<table>
<thead>
<tr>
<th>Field of Practice</th>
<th>Area Code/Daytime Phone</th>
<th>City/State/ZIP</th>
<th>Email</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

UCLA Office of Continuing Medical Education
David Geffen School of Medicine at UCLA MC29
405 Hilgard Avenue
Box 956938
Los Angeles, CA 90095-6938

Practical Approaches to Prostate Cancer for the General Practitioner

Saturday, November 6, 2010
8AM To 1PM
Ronald Reagan UCLA Medical Center
Tamkin Auditorium
Practical Approaches to Prostate Cancer for the General Practitioner

This CME program is offered for the first time in 2010. It is designed to update practicing general practitioners (internists, family practice physicians) and interested specialists (urologists, radiation oncologists, medical oncologists) on dealing with the challenges of prostate cancer screening, prevention, and treatment counseling. It will also touch on the management of benign prostatic hyperplasia (BPH), a common problem of the aging man.

Course Overview: Prostate cancer is the most common cancer diagnosis in American men and the second leading cause of cancer-related death. More than 220,000 men will be diagnosed this year in the US and as many as 30,000 will die from their disease. However, despite its prevalence, the diagnosis and management of prostate cancer is fraught with controversy. There is ongoing controversy about the role of PSA screening—whether to do it, in whom, and how often. Recent studies showing that screening may reduce prostate cancer deaths by as many as 20% has done little to settle the controversy. Recent studies have shown that 5 alpha reductase inhibitors (finasteride and dutasteride) can reduce the incidence of prostate cancer, yet few physicians are offering these relatively safe drugs to their patients. Once detected, the management of prostate cancer is a difficult choice for physician and patient alike. Options include active surveillance, surgery, radiation therapy, and never minimally invasive options. Which treatment is best? What are their side effects? How does one decide?

These are among the controversies and issues that will be covered in this half-day seminar, geared to the practicing general practitioner. The goals of the meeting are to update physicians on the newest evidence in this fast-moving field, so that they can help advise their patients on prostate screening and prevent guide those patients diagnosed with prostate cancer as to the best form of management.

The course will be taught by full-time UCLA faculty in urology, medical oncology, and radiation oncology with expertise in all realms of prostate cancer. Faculty practice faculty will provide additional perspective in debates between the specialists.

We believe this course will serve a major unmet need in the medical community and will aid general practitioners in their daily practice.

Participating Faculty

Jean B. deKernion, MD
Professor, Urology and Health Services
Chair, Programme Committee

Robert Reiter, MD
Professor, Department of Urology

William Aronson, MD
Professor, Department of Urology

Christopher King, MD, PhD
Associate Professor, Department of Radiation Oncology

Mark S. Litwin, MD, MPH
Professor, Urology and Health Services

Leonard Marks, MD
Professor, Department of Urology

Matthew Retting, MD
Associate Professor, Department of Medicine, Division of Hematology/Oncology, Department of Urology

