



## Personalized Cancer Care: A Look at Targeted Treatments

### Friday, March 27, 2015 at 1:00pm EST

With the large number of cancer types and the treatment options available, what works well for one person may not be the best treatment for another. Using growing bodies of research in the areas of genetics and the molecular profiling of tumors, scientists and physicians are discovering new ways to identify the best treatments for patients. This webinar will focus on the developments within personalized cancer care and the promise of targeted cancer therapies.

#### In this webinar you will learn

- What is personalized cancer care?
- How is it different from current practices?
- What targeted cancer therapies are available?
- Who can benefit the most?

Don't miss the opportunity to hear from leading specialists in the field of oncology.

#### Expert Panel Members

**George Demetri, MD**

Director, Center for Sarcoma and Bone Oncology at Dana-Farber Cancer Institute  
Senior Vice President, Experimental Therapeutics at Dana-Farber Cancer Institute  
Director, Ludwig Center at Harvard  
Professor of Medicine, Harvard Medical School

**Michael J. Birrer, MD, PhD**

Director, Medical Gynecologic Oncology at Massachusetts General Hospital  
Director, Gynecologic Oncology Research Program at Massachusetts General Hospital  
Professor of Medicine, Harvard Medical School

**Lewis Levy, MD**

Senior Vice President, Medical Affairs & Chief Quality Officer  
Best Doctors, Inc.

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**Please note:** In order to manage the large amount of attendees for this series, this live event will be presented via audio broadcast through your computer speakers. If you do not have the ability to listen through your computer, please contact Elise Kovi for the direct dial information at [ekovi@bestdoctors.com](mailto:ekovi@bestdoctors.com).