



CONFERENCE PREVIEW: JOINT CANCER CONFERENCE 2000 I. INTRODUCTION

*This material is
a preview of
Plenary Session I
Research Highlights
of the Joint Cancer
Conference 2000
being held on
January 27-29, 2000,
in Orlando, Florida.*

CANCER CARE FOR THE MILLENNIUM 2000

*W. Jarrard Goodwin, Jr, MD, FACS, Douglas S. Reintgen, MD, and
W. Stratford May, MD, PhD*

From the Chairmen of the Conference: the University of Miami Sylvester Comprehensive Cancer Center, Miami, Fla (WJG), the H. Lee Moffitt Cancer Center & Research Institute, Tampa, Fla (DSR), and the University of Florida Shands Cancer Center, Gainesville, Fla (WSM).

Don't be left behind as cancer care enters the new millennium! Each year, the three Florida University Cancer Centers — the University of Florida Shands Cancer Center, the Moffitt Cancer Center at the University of South Florida, and the Sylvester Comprehensive Cancer Center at the University of Miami — come together for an annual cancer conference. This year's conference will be held on January 27-29, 2000, at Universal Studios at the new Portofino Bay Hotel, Orlando's newest deluxe hotel.

The first day of the conference will include a session on "The Best of the Three Universities," which will consist of reports of outstanding research being performed at each institution in basic, translational, and clinical areas. This session will be followed by a report that describes collaborative research among the three universities, an example of which is the Florida Melanoma Trial. Finally, the three cancer center directors will provide an overview of past accomplishments and future plans for each center.

This section of *Cancer Control* gives a taste of this exciting first-day presentation. Each of the University-based cancer centers in Florida has high-quality, multidisci-

plinary, disease-oriented programs that are linked to strong basic and translational research programs. At the Sylvester Cancer Center in Miami, there is an emphasis on tumor immunology, tumor cell biology, retroviral diseases, cancer prevention and control, and psychosocial oncology together with a clinical research emphasis on breast cancer. Shands Cancer Center in Gainesville has traditionally strong clinical research programs in radiation therapy and a variety of tumor types, and basic science initiatives include drug therapy, gene therapy, signal transduction, stem cell biology, and studies on apoptosis. At Moffitt Cancer Center in Tampa, signal transduction and related drug development are highlighted, as well as programs in immunology, tumor biology, and gene therapy development. Translational trials are in progress, and major clinical trials are underway relating to diseases such as breast cancer and melanoma. Cancer prevention and psychosocial research are also heavily featured.

Attendees will learn firsthand of the research being performed in the state of Florida. Examples include the lymphatic mapping and sentinel lymph node biopsy work from the Moffitt Cancer Center, which has the potential to

change the standard of surgical care for breast cancer, the transmembrane mucin complex work from the University of Miami, which plays a role in metastatic potential of cells (acting as an autocrine growth factor and affecting cell adhesion), and the work on apoptosis in cancer that Stratford May, MD, brings to the University of Florida as the new director of the Shands Cancer Center.

Cancer care providers face many new challenges in the future. Baby-boomers are turning 50 years of age at a rate of 8 per minute. They are expected to triple the senior population in the next few decades. Providing oncology services for this generation is becoming an integral part of health care for the country. With decreasing reimbursement challenging the system and the marvelous advances in cancer treatment and research that are profiled in this issue, this is a time of great change that requires inspired thinking. For Florida and Southeast institutions and registrants, developing an affiliation with a comprehensive cancer center and maintaining lines of consultation and referral can be a daunting task. Yet, a well-developed relationship can be beneficial to community and regional hospitals and physicians. Name recognition, participation in clinical guidelines and pathways, and access to enhanced oncology expertise, CME programs, and clinical trials are only a few of the benefits that may be derived from such a relationship. The Joint Cancer Conference of the Florida Universities will provide the opportunity to develop these key contacts for your practice.

Half-day sessions are planned to allow ample time for family park activity. Team discounts are in place this year — if a physician enrolls, his or her nurse can attend free of charge. Breakfast sessions are planned with a focus on specific cancer sites to allow in-depth small-audience discussions with experts in the field. Nursing oncology ses-

sions featuring ethical issues and clinical trials will be offered. A computer workshop with hands-on experience for Internet applications and PowerPoint presentations will be available. The challenges for the year 2000 are great, but the opportunities for collaborative efforts against cancer may be greater. We hope to see you in Orlando!

Joint Cancer Conference

OF THE *Florida Universities*



Cancer Breakthroughs:
New Research Results and Treatments that Are Paving the Way to Improved Patient Outcomes

JANUARY 27 - 29, 2000



Portofino Bay Hotel

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For registration information:
USF CPE Office - Phone: (800) 852-5362; Fax: (813) 974-3217

For conference information:
Moffitt Cancer Center - Phone: (888) 456-2840; Fax: (813) 903-4910



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