3rd Multi-disciplinary Approach to Cancer Therapy Conference
28-29 January 2013

Book and pay before 20th December and save up to $220

Benefits of attendance

• Review the basic and fundamental issues in cancer management
• Discuss the newest trends in cancer therapy including the optimisation of radio-therapy and radiation oncology
• Appraise the latest updates in management of breast cancer
• Analyse the optimal treatment options for colorectal carcinoma
• Evaluate the management options for upper and lower GI Cancer cases
• Identify future challenges and directions in management of various cancer cases such as colorectal cancer

Featured speakers

• Dr. G. Thomas Budd, Professor of Medicine, The Cleveland Clinic Lerner College of Medicine of Case Western Reserve University, Director, Medical Oncology Breast Cancer Program, Taussig Cancer Center, Cleveland Clinic, Cleveland, Ohio, USA
• Dr. Maroun Elkhoury, Consultant Oncologist/Haematologist, American Hospital Dubai, Dubai, UAE
• Dr. Shetal Shah, Radiologist, Cleveland Clinic, Cleveland, Ohio, USA
• Dr. Rola Shaheen, Deputy Chair of Radiology & Chief of Women’s Imaging, Mafraq Hospital, Abu Dhabi, UAE
• Dr. David Vogt, Surgeon, General Surgery Department, Cleveland Clinic, Cleveland, Ohio, USA
• Dr. Dorria Saleh El Sayed Salem, Professor of Radiology, Department of Radiology, Cairo University, Cairo, Egypt

Accreditation statement

The Cleveland Clinic Foundation Center for Continuing Education is accredited by the Accreditation Council for Continuing Medical Education to provide continuing medical education for physicians.

The Cleveland Clinic Foundation Center for Continuing Education designates this live activity for a maximum of 10.75 AMA PRA Category 1 Credits™. Physicians should claim only the credit commensurate with the extent of their participation in the activity.

Participants claiming CME credit from this activity may submit the credit hours to the American Osteopathic Association for Category 2 credit.

www.ahcongress.com
Dear Healthcare Professional,

I am pleased to present you the conference programme for the 3rd Multi-disciplinary Approach to Cancer Therapy Conference, which will take place from 28-29 January 2013 at the Dubai International Convention & Exhibition Centre.

Sponsored by Cleveland Clinic, this conference is part of the Arab Health Congress, the world’s largest multi-track medical congress. Furthermore, it is one of the handful of events in the region to offer Continuing Medical Education (CME) to attending medical professionals via its scientific exchange.

The 3rd Multi-disciplinary Approach to Cancer Therapy Conference will be a two day conference providing in-depth information on the latest innovations in cancer therapies. The first day will be focusing on the hollow and solid organs of the upper GI, as well as the colon and rectum. The second day will be solely dedicated to breast cancer, looking at screenings, imaging and treatments. With a combination of radiologists, surgeons and oncologists, delegates will receive a well rounded approach to all of these specialised areas of cancer.

The Conference Chairs and I are honoured to offer you this important CME accredited scientific meeting and we look forward to welcoming you to this major educational event.

Regards

Ayla Iqbal
Conference Producer
Informa Exhibitions

P.S. Contact us directly on +971 4 336 7334 or email ahcongress@informa.com to find out about our early bird offer and range of discounted registration options available for group bookings.

Who should attend the 3rd Multi-disciplinary Approach to Cancer Therapy Conference?

- Medical Oncologists
- Surgeons
- Radiation Oncologists
- Oncology Nurses
- Pediatric Oncologists
- Nuclear Medicine Physicians
- Nuclear Medicine Technicians
- Researchers
- Nurses
- Radiologists
- Cancer Control Officers
- Medical Physicists
- Pharmacists

Arab Health Congress 2013 has 18 conferences, including:

- 13th Middle East Medical Imaging and Diagnostics Conference
  28 - 30 January 2013
- MEDLAB Congress
  28 - 31 January 2013
- 13th Middle East Surgery Conference
  29 - 31 January 2013
- 2nd Middle East Wound Care Conference
  28 - 29 January 2013
- 6th Middle East Cardiovascular Disease and Intervention Conference
  30 – 31 January 2013

For more information on these and other accredited conferences, please visit www.ahcongress.com

