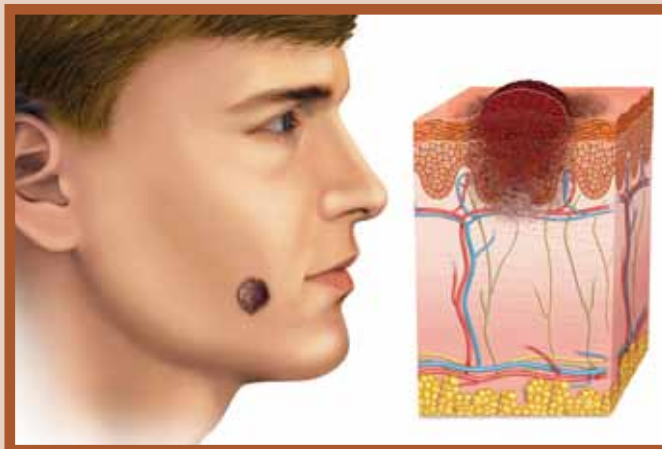


Third Annual Pacific Northwest
Head and Neck Cancer Symposium

Update on Head and Neck Skin Cancers



Friday, April 19, 2013

Swedish Education and Conference Center
Swedish/Cherry Hill
500 17th Avenue
Seattle, Washington

Co-sponsored by:

UW Medicine



Course Description

This symposium has been designed to bring up-to-date scientific information to clinicians involved in the care of patients with head and neck skin cancer. A multidisciplinary panel of experts will be discussing the most recent clinical innovations in their respective fields. During each session, attendees will be exposed to new concepts and management protocols indicated in a variety of head and neck skin cancers. This includes insight into diagnostic techniques such as sentinel lymph node biopsy, reconstruction of head and neck defects from skin cancer treatment, innovation in radiation delivery and new paradigms in medical oncologic treatment of skin cancers. This symposium will enable participants to apply the newly acquired knowledge, new techniques and more sophisticated protocols in order to maximize benefits to skin cancer patients.

Needs Statement

Skin cancer is the most common malignancy, affecting 1 in 5 Americans over their lifetime. Over 1,000,000 new cases are diagnosed in the U.S. annually with the state of Washington having among the highest rates. Management of common and high mortality cancers, especially of the head and neck, requires the coordination of many specialists across multiple disciplines to achieve the best outcome with the fewest amount of side effects. With new innovative treatments available for skin cancer treatment in different disciplines, many of which have drastically changed over the last few years, there is a need for these concepts to be conveyed to all specialties involved in skin cancer patient care. This will enable physicians to provide the most advanced treatments to their patients, which will result in better patient diagnosis, care and outcomes.

Intended Audience

This conference is targeted towards health-care clinicians who treat patients suffering from skin cancers of the head and neck, including physicians, allied health professionals and residents in the Northwest region. It is particularly relevant for the following specialties: otolaryngology, dermatology, medical oncology, radiation oncology, plastic surgery and oral and maxillofacial surgery.

Location

Swedish Medical Center/Cherry Hill is located at 500 17th Avenue in Seattle, Washington. The conference will be held in the Swedish Education and Conference Center on the first floor of the James Tower. Parking is available in the garage on 16th Avenue between Cherry and Jefferson at a maximum fee of \$16.50. From I-5 (northbound and southbound), take the James Street exit. Travel east on James Street. James will become Cherry Street. Turn right (south) on 16th Avenue. Turn right into the main garage entrance.

For Further Information

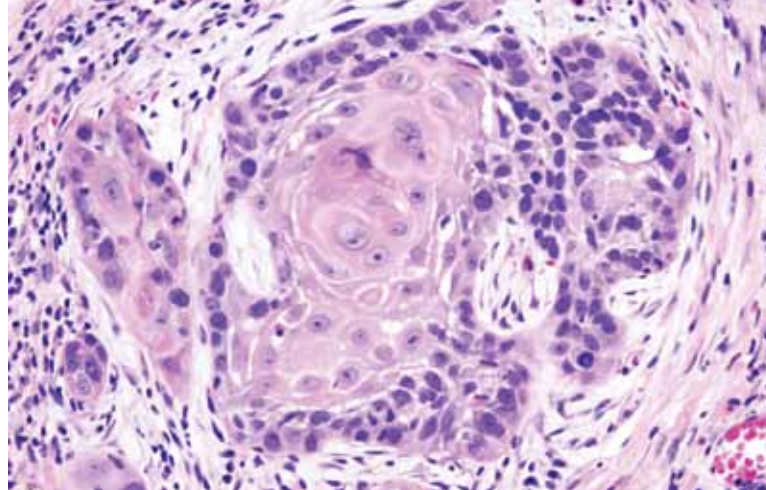
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Web: www.swedish.org/cme