Christopher Saigal, MD, MPH
Associate Professor, Department of Urology

Schedule of Events

<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
</tr>
</thead>
<tbody>
<tr>
<td>7:30</td>
<td>Registration, Light breakfast will be served.</td>
</tr>
<tr>
<td>8:00</td>
<td>Welcome Session</td>
</tr>
<tr>
<td>8:00</td>
<td>UCLA and the Department of Urology</td>
</tr>
<tr>
<td>8:15</td>
<td>Prostate Cancer Program</td>
</tr>
<tr>
<td>8:40</td>
<td>PSA Screening and The Prostate Cancer Population</td>
</tr>
<tr>
<td>8:55</td>
<td>Population Based Screening: What Have We Learned From PC3O and ESRPC Trials?</td>
</tr>
<tr>
<td>9:05</td>
<td>Prostate Cancer Prevention, Clinical Trials, and Controversies</td>
</tr>
<tr>
<td>9:40</td>
<td>Break</td>
</tr>
<tr>
<td>10:05</td>
<td>Surgery – Open or Robotic</td>
</tr>
<tr>
<td>10:25</td>
<td>Quality of Life and Prostate Cancer Treatment</td>
</tr>
<tr>
<td>10:35</td>
<td>Case-based Discussion Panel: Drs. King, Litwin, Marks, Reiter</td>
</tr>
<tr>
<td>11:00</td>
<td>Advanced Prostate Cancer and BPH</td>
</tr>
<tr>
<td>11:10</td>
<td>Break</td>
</tr>
<tr>
<td>11:25</td>
<td>Advances in the Treatment of Metastatic Prostate Cancer: Targeted Treatment Matthew Retting, MD</td>
</tr>
<tr>
<td>11:40</td>
<td>Managing the Side Effects of Prostate Cancer Treatment William Aronson, MD</td>
</tr>
<tr>
<td>11:55</td>
<td>Advances in Medical and Surgical Treatment of BPH Christopher Saigal, MD, MPH</td>
</tr>
<tr>
<td>12:15</td>
<td>Questions and Cases Panel: Drs. Aronson, Retting, Saigal</td>
</tr>
<tr>
<td>12:45</td>
<td>Adjourn</td>
</tr>
</tbody>
</table>

Accommodations

The W Hotel, Westwood is within walking distance of the UCLA campus and offers standard rooms with king beds for $225.00 plus tax per night. In addition, the Palomar Hotel is less than a mile away from campus with room rates starting at $209.

Disclosure

The FDA has issued a concept paper that classifies the commercial support of scientific and educational programs as promotional unless it can be affirmed that the program is truly independent and free of commercial influence. Along with independence, the FDA requires that non-promotional, commercially supported education be objective, balanced, and scientifically rigorous. The policy further states that all potential conflicts of interest of the Continuing Medical Education staff and faculty be fully disclosed to the program’s participants. In addition, ACCME policy now mandates that the sponsor adequately manage all identified potential conflicts of interest prior to the program. We at UCLA fully endorse the letter and spirit of these concepts.

Accommodations

The W Hotel, Westwood is within walking distance of the UCLA campus and offers standard rooms with king beds for $225.00 plus tax per night. In addition, the Palomar Hotel is less than a mile away from campus with room rates starting at $209.

Parking and Location

Ronald Reagan UCLA Medical Center
Tannen Auditorium
757 Westwood Plaza
Room B130
Los Angeles, CA 90095

Valet parking is available for $11 at the hospital entrance.

Directions

From the San Diego Freeway (405):
From the north, exit Wilshire Blvd; or from the south, exit Wilshire Westwood. Turn left on Westwood Blvd, and go straight past Le Conte Avenue (the street becomes Westwood Plaza). The hospital is on the left, past UCLA Medical Plaza.

From Los Angeles International Airport (LAX):
Take the San Diego Freeway northbound to Wilshire Boulevard east, and continue as described above.

From the East via the 10 (Santa Monica Freeway):
Take 10 (Santa Monica Freeway) East to 405 (San Diego Fwy) North, and exit on Wilshire Boulevard east. Continue as described above.

Enrollment

This program is offered free of charge. Pre-registration is required and granted on a first-come, first-serve basis.

Online
You may register for the event at www.cme.ucla.edu

Click on “Prostate Cancer Program Physician Seminar”

By Mail
Use the form attached. For additional applications, use a photocopy or separate sheet giving all information requested on the form.

Accreditation

The Office of Continuing Medical Education, David Geffen School of Medicine at UCLA is accredited by the Accreditation Council for Continuing Medical Education to provide continuing medical education for physicians.

The Office of Continuing Medical Education, David Geffen School of Medicine at UCLA designates this educational activity for a maximum of 4 AMA PRA Category 1 Credits™. Physicians should only claim credit commensurate with the extent of their participation in the activity.

General Information

Physicians should only claim credit commensurate with the extent of their participation in the activity.