Grantor acknowledgment

The Cleveland Clinic Foundation Center for Continuing Education acknowledges educational grants for partial support of this activity from:

PHILIPS

ELEKTA
### 3rd Multi-disciplinary Approach to Cancer Therapy Conference

#### Session 1: Upper GI - Solid Organs

**Moderator:** Dr. G. Thomas Budd, Professor of Medicine, The Cleveland Clinic Lerner College of Medicine of Case Western Reserve University, Director, Medical Oncology Breast Cancer Program, Taussig Cancer Center, Cleveland Clinic, Cleveland, Ohio, USA

<table>
<thead>
<tr>
<th>Time</th>
<th>Topic</th>
<th>Speaker</th>
</tr>
</thead>
<tbody>
<tr>
<td>09:10</td>
<td>Pancreatic Cancer</td>
<td>Dr. David Vogt, Surgeon, General Surgery Department, Cleveland Clinic, Cleveland, Ohio, USA</td>
</tr>
<tr>
<td>09:40</td>
<td>Cancer Immunotherapy - Today's science, Tomorrow's hope!</td>
<td>Dr. Hadiel M. Azzam, MRCS(Glasg.), Senior Surgical resident, General Surgery Department, Dubai Health Authority, Dubai, UAE</td>
</tr>
<tr>
<td>10:10</td>
<td>Interventional Endoscopic Therapy of Malignant Tumours of the Bile Duct</td>
<td>Dr. Mustafa Sabri, MRCP (UK), FRCP (London), Consultant Physician and Gastroenterologist, Rashid Hospital, Dubai Health Authority, Dubai, UAE</td>
</tr>
<tr>
<td>10:40</td>
<td>Coffee break</td>
<td></td>
</tr>
</tbody>
</table>

#### Session 2: Upper GI – Hollow Organs

<table>
<thead>
<tr>
<th>Time</th>
<th>Topic</th>
<th>Speaker</th>
</tr>
</thead>
<tbody>
<tr>
<td>11:10</td>
<td>Radiation Therapy for Cancers of the GI Tract, Indications and Techniques</td>
<td>Dr. William Barrett, Medical Director, Barrett Cancer Center, Professor and Chairman, Department of Radiation Oncology, University of Cincinnati, Cincinnati, Ohio, USA</td>
</tr>
<tr>
<td>11:40</td>
<td>The Role of Endoscopic Esophagectomy of the Esophagus</td>
<td>Dr. Yuen Soon, Consultant Laparoscopic and Oesophago-gastric Surgeon, Royal Surrey Country Hospital and BMI Albyn hospital, Guildford, UK</td>
</tr>
</tbody>
</table>

#### Session 3: Colon

<table>
<thead>
<tr>
<th>Time</th>
<th>Topic</th>
<th>Speaker</th>
</tr>
</thead>
<tbody>
<tr>
<td>11:10</td>
<td>Radiation Therapy for Cancers of the GI Tract, Indications and Techniques</td>
<td>Dr. William Barrett, Medical Director, Barrett Cancer Center, Professor and Chairman, Department of Radiation Oncology, University of Cincinnati, Cincinnati, Ohio, USA</td>
</tr>
<tr>
<td>11:40</td>
<td>The Role of Endoscopic Esophagectomy of the Esophagus</td>
<td>Dr. Yuen Soon, Consultant Laparoscopic and Oesophago-gastric Surgeon, Royal Surrey Country Hospital and BMI Albyn hospital, Guildford, UK</td>
</tr>
</tbody>
</table>

