8th Annual
Oncology Nursing Advanced Practice:
INNOVATION THROUGH PRACTICE
Friday, March 4 – Sunday, March 6, 2011
Hilton San Diego Bayfront
San Diego, California

Receive up to 20% off your registration fee!

Over 40 national CME conferences, in more than 15 specialty areas.
Scripps Conference Services & CME - www.scripps.org/conferenceservices
More than ever, advanced practice nurses are taking a more active role with their patients throughout the cancer care continuum. This expanded role has led to a need to improve clinical practice and develop a better understanding of optimizing care for individuals. APNs must stay abreast of treatment advances and their integration into clinical practice as well as the ever changing health care climate.

Scripps Cancer Center’s Oncology Nursing Advanced Practice conference is designed for nurse practitioners, clinical nurse specialists, and other experienced health care professionals dedicated to the field of hematology-oncology. This two and a half day conference aims to update advanced practice professionals on a wide variety of topics affecting practice today. New treatments such as proton beam therapy will be discussed along with other key subjects including breast cancer, patient navigation, pain management, hematologic malignancies, long-term survivorship issues, and health care reform. The program itself is designed to provide pertinent educational sessions along with ample networking opportunities for attendees.

Conference Highlights

• Comprehensive presentations of the latest advances in cancer diagnosis and treatment with a strong patient care focus
• Small group workshops allowing for additional interaction with expert faculty on pertinent topics
• Audience Response System used for instant feedback and interactive learning
• Multiple networking and one-on-one discussion opportunities throughout the course
• USB drive containing synchronized audio and final presentations sent to all attendees 4-6 weeks after the conference

Educational Objectives

At the completion of the conference, the participant will be able to:

• Recognize cancer as a chronic disease and describe its impact on developing multidisciplinary cancer survivorship plans.
• Examine the use of individual and system-level patient navigation programs to provide comprehensive care to cancer patients.
• Apply strategies to prevent stress and burnout as an oncology provider.
• Explore the technology of proton beam therapy and discuss advanced practice nursing implications to patient care.
• Appraise the science and utility of cancer vaccines.
• Differentiate and interpret diagnostic imaging modalities.
• Identify opportunities for nursing career advancement.
• Analyze the diagnostic and prognostic significance of molecular markers.
• Demonstrate endocrine, neurologic and cutaneous manifestations of paraneoplastic syndromes.
• Address the implications of health care reform on the oncology patient and provider.
• Employ evidence-based strategies for managing acute and chronic cancer pain.
• Explore the diagnosis of delirium in cancer patients.
• Compare and contrast triple-negative to triple-positive breast cancer.
• Assess the legal and policy implications of utilizing 21st century social media platforms.
• Establish networking relationships with clinical colleagues on contemporary nursing solutions.

Accreditation

Board of Registered Nursing (BRN)
Provider approved by the California Board of Registered Nursing, Provider Number CEP15030 for 15.2 contact hours. Contact hours will be provided by Scripps Health. Contact hours for one-day registration available.

Credit breakdown by day:
Friday — 2 contact hours
Saturday — 8.4 contact hours (includes both sessions of workshops)
Sunday — 4.8 contact hours

American Academy of Nurse Practitioners (AANP)
This program is approved for 12.75 contact hours of continuing education by the American Academy of Nurse Practitioners. Program ID 1010347.

Commercial Support
This course is supported, in part, by educational grants from industry, in accordance with ACCME Standards. At the time of printing, a complete listing of commercial supporters was not available. Appropriate acknowledgement will be given to all supporters at the time of the educational activity.

Cultural and Linguistic Competency
This activity is in compliance with California Assembly Bill 1195 which requires that all CME activities comprising a patient care element include curriculum addressing the topic of cultural and linguistic competency. The intent of this bill is to ensure that health care professionals are able to meet the cultural and linguistic concerns of a diverse patient population through effective and appropriate professional development. Cultural and linguistic competency was incorporated into the planning of this activity.

TARGET AUDIENCE

• Hematology-Oncology Nurse Practitioners
• Hematology-Oncology Clinical Nurse Specialists
• Experienced Hematology-Oncology Health Care Professionals

ABOUT SCRIPPS

Scripps Health, a non-profit health care system based in San Diego, California, includes more than 2,600 affiliated physicians and 12,000 employees at five acute-care hospital campuses, home health care services and a network of clinics, physician offices and outpatient centers. Scripps is committed to contributing to the future of medicine through its clinical research trials and graduate medical education programs. More information can be found at www.scripps.org.

Scripps Conference Services & CME, which offers more than 40 nationally recognized annual conferences in over 15 specialty areas, is committed to providing exceptional educational courses for physicians, nurses and other health care professionals. More information and conference brochure downloads are available at www.scripps.org/conferenceservices.
Conference Location & Hotel Information

Rising 30-stories above the edge of San Diego Bay the Hilton San Diego Bayfront hotel is the West Coast’s newest waterfront hotel. Fusing a dynamic waterfront location, sun and sea-inspired design and casually sophisticated vibe, this San Diego, CA hotel offers an immersion into the essence of the city’s unique coastal culture and lifestyle.

