

Northwest Metastatic Breast Cancer Conference

Summary Report

Abstract

The following report is a summary of the event details and outcomes of the Northwest Metastatic Breast Cancer Conference. It includes an overview of the conference, education objectives, conference outcomes and next steps. Additional information, including conference notes, video or background documentation is available upon request.

Silvia Kennedy
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***“Please continue these conferences.
I no longer feel alone in this journey.”***

*- Northwest Metastatic Breast Cancer Conference
Patient*

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Background

Susan G. Komen and Komen Puget Sound

Susan G. Komen Puget Sound was founded in 1992 by CJ Taylor and a group of community volunteers, all of whom shared a vision of ending breast cancer forever. Over the past 23 years, the Komen Puget Sound Affiliate has invested more than \$30 million in local nonprofit, tribal and government agencies that provide breast health and breast cancer services to medically underserved residents living in our 16-county service area (Clallam, Grays Harbor, Island, Jefferson, King, Kitsap, Lewis, Mason, Pacific, Pierce, San Juan, Snohomish, Skagit, Thurston, Wahkiakum and Whatcom).

We are a \$2.7 million/year organization, which includes \$700,000 in community grants for breast cancer programs and \$375,000 in research funding to study breast cancer biology and develop novel treatment options. At the local level, Komen Puget Sound facilitates programs that combat institutional barriers between underserved communities and provide breast health services everyone deserves.

Recently, Susan G. Komen has recognized that we must invest more and take additional action to help women and men living with metastatic breast cancer (MBC). Nearly 40,000 individuals still die of breast cancer every year in the US – all of which are the result of cancer that has spread to another part of the body, most likely to the bones, liver, lungs or brain. In fact, median survival after an MBC diagnosis is only 3 years. Furthermore, currently there is no data collected about how many people experience a recurrence of early stage breast cancer and we are unable to quantify the number of people living with the disease. However, researchers estimate that somewhere between 20-30% of all breast cancer cases will metastasize; and that there are 150,000 people are living with MBC in the US.

Metastatic Breast Cancer Community Needs¹

In 2014, the Metastatic Breast Cancer Alliance conducted a research study to determine the needs of MBC research and patients. MBCA conduct a systematic landscape analysis to assess gaps, duplication, and opportunities in MBC research, patient information and support services, and public awareness to capitalize on identified opportunities, and identify the ways Alliance members could work together to meet the unique needs of those living with MBC.

Aspects of the MBC landscape examined by advocates and experts with knowledge and experience specific to the area of investigation were: (1) Scientific research, including clinical trials, focused on MBC; (2) Quality of life of MBC patients and their families and caregivers; (3) Information and support services provided by MBC Alliance members; (4) Epidemiology of MBC: Challenges with population-based statistics; and (5) Public awareness of MBC (this section is taken from the MBCA's landmark report: Metastatic Breast Cancer Landscape Analysis: Research Report, October 2014). The analysis reviewed data from multiple sources, including: (1) Scientific research - 59 key opinion leaders were interviewed about the state of MBC research; (2) Quality of life – 150 published, peer-reviewed articles and 13 MBC surveys from 2006-2014 were analyzed; (3) Information and support services – Alliance members were interviewed about their experiences, collateral materials (including surveys and research reports) were analyzed and short survey via phone was conducted; (4) Epidemiology – literature review to identify lack of population-based statistics; and (5) Public awareness – discussions among advocates, patients and industry members highlighted the need for better education of both patients and the public.

¹ This section is adapted from: Metastatic Breast Cancer Alliance. Changing the Landscape for People Living with Metastatic Breast Cancer. October 2014.

This report highlighted that given the overall focus of the breast cancer community on early detection and screening, there was a significant gap in knowledge around MBC – both among the public and patients themselves. The report concluded that there is (1) a lack of awareness around MBC and how it differs from early stage breast cancer; (2) limited research funding to combat the disease; (3) poor epidemiologic data; and (4) difficulty in finding information and supportive services for MBC.

Specifically, MBCA's research showed that MBC patients have unique emotional, physical and psychosocial needs. Fatigue, emotional distress, side effects, financial hardship and other areas of concern show the need for more targeted information and better communication among patients, caregivers and providers. This is even more pronounced in disadvantaged populations that lack access to health care services.

The report also indicated that paucity of MBC-focused research, overall but even more pronounced when it comes to MBC cancer control, outcomes and survivorship. Research often focuses on early stage tissue, rather than on metastatic tumors, and there are significant barriers to researchers conducting multi-institution, multi-investigator trials.

MBC patient information is inconsistent across MBC-related agencies, organizations are unable to quantify the number of people living with MBC in their service areas, and little is known about the type of support services are most often utilized by MBC patients. And, epidemiologic data is practically nonexistent. This is compounded by the general misunderstanding of the public and breast cancer (BC) patients about the differences between early stage BC and MBC, which often negatively influences decisions made by patients and providers when it comes to treatment and quality of life.