#### Session 4: Rectum

<table>
<thead>
<tr>
<th>Time</th>
<th>Topic</th>
<th>Speaker</th>
</tr>
</thead>
<tbody>
<tr>
<td>14:10</td>
<td>Role of Radiation in Colorectal Cancer</td>
<td>Dr. Maryam Aslani, Radiation Therapy Consultant, Gulf International Cancer Center, Abu Dhabi, UAE</td>
</tr>
<tr>
<td>15:10</td>
<td>Laparoscopic Colectomy Techniques: Right and Left</td>
<td>Dr. Abdelrahman Nimeri, MD, FACS, Head, Division of General, Thoracic, &amp; Vascular Surgery, Director, Bariatic &amp; Metabolic Institute (BMI), Sheikh Khalifa Medical City, Abu Dhabi, UAE</td>
</tr>
<tr>
<td>16:10</td>
<td>Role of Radiation in Colorectal Cancer</td>
<td>Dr. Maryam Aslani, Radiation Therapy Consultant, Gulf International Cancer Center, Abu Dhabi, UAE</td>
</tr>
<tr>
<td>16:40</td>
<td>To be confirmed</td>
<td></td>
</tr>
<tr>
<td>17:10</td>
<td>Success Rate of Laparoscopic Rectal Resection – Is it Justified? Is it Worth the Struggle?</td>
<td>Prof. Harald Rosen, Professor of Surgery, Vienna Medical School, Vienna, Austria, Editor-in-Chief, Hamdan Medical Journal, Dubai, UAE</td>
</tr>
<tr>
<td>17:40</td>
<td>Closing of day 1</td>
<td></td>
</tr>
</tbody>
</table>

---

### 3rd Multi-disciplinary Approach to Cancer Therapy Conference

#### Session 5: Imaging and Early Detection

<table>
<thead>
<tr>
<th>Time</th>
<th>Topic</th>
<th>Speaker</th>
</tr>
</thead>
<tbody>
<tr>
<td>09:00</td>
<td>The Egyptian Breast Cancer Screening Programme, Yesterday, Today and Tomorrow</td>
<td>Dr. Dorria Saleh El Sayed Salem, Professor of Radiology, Department of Radiology, Cairo University, Cairo, Egypt</td>
</tr>
<tr>
<td>09:30</td>
<td>PET/CT in the Management of Breast Carcinoma</td>
<td>Muhammad Chaudhry, Medical Director, Tawam Molecular Imaging Center, Clinical Assistant Professor of Radiology, Johns Hopkins University School of Medicine, Al Ain, UAE</td>
</tr>
</tbody>
</table>

#### Session 6: Breast Cancer

<table>
<thead>
<tr>
<th>Time</th>
<th>Topic</th>
<th>Speaker</th>
</tr>
</thead>
<tbody>
<tr>
<td>10:00</td>
<td>Imaging Therapy Response: RECIST and beyond</td>
<td>Dr. Shetal Shah, Radiologist, Cleveland Clinic, Cleveland, Ohio, USA</td>
</tr>
<tr>
<td>10:30</td>
<td>Coffee break</td>
<td></td>
</tr>
<tr>
<td>11:00</td>
<td>HER2 Positive Breast Cancer Treatments</td>
<td>Dr. G. Thomas Budd, Professor of Medicine, The Cleveland Clinic Lerner College of Medicine of Case Western Reserve University, Director, Medical Oncology Breast Cancer Program, Taussig Cancer Center, Cleveland Clinic, Cleveland, Ohio, USA</td>
</tr>
</tbody>
</table>
SESSION 7:  Multi-disciplinary Breast Care

Moderator: Dr. Rola Shaheen

Dr. Rola Shaheen, Deputy Chair of Radiology & Chief of Women’s Imaging, Mafraq Hospital, Abu Dhabi, UAE

12:30
Lunch break

14:00
Surgical Management of Breast Cancer: Mastectomy versus Lumpectomy?
Dr. Mohamed Al Bashir, Consultant Surgeon, Tawam Hospital, Director of Breast Care Center, Director of Breast Fellowship, Adjunct Assoc.
Professor of Surgery, CMHS, UAEU, Al Ain, UAE

15:30
Panel Discussion: Case Illustration of A-Z Multidisciplinary Breast Care

Dr. Rola Shaheen, Deputy Chair of Radiology & Chief of Women’s Imaging, Mafraq Hospital, Abu Dhabi, UAE

Dr. Aref Chehal, Consultant Medical Oncology, Mafraq Hospital, Abu Dhabi, UAE

Close of Conference

Activity Directors

- Dr. G. Thomas Budd, Professor of Medicine, The Cleveland Clinic Lerner College of Medicine of Case Western Reserve University, Director, Medical Oncology Breast Cancer Program, Taussig Cancer Center, Cleveland Clinic, Cleveland, Ohio, USA
- Dr. Shaheenah Dawood, Head of Oncology, Dubai Hospital, Dubai, UAE