The hotel is adjacent to the San Diego Convention Center, across the street from PETCO Park, home of the San Diego Padres and minutes from the San Diego International Airport (SAN). It is a short walk from downtown’s Gaslamp Quarter, and its many entertainment and recreational amenities as well as world-class shopping and dining.

Rates and Reservations

Experience a sense of luxury in oversized rooms with spectacular bay and city views. Expansive windows invite the warm feeling of sunny San Diego into each room where the comfort of Hilton’s Serenity Collection® bed and linens are the centerpiece. We are fortunate to have obtained special low rates at the hotel starting at $195 per night (plus tax and parking). All rooms also come with:

- Complimentary high-speed internet access
- 15% discount at Aquazul Spa
- Discounted self-parking
- Complimentary use of the fitness center

Make your reservations early! A block of rooms is being held for us until February 10, 2011. After this date, reservations will be accepted on a space and rate availability basis only. Be sure to mention the Scripps Oncology Nursing Advanced Practice meeting when making your reservations.

Hilton San Diego Bayfront
1 Park Boulevard
San Diego, California 92101
Tel: 619-564-3333
Fax: 619-564-3344
www.hiltonsandiegobayfront.com

Faculty

Course Director

Cynthia Crist, DNP, FNP, APRN-BC, AOCNP®
Patient Navigator
Scripps Cancer Center
Scripps Mercy Hospital
Hematology/Oncology
William Stanton, MD
San Diego, California

Conference Faculty

Lee Aase
Director
Center for Social Media
Mayo Clinic
Rochester, Minnesota

Carlton G. Brown, RN, PhD, AOCN®
Assistant Professor
University of Delaware
School of Nursing
President, Oncology Nursing Society
Rehoboth Beach, Delaware

Denice Economou, MN, CNS, AOCN®
Project Director
Survivorship Education for Quality Cancer Care
City of Hope National Medical Center
Duarte, California

Harold P. Freeman, MD
President and Founder
Ralph Lauren Center for Cancer Care and Prevention
Senior Advisor to the Director, National Cancer Institute
New York, New York

Stephen M. Hahn, MD
Henry K. Pancoast Professor
Chairman, Department of Radiation Oncology
University of Pennsylvania School of Medicine
Philadelphia, Pennsylvania

Doreen M. Higgins, RN, BSN, CBCN, CCRP
Registered Nurse – Research
Center for Translational Medicine in Women’s Health
Tumor Vaccine Group
University of Washington
Seattle, Washington

Scott A. Irwin, MD, PhD
Assistant Clinical Professor of Psychiatry
UCSD School of Medicine
Director, Psychiatry Programs
The Institute for Palliative Medicine at San Diego Hospice
San Diego, California

Mary T. McClelland, BSN, MSN, ANP-BC, OCN®
Oncology Nurses Practitioner
Queens Medical Associates
Fresh Meadows, New York

Murray A. Reicher, MD, FACR
Chief Executive Officer
Radiology Service Partners, LLC
San Diego, California

Hope S. Rugo, MD
Clinical Professor of Medicine
Director, Breast Oncology Clinical Trials Program
University of California, San Francisco
San Francisco, California

Tarane Sondoozi, PsyD, CEAP
Employee Assistance Specialist
Adjunct Faculty, Center for Learning and Innovation
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San Diego, California

Jeffrey N. Stoneberg, DO
Director, Inpatient Palliative Medicine
Consultative Services
Scripps Mercy Hospital
Clinical Medical Director
The Institute for Palliative Medicine at San Diego Hospice
San Diego, California

Wendy H. Vogel, MSN, FNP, AOCNP®
Oncology Clinical Nurse Practitioner
Kingsport Hematology Oncology Associates
Kingsport, Tennessee

Marin F. Xavier, MD
Hematology and Medical Oncology
Medical Director, Cancer Research
Associate Director
Internal Medicine Residency
Scripps Mercy Hospital
San Diego, California

Faculty Disclosure

In accordance with the ACCME Standards for Commercial Support, course directors, planning committees, faculty and all others in control of the educational content of the CME activity must disclose all relevant financial relationships with any commercial interest that they or their spouse/partner may have had within the past 12 months. If an individual refuses to disclose relevant financial relationships, they will be disqualified from being a part of the planning and implementation of this CME activity. Employees of a commercial interest with business lines or products relating to the content of the CME activity will not participate in the planning or any accredited portion of the conference. Disclosure will be made to all participants at the conference location, prior to the educational activity commencement.
Saturday, March 5 (cont.)