Seattle-Based Metastatic Breast Cancer Focus Group²

Based on the results of this study and the lived experience of breast cancer patients, a group of committed advocates came together in Seattle, Washington in May 2016. This group, along with a representative from the Puget Sound Affiliate of Susan G. Komen, articulated the need for enhanced programming and outreach to the metastatic breast cancer community in the Puget Sound area.

This group voiced the desire to strengthen metastatic breast cancer voices in their community by creating opportunities for engagement, awareness raising and advocacy, including increased awareness around metastatic disease; improved engagement with the metastatic community that results in an integrated breast cancer community; and increased community voice.

With the support of Komen Puget Sound, group leaders helped define a core framework for action that included objectives that started with conversations and listening exercises that then moved into community strengthening and dialogue, which in turn allowed for visibility and awareness raising, culminating in advocacy and activism.

Six objectives were outlined within the context of this framework (along with numerous key activities that will not be reviewed in this proposal, but are available upon request): (1) Build a better understanding and strong evidence-base of community needs; (2) Strengthen the conversation between MBC patients, the breast cancer community, and the cancer community writ large; (3) Create opportunities for dialogue between key stakeholder groups and metastatic patients; (4) Move from awareness raising to action on the part of the public, the breast cancer community writ large and metastatic breast cancer patients more specifically; and (5) Support localized efforts to strengthen MBC community.

² For a summary of the Seattle Metastatic Breast Cancer Roundtable, please contact Komen Puget Sound.

As a first step, the group agreed to develop *the Northwest Metastatic Breast Cancer Conference: From Research Action* that addresses some of the initial needs outlined by the local, Seattle-based breast cancer advocacy group, as well as many of those gaps identified by the MBCA report.

Following the development of both the first and second conference, attendees and sponsors nearly uniformly requested that the committee return for the third annual conference. Based on results of the previous conferences, organizers agreed to move forward with the *3rd Annual Metastatic Breast Cancer Conference*.

Conference Development

Between January 2019 and September 2019, Komen Puget Sound and the Metastatic Breast Cancer Planning Committee, a group comprised of doctors, researchers, and patient advocates, helped support the development of our fourth conference.



Figure 1: Conference Planning Committee

This group of committed advocates, met on average twice a month for nearly 8 months to develop the content of the agenda and to create and implement the marketing and outreach strategy. In addition, our medical advisors and our working committee met on a monthly basis, also for 8 months, to provide oversight and guidance on conference design.

As part of the conference planning, we included a special lunch and learn on lobular breast cancer at this year's conference. The organizing committee demonstrated leadership and vision, while meeting an unmet need of thousands of patients. Donors, organizational allies, and supporters are all seeking out ways to increase visibility,

knowledge, and understanding regarding ILC and the last three conferences were a positive step in that direction. These lobular metastatic patient advocates highlighted the need for patient resources and education about ILC's unique sites of metastasis, screening needs and patterns of growth which pose challenges to patients and physicians. The inclusion of ILC has been an important addition as we begin to learn more about this subtype of breast cancer and advance research to refine appropriate treatments and patient care. Lobular Breast cancer comprises 10-15% of all breast cancer with 34000 diagnosis a year and alone is the 6th most common cancer of women in the US.

On September 7th, Komen Puget Sound welcomed patients and partners to the **4th Annual Northwest Metastatic Breast Cancer Conference** (NWMBCC). A free, open-to-the-public event held at Amazon Meeting Center, the NWMBCC was organized by breast cancer patients whose disease has metastasized (spread), giving patients and caregivers opportunities to learn from prominent breast cancer researchers and advocates.

Featured speakers included Swedish doctors and researchers Dr. Fengting Yan and Dr. Kristine Rinn; Fred Hutch researchers Dr. Dr. VK Gadi and Dr. Julie Gralow, both of whom care for breast cancer patients at Seattle Cancer Care Alliance. Breakout sessions by type of cancer and area of metastasis provided patients with the opportunity to ask questions of top-level providers and researchers. Fred Hutch researcher Kevin Cheung, MD, PhD discussed what his research will mean for patients. Dr. Jennifer Specht with appointments at University of Washington Medical Center, Seattle Cancer Care Alliance and Fred Hutch, lead a discussion about the hot topic of Immunotherapy and what that could mean for patients. (a copy of the final agenda can be found in Appendix A).

For a summary review of the event, please review the article [Cancer patients find clinical trials, hope and help](#) by Diane Mapes, published in the Fred Hutch News.

Purpose

Recognizing the distinct experience of the metastatic breast cancer community, this conference sought to bring patients, providers, and researchers together to discuss scientific breakthroughs, ongoing clinical trials, integrative medicine, recurrence and progression data availability, and advocacy.