Speaker Faculty

- Dr. Mohamed Al Bashir, Consultant Surgeon, Tawam Hospital, Director of Breast Care Center, Director of Breast Fellowship, Adjunct Assoc.
Professor of Surgery, CMHS, UAEU, Al Ain, UAE
- Dr. Maryam Aslani, Radiation Therapy Consultant, Gulf International Cancer Center, Abu Dhabi, UAE
- Dr. Hadiel M. Azzam, MRCS(Glasg.), Senior Surgical Resident, General Surgery Department, Dubai Health Authority, UAE
- Dr. William Barrett, Medical Director, Barrett Cancer Center, Professor and Chairman, Department of Radiation Oncology, University of Cincinnati, Cincinnati, Ohio, USA
- Dr. Muhammad Chaudhry, Medical Director, Tawam Molecular Imaging Center, Clinical Assistant Professor of Radiology, Johns Hopkins University School of Medicine, Al Ain, UAE
- Dr. Aref Chehal, Consultant Medical Oncology, Mafraq Hospital, Abu Dhabi, UAE
- Dr. Maroun Elkhoury, Consultant Oncologist/Haematologist, American Hospital Dubai, Dubai, UAE
- Dr. M. Azzam Kayasseh, FACC, MD, FACS, Head, Division of General, Thoracic, & Vascular Surgery, Director, Bariatric & Metabolic Institute (BMI), Sheikh Khalifa Medical City, Abu Dhabi, UAE
- Dr. Aly Abdel Razek, Chief of Radiation Oncology, Gulf International Cancer Center, Abu Dhabi, UAE
- Prof. Harald Rosen, Professor of Surgery, Vienna Medical School, Vienna, Austria, Editor-in-Chief, Hamdan Medical Journal, Dubai, UAE
- Dr. Mustafa Sabri, MRCP (UK), FRCP (London), Consultant Physician and Gastroenterologist, Rashid Hospital, Dubai Health Authority, Dubai, UAE
- Dr. Dorria Saleh El Sayed Salem, Professor of Radiology, Department of Radiology, Cairo University, Cairo, Egypt
- Dr. Shetel Shah, Radiologist, Cleveland Clinic, Cleveland, Ohio, USA
- Dr. Rola Shaheen, Deputy Chair of Radiology & Chief of Women’s Imaging, Mafraq Hospital, Abu Dhabi, UAE
- Dr. David Vogt, Surgeon, General Surgery Department, Cleveland Clinic, Cleveland, Ohio, USA
- Dr. Yuen Soon, Consultant Laparoscopic and Oesophago-gastric Surgeon, Royal Surrey Country Hospital and BMI Albyn Hospital, Guildford, UK
- Dr. Sama Zibdeh, Breast Surgeon, Emirates Hospital, Dubai, UAE

Faculty disclosure statement

The Cleveland Clinic Foundation Center for Continuing Education has implemented a policy to comply with the current Accreditation Council for Continuing Medical Education Standards for Commercial Support requiring resolution of all faculty conflicts of interest. Faculty declaring a relevant commercial interest will be identified in the activity syllabus.
The world's largest CME accredited multi-track medical congress.

The Arab Health Congress is a unique forum for regional and international healthcare professionals to gather and engage with experts in various medical field to meet the increasing educational needs of the medical professionals. Alongside the Arab Health Exhibition, the region’s premier Healthcare exhibition, there will be 18 conferences running:

The Arab Health 2013 Conferences Planner

<table>
<thead>
<tr>
<th>Monday, 28 January 2013</th>
<th>Tuesday, 29 January 2013</th>
<th>Wednesday, 30 January 2013</th>
<th>Thursday, 31 January 2013</th>
</tr>
</thead>
<tbody>
<tr>
<td>MedLab Congress</td>
<td>MedLab Congress</td>
<td>MedLab Congress</td>
<td>MedLab Congress</td>
</tr>
<tr>
<td>6th Middle East Update in Urology Conference</td>
<td>6th Middle East Update in Urology Conference</td>
<td>6th Middle East Anaesthesia Conference</td>
<td>6th Middle East Anaesthesia Conference</td>
</tr>
<tr>
<td>4th Middle East Quality Management in Healthcare Conference</td>
<td>4th Middle East Quality Management in Healthcare Conference</td>
<td>Complementary, Alternative and Integrative Medicine Conference (NEW)</td>
<td>Leaders in Healthcare</td>
</tr>
<tr>
<td>Middle East Diabetes Conference (NEW)</td>
<td>Middle East Diabetes Conference (NEW)</td>
<td>2nd GCC Conference on Biomedical Engineering</td>
<td>2nd GCC Conference on Biomedical Engineering</td>
</tr>
<tr>
<td>2nd Middle East Wound Care Conference</td>
<td>2nd Middle East Wound Care Conference</td>
<td>5th Middle East Gastroenterology Conference</td>
<td>5th Middle East Gastroenterology Conference</td>
</tr>
<tr>
<td>3rd Multi-Disciplinary Cancer Therapy Conference</td>
<td>3rd Multi-Disciplinary Cancer Therapy Conference</td>
<td>3rd Respiratory, Critical Care and Sleep Diseases Conference</td>
<td>3rd Respiratory, Critical Care and Sleep Diseases Conference</td>
</tr>
<tr>
<td>6th Middle East Paediatrics Conference</td>
<td>6th Middle East Paediatrics Conference</td>
<td>6th Middle East Paediatrics Conference</td>
<td>6th Middle East Paediatrics Conference</td>
</tr>
<tr>
<td>13th Middle East Medical Imaging and Diagnostics Conference</td>
<td>13th Middle East Medical Imaging and Diagnostics Conference</td>
<td>13th Middle East Medical Imaging and Diagnostics Conference</td>
<td>13th Middle East Medical Imaging and Diagnostics Conference</td>
</tr>
<tr>
<td>13th Middle East Surgery Conference</td>
<td>13th Middle East Surgery Conference</td>
<td>13th Middle East Surgery Conference</td>
<td>13th Middle East Surgery Conference</td>
</tr>
<tr>
<td>2nd Medical Education Conference</td>
<td>5th Middle East Cardiovascular Disease and Intervention Conference</td>
<td>5th Middle East Cardiovascular Disease and Intervention Conference</td>
<td>5th Middle East Cardiovascular Disease and Intervention Conference</td>
</tr>
<tr>
<td>9th Middle East Orthopaedics Conference</td>
<td>9th Middle East Orthopaedics Conference</td>
<td>9th Middle East Orthopaedics Conference</td>
<td>9th Middle East Orthopaedics Conference</td>
</tr>
</tbody>
</table>

The 3rd Multi-disciplinary Approach to Cancer Therapy Conference is part of the Arab Health Exhibition and Congress organised by:

informa
life sciences exhibitions

The Life Science division is part of Informa Exhibitions and runs the Healthcare Portfolio of products including exhibitions, magazines, conferences and event management. The division prides itself on offering a range of marketing solutions for companies involved with the healthcare sector, particularly in the Middle East, Africa and Asia region.

The Life Sciences Division consists of 20 exhibitions yearly covering the European, African, Middle Eastern and Asian markets. Over the course of the year, our events attract over 4,000 exhibitors, 90,000 visitors and 13,000 delegates.

In addition the Division also publishes 4 international healthcare magazines, the flagship one being Arab Health Magazine, and also offer dothealth, an on-line healthcare portal showcasing over 40,000 healthcare companies.

Informa’s Life Science Division helps all those involved in the healthcare sector to reach their global audiences through a trusted partner. For further information about Life Sciences or any of our events please visit www.lifesciences-exhibitions.com
FIVE WAYS TO REGISTER

+971 4 336 7334  +971 4 336 4021
Informa Exhibitions
P.O Box 28943, Dubai, UAE
ohcongress@informa.com
www.ohcongress.com

3rd Multi-disciplinary Approach to Cancer Therapy Conference
28-29 January 2013

Delegate Booking Form. Please complete and fax back to +971 4 336 4021

<table>
<thead>
<tr>
<th>3rd Multi-disciplinary Approach to Cancer Therapy Conference</th>
<th>Before 20th December 2012</th>
<th>Before 23rd January 2013</th>
<th>On-site Payments</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cancer Therapy – 1 Day</td>
<td>1,150 AED 315 USD</td>
<td>1,300 AED 355 USD</td>
<td>1,600 AED 435 USD</td>
</tr>
<tr>
<td>Cancer Therapy – 2 Days</td>
<td>1,600 AED 435 USD</td>
<td>1,800 AED 490 USD</td>
<td>2,400 AED 655 USD</td>
</tr>
</tbody>
</table>

If you are attending for ONE of the two days, please tick (✓) the boxes to show which days you are attending
Day 1, 28th January 2013
Day 2, 29th January 2013
Includes syllabus, lunch and refreshments breaks.