www.facebook.com/SwedishCME



Agenda

- 7:30 a.m. **Registration and Continental Breakfast**
- 8 a.m. **Welcome and Introductions**
Amit D. Bhrany, M.D.; Namou Kim, M.D., FACS and Eduardo Mendez, M.D., MS, FACS
- 8:10 a.m. **Loco Regional Treatment of Head and Neck Melanoma**
Randal S. Weber, M.D.
- 9 a.m. **Emerging Therapies for Advanced Melanoma – Focus on the Head and Neck**
Kim Margolin, M.D., FACP
- 9:30 a.m. **Topical and Photodynamic Therapies for Skin Cancer**
Linda Chang, M.D.
- 10 a.m. **Break**
- 10:15 a.m. **Update on Mohs Surgery and High-Risk Cutaneous Squamous Cell Carcinoma (SCC)**
Daniel Berg, M.D.
- 10:45 a.m. **Smoothened Inhibitors for Advanced Basal Cell Carcinomas**
Anne Lynn S. Chang, M.D.
- 11:15 a.m. **Radiation for Cutaneous Carcinoma – Primary and Adjuvant Therapy**
Christopher Loiselle, M.D.
- 11:45 a.m. **Lunch**
- 12:30 p.m. **The Role of Chemotherapy in Advanced Squamous Cell Carcinoma**
Renato G. Martins, M.D., MPH
- 1 p.m. **Advances in Biology and Therapy of Merkel Cell Carcinoma (MCC): A Virus-Associated Malignancy**
Shailender Bhatia, M.D.
- 1:30 p.m. **Break**
- 1:45 p.m. **Lower Lip Reconstruction**
Eduardo Mendez, M.D., MS, FACS
- 2:10 p.m. **Nasal Reconstruction of Skin Cancer Defects**
Amit D. Bhrany, M.D.
- 2:35 p.m. **Major Head and Neck Reconstruction after Skin Cancer Surgery**
Namou Kim, M.D., FACS
- 3 p.m. **Panel and Case Discussions**
Moderators: Amit D. Bhrany, M.D.; Namou Kim, M.D., FACS and Eduardo Mendez, M.D., MS, FACS
- 3:30 p.m. **Adjourn**

Course Objectives

At the conclusion of this symposium, the participant will provide better patient care through an increased ability to:

- Summarize the newest treatments of head and neck melanoma and discuss surgical treatment for head and neck melanoma, including sentinel lymph node biopsy
- Recognize the unique biology of melanoma arising in the head and neck site, list current and near future systemic agents and select the best prescription for local and distant disease
- Evaluate when topical therapies are appropriate for skin cancer treatment, summarize the various non-surgical/topical treatment modalities and assess the advantages and disadvantages of non-surgical treatment modalities for skin cancer
- Describe the technique of Mohs surgery, discuss the indications for Mohs surgery and summarize high-risk features of cutaneous squamous cell carcinoma
- Identify patients who might benefit from smoothened inhibitor treatment, monitor disease response on smoothened inhibitor treatment and manage side effects of smoothened inhibitor use
- Identify situations most appropriate to consider an alternative to surgical resection for skin cancer and describe patients for whom radiation oncology consultation after surgical resection is appropriate
- Discuss the role of systemic therapy in both the adjuvant and palliative setting and describe the role of systemic therapy in the locally advanced setting
- Review recent advances in merkel cell carcinoma (MCC) biology and therapy and outline ongoing efforts in MCC clinical and translational research
- Review the anatomy and function of the oral sphincter, indicate the treatment considerations for lower lip carcinomas and identify the principles of lower lip reconstruction to restore form and function
- Reconstruct nasal defects encountered after skin cancer removal and minimize complications associated with nasal reconstruction
- Identify uses of various flaps (e.g., pedicled or free) for reconstruction of defects following extensive skin cancer surgery of the head and neck region and discuss effective communication tools to provide realistic reconstruction goals to patients facing extensive skin cancer surgeries of the head and neck
- Review treatment options for head and neck skin cancers through complex case discussions with a panel of experts

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 6 *AMA PRA Category 1 Credits™*. Physicians should claim only the credit commensurate with the extent of their participation in the activity.

Acknowledgments

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

Faculty

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Professor, Head and Neck Surgery
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Planning Committee

Amit D. Bhrany, M.D., *Course Co-chair*

Namou Kim, M.D., FACS, *Course Co-chair*

Eduardo Mendez, M.D., MS, FACS, *Course Co-chair*

Daniel Berg, M.D., *UW Medicine*

Kevin Kiemele, *UW Medicine*

Lisa Lim, *Seattle Cancer Care Alliance*

Reza Macaraeg, *Seattle Cancer Care Alliance*

Jessica Martinson, MS, *CME Manager, Swedish Medical Center*

Danielle Westley, *CME Specialist, Swedish Medical Center*

Registration Information:

Preregistration is required as space is limited. Participants who register by the "Advance Registration" deadline will receive a confirmation postcard after Monday, April 8, 2013. Registrations will only be processed when accompanied by full payment.

Cancellation:

To receive a refund, notice of cancellation must be received no later than **April 12, 2013**.

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

Continuing Medical Education
 Swedish Medical Center
 747 Broadway
 Seattle, WA 98122
 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.



Save time – register online!

www.swedish.org/cme

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Registration Fees: Please check one of the following:

	Advance Registration	After April 8
M.D. or D.O.	<input type="checkbox"/> \$210	<input type="checkbox"/> \$240
SCCA Network Member (M.D./D.O.)	<input type="checkbox"/> \$160	<input type="checkbox"/> \$190
Allied Health Professional	<input type="checkbox"/> \$105	<input type="checkbox"/> \$135
Medical Student, Resident or Fellow	<input type="checkbox"/> No Charge	

Payment:

- Check enclosed, payable to: Swedish CME
- Swedish Interdepartmental Transfer Request* enclosed or faxed to 206-320-7462
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