12:30 p.m. **Workshops** (Concurrent sessions)
A. Medical Imaging: From Ordering to Viewing to Understanding Reports
Murray A. Reicher, MD

B. Scripting Your Career: The Status Quo Has Got To Go!
Wendy H. Vogel, MSN, FNP, AOCNP®

C. Unscrambling the Molecular Marker Alphabet
Marin F. Xavier, MD

D. Exploring the World of Paraneoplastic Syndromes
Mary T. McGlelland, BSN, MSN, ANP-BC, OCN®

2 p.m. Break & View Exhibits

2:30 p.m. **Workshops** (Repeat of morning sessions)

4 p.m. **Health Care Reform: What Does it Mean to You and Your Patients?**
Carlton G. Brown, RN, PhD, AOCN®

5 p.m. Adjourn

Sunday, March 6, 2011

7 a.m. Continental Breakfast & View Exhibits

7:55 a.m. **Introductions & Educational Overview**

8 a.m. **What’s in Your Medicine Cabinet?: How to Treat Cancer Pain**
Jeffrey N. Stoneberg, DO

8 a.m. **Goal-Based Approaches to Delirium Recognition, Work-Up, and Management**
Scott A. Irwin, MD, PhD

9 a.m. **Searching for the Positive in Triple Negative Breast Cancer**
Hope S. Rugo, MD

10 a.m. Break & View Exhibits

10:30 a.m. **To Network or Not: The Use of Social Media in Health Care**
Lee Aase

11:30 a.m. Final Adjournment
Registration Fees

Space is limited, so register early!

Included: Course tuition, breakfast, breaks, lunch, welcome reception, Friday dinner symposium, syllabus

Not Included: Travel costs, lodging, parking, and dinners

Main Conference

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<th>Thru Jan 14</th>
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RECEIVE UP TO 20% OFF!

Register, refer a friend or colleague and both of you will receive 15% off your registration fees. Refer two or more people and you will receive 20% off your registration fees while your friends receive 15% off.

Please print clearly, your badge will read as follows:

FIRST, MI, LAST NAME | DEGREE (RN, NP, CNS)
AFFILIATION/HOSPITAL/COMPANY | SPECIALTY
MAILING ADDRESS
CITY/STATE/PROVINCE/ZIP
PHONE | FAX
EMAIL

Please indicate any special needs (including dietary restrictions): Special requests will be considered and accommodated in full compliance with the Americans with Disabilities Act (ADA).

Office Use Only: Date Received | Amount | Check No. / Approval CD | Confirmation Sent | Initials

PAYMENT METHOD
Please make Checks payable to Scripps (in U.S. dollars Only)
If paying by credit card, please complete the information below.

CREDIT CARD NUMBER | EXPIRATION DATE
NAME ON CARD
BILLING ADDRESS IF DIFFERENT FROM ABOVE

Authorized Signature

Four Easy Ways to Register

Online  www.scripps.org/conferenceservices
Fax  858-652-5565
Phone  858-652-5400
Mail  Scripps Conference Services & CME
     Oncology Nursing Advanced Practice
     11025 North Torrey Pines Rd.
     Suite 200, Maildrop: SCRC 200
     La Jolla, California 92037

Questions
Contact  Scripps Conference Services & CME
Phone  858-652-5400
Email  med.edu@scrippshealth.org

Attendance Policies

Registration Confirmation
A confirmation letter will be e-mailed or mailed to you upon receipt of the conference registration form and payment. If you have not received it within two weeks, please contact the Scripps Conference Services & CME office.

Attendee Cancellation, Substitution, Refund
The course tuition is refundable, minus a $100 processing fee, if your cancellation is received in writing no later than Friday, February 25, 2011. Attendee substitutions are allowed, but notification must be made in writing by February 25, 2011. After this date, under no circumstances will refunds, credits, or substitutions be granted. No refunds or credits will be given to “no shows.”

Guest Attendance Policy
All conference activities (including educational sessions, meal functions, exhibit hall, etc.) are exclusively reserved for conference attendees. Non-registered guests (including children, family members, colleagues, etc.) are not allowed in the conference areas. Badges provided at registration are required for entrance into all functions and will be strictly enforced.

Scripps Conference Modification or Cancellation
Scripps reserves the right to modify the course’s schedule or program as necessary. Scripps also reserves the right to cancel this conference, in which case a full refund of the registration fee will be provided. We are unable to refund any travel costs (flight, hotel, etc.) in the case of Scripps cancellation.

Recording and Photography Clause
Scripps reserves exclusive rights to record (audio and video) and/or photograph all conference proceedings for use in marketing materials, presentations and course content sales.
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Please pass this on to any colleagues you think might be interested!

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Save the Dates!
Scripps Cancer Center’s 31st Annual Oncology Nurses Symposium
October 2 – 5, 2011
Hilton San Diego Resort • San Diego, California

9th Annual Oncology Nursing Advanced Practice: Innovation Through Practice
March 2 – 4, 2012
Hilton San Diego Bayfront • San Diego, California