DELEGATE DETAILS

Mr/Ms/Mrs/Dr/Other: ______________________ First Name: ______________________ Surname: ______________________
Degree (eg. MD, PhD, DO, RN): ____________________________________________
Specialty: _______________________________________________________________
Job Title: ______________________ Email: ______________________ Mobile: ______________________
Tel: ______________________ Fax: ______________________

Mr/Ms/Mrs/Dr/Other: ______________________ First Name: ______________________ Surname: ______________________
Degree (eg. MD, PhD, DO, RN): ____________________________________________
Specialty: _______________________________________________________________
Job Title: ______________________ Email: ______________________ Mobile: ______________________
Tel: ______________________ Fax: ______________________

Mr/Ms/Mrs/Dr/Other: ______________________ First Name: ______________________ Surname: ______________________
Degree (eg. MD, PhD, DO, RN): ____________________________________________
Specialty: _______________________________________________________________
Job Title: ______________________ Email: ______________________ Mobile: ______________________
Tel: ______________________ Fax: ______________________

COMPANY DETAILS

Company/Hospital: _______________________________________________________
Address: _______________________________________________________________
Postcode: ______________________ City: ______________________ Country: ______________________
Tel: ______________________ Fax: ______________________
No. of employees on your site: ______________________
1000+ ☐ 500-999 ☐ 250-499 ☐ 50-249 ☐ 0-49 ☐
Nature of your company’s business: ___________________________________________

To assist us with future correspondence, please supply the following details:

Name of Department Head: _____________________________________________
Department: ______________________ Mobile: ______________________ Email: ______________________
Name of Training Manager: _____________________________________________
Department: ______________________ Mobile: ______________________ Email: ______________________
Name of Booking Contact (if different from above): _________________________
Department: ______________________ Mobile: ______________________ Email: ______________________

Alternative book online at www.ahcongress.com or call +971 4 336 7334 and quote your priority code that is printed above your name in the label box.

Priority code: CANC13CB/WEB

Payments

Please tick (✓) if you would like to pay by:
☐ Credit Card ☐ Cash ☐ Cheque
☐ Bank Transfer ☐ Bank Draft
A confirmation letter and invoice will be sent upon receipt of your registration. Please note that full payment must be received prior to the event. Only those delegates whose fees have been paid in full will be admitted to the event.
You can pay by company cheque in Dirhams or US$. Please note that all US$ cheques and bank drafts should be drawn on a New York bank and an extra amount of US$ 6 per payment should be added to cover bank clearing charges. All payments should be in favour of IIR Holdings Ltd Exhibitions.

Cheque Payment made payable to IIR Holdings Ltd Exhibitions and send to Arab Health, PO Box 28943, Dubai, UAE
(Please Note: Informa Exhibitions will not cover any transfer charges. Please add US$ 30 extra.)

Cash Payment can be made at the Informa Exhibitions office – Level 20, Sheikh Rashid Tower, Dubai World Trade Center, Sheikh Zayed Road, Dubai, UAE. Tel: +971 4 336 5161
Office hours: Sunday - Thursday, 9:00 - 17:30

Travel and Accommodation ☐ Yes, please contact me to book travel and accommodation

Cancellation

If you are unable to attend, a substitute delegate will be very welcome in your place. If this is not suitable, a 50% service charge will be payable. Registrations cancelled less than 14 days before the event will not be refunded.

Hotel & Accommodation Details

Please contact: Sharif Abdurrahman
Tel: 971 4 407 2693
Fax: 971 4 407 2517
Email: sharif.abdurrahman@informa.com

Due to unforeseen circumstances, the programme may change and Informa Exhibitions reserves the right to alter the venue and/or speakers.