m. Advanced Radiation Techniques in the Management of Colorectal Cancer
           Vivek K. Mehta, M.D.
11:20 a.m. To Do No Harm: Optimizing Toxicity Management for CRC Systemic Therapies
           Sharlene Gill, M.D., M.P.H.
Noon     Panel Discussion and Q&A
           Moderator: Charles D. Blanke, M.D., FACP, FRCPC
12:20 p.m. Lunch
1:20 p.m.  Quality Assessment in the Management of Rectal Cancer
           Arden M. Morris, M.D., M.P.H.
2 p.m.    The Role of Robotics and Other New Surgical Techniques in the Treatment of Colon and Rectal Cancer
           Amir L. Bastawrous, M.D., M.B.A., FACS, FASCRS
2:40 p.m. Break
3 p.m.    Open Forum Discussion of Attendees’ Cases
           Charles D. Blanke, M.D., FACP, FRCPC
           Attendees: Bring a case that you would like to discuss in this multidisciplinary forum.
4 p.m.    Adjourn

Location and Parking
Bell Harbor International Conference Center
2211 Alaskan Way
Seattle, WA 98121

Park at the Art Institute of Seattle/Bell Street Parking Garage on Elliott Avenue. Take the sky bridge to Bell Harbor, World Trade Center Seattle and Odyssey. Bell Harbor is on the third floor.

For Further Information
Phone: 206-386-2755
Fax: 206-320-7462
E-mail: cme@swedish.org
Web: www.swedish.org/cme
www.facebook.com/SwedishCME
Course Objectives
At the conclusion of this course, the participant will provide better patient care through an increased ability to:

- Review signaling of Src, Notch, Wnt and other pathways of colorectal cancer and describe potential selection strategies in novel targets
- Define pathways most important to the development of colorectal cancer, describe common targets for targeted therapy and introduce new drugs in development
- Outline broad goals for radiation therapy; list the advances in radiation treatment, planning and delivery and review applications of radiation treatment
- Identify strategies to manage chemotherapy-specific toxicities including oxaliplatin-neuropathy and irinotecan diarrhea and outline strategies to manage class-specific toxicities of targeted therapies including anti-VEGF and anti-EGFR monoclonal antibodies
- List and justify at least three current measures to assess the quality of rectal cancer care; describe how quality measures are developed, including evidence-based, consensus-based and policy-based methods and review the impact of “big P” and “little p” policy initiatives on surgical and hospital practice
- Outline the advantages and disadvantages of robotic surgery in colon and rectal cancer and describe the role of Transanal Endoscopic Microsurgery for diagnosis and treatment of early stage rectal cancer

Accreditation with Commendation
Swedish Medical Center is accredited by the Accreditation Council for Continuing Medical Education to provide continuing medical education for physicians.

AMA PRA Category 1 Credits™
Swedish Medical Center designates this live activity for a maximum of 5.5 AMA PRA Category 1 Credits™. Physicians should claim only the credit commensurate with the extent of their participation in the activity.

Nursing CE Contact Hours
Contact hours for this continuing nursing education activity has been submitted to Swedish Medical Center an approved provider of continuing nursing education by the Washington State Nurses Association, an accredited approver by the American Nurses Credentialing Center's Commission on Accreditation. Contact Vicki Enslow at Swedish Medical Center for more information about contact hours at 206-320-2711.

Acknowledgments
This symposium is supported in part by educational grants in accordance with ACCME Standards. At the time of this printing, a complete listing of financial supporters was not available. Appropriate acknowledgment will be given to all supporters at the time of the symposium.

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Laura Jacob, M.Ed., CME Specialist
Jessica Martinson, M.S., CME Manager
Nancy Thompson, M.S.N.
## Ninth Annual West Coast Colorectal Cancer Symposium – A Case-Based Approach

**Friday, October 28, 2011**

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**Registration Information:**

Preregistration is required as space is limited. Participants who register by the “Advance Registration” deadline will receive a confirmation postcard after Monday, October 17, 2011. Registrations will only be processed when accompanied by full payment.

**Cancellation:**

To receive a refund, notice of cancellation must be received no later than **Friday, October 21, 2011**.

**If using the registration form, please mail or fax it to:**

Continuing Medical Education
Swedish Medical Center
747 Broadway
Seattle, WA 98122-4307
Fax: 206-320-7462

Please note: No registrations are accepted by phone or e-mail.

If you have special needs, please contact the CME office at 206-386-2755.

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