Learning Objectives


Based on the research outlined above, the outcomes of the focus group, our conference evaluations, and discussion within the metastatic breast cancer community, the agenda was designed to provide conference participants an opportunity to learn about (1) scientific breakthroughs and emerging treatment options, (2) improving quality of life by going beyond the oncologist's office, (3) data needs and gaps in understanding recurrence; and (4) taking action by amplifying the patient voice through advocacy and activism and (5) Clinical Trials options.

Designed by patients for patients, the conference was uniquely suited to the needs of the metastatic breast cancer community and sought to strengthen metastatic breast cancer voices by creating opportunities for learning, engagement, awareness raising and advocacy.

Broader objectives of this conference were to:

- Describe cutting-edge research, new treatment options and the latest breakthroughs in science that impact metastatic breast cancer.
- Identify clinical trial opportunities, discuss the role of metastatic patients, and learn how to evaluate whether to enter a study.

- Provide information and education on evidenced-based naturopathic oncology interventions, focusing specifically on the role and impact integrative medicine can have on metastatic disease outcomes.
- Discuss the paucity of data on metastatic breast cancer and understand ways in which new data could be collected.
- Create a forum for metastatic patients to gain valuable advocacy skills to influence relevant decision-makers.



*"IT WAS GREAT TO HEAR ABOUT
OPTIONS I WAS NOT MADE AWARE
OF [BY MY DOCTOR]. I WAS
SURPRISED TO LEARN OF TRIALS
AVAILABLE WHEN TOLD BY
SEVERAL PEOPLE THERE IS
NOTHING I COULD DO."*

Conference Outcomes

Based on the feedback received before, during and after the conference, the organizers feel that many of our learning and conference objectives were obtained. Specifically, the conference allowed for:

- Increase collaboration among metastatic breast cancer organizations, development of improved understanding, and alignment around common agendas.
- Increased involvement and engagement of metastatic community in breast cancer conversation.
- Increased patient understanding of key treatment options and emerging science, integrative medicine and healthy lifestyle, and advocacy engagement within the health system and in legislative action.
- Improved relationship between Komen Puget Sound, Komen Headquarters, and the metastatic community.
- Community building and increased understanding regarding ILC.
- Targeted outreach to the local and broader online Spanish community.

Perhaps the most compelling outcome of the conference, however, was the cross-agency collaboration and full engagement of metastatic breast cancer patients across the country. Not only did this event foster meaningful conversations between leaders in the field that typically did not engage, it also built community among metastatic breast cancer patients, ILC patients, and breast cancer survivors. This community-building helped create hope for the community at large – that those organizations, researchers, doctors and advocates with the greatest influence were ready and willing to listen to the patient voice.

Finally, we awarded the *Beth Caldwell Leadership & Advocacy Breakthrough Award*, which was given to conference steering committee members, Christine Hodgdon and Kelly Shanahan.

Leveraged Funding

Continuing sponsorship dollars came from Swedish Cancer Institute, Seattle Cancer Care Alliance and Pfizer Oncology. Amazon Web Services provided in-kind donation of the conference space, logistics, IT, and web streaming capabilities.

Sponsors included: Komen Puget Sound Amazon Web Services, Seattle Cancer Care Alliance, Swedish Cancer Institute, Seattle Genetics, Novartis, Lilly Oncology, Amgen, Genentech, Eisai, nanoString, Virginia Mason, UW

Medicine, AstraZeneca, Guardant Health, Pfizer, Univision, Mexican Consulate and Fred Hutchinson Cancer Research Center.

Numerous other potential sponsors indicated an interest in supporting the event next year however; were unable to provide funding this year due to their budget cycle.

Conference Registration & Evaluation

Attendance

There were 238 unique registrations for the conference: 98 registered for online viewership. The conference had approximately 315 attendees. This included 14 individuals who received travel scholarships. Attendees came from across the country— as far as Alaska – with representatives from California, Nevada, and Oregon.

In-person numbers were also complimented by a broad online presence (see social media section below) with Facebook views reaching nearly 6700.

Of those who registered, 46% were metastatic patients, 21% were breast cancer survivors, 7% were caregivers, 13% were persons who wanted to stay informed on breast cancer issues. Most participants were Caucasian, however 4% identified as African American, 8% identified as Hispanic/Latino, 8% identified as Asian and 2% identified as Native American/Alaskan Native.

Of those who responded to questions regarding their specific cancer type, 57% were hormone receptor positive; 17% were HER2+; 7% were triple negative and 27% were lobular.

Of those who responded to questions regarding the location of their metastasis, 26% were bone, 8% were Liver, 5% were lung, and 2% were brain.

Most patients came to the conference to learn more about new treatments, develop connections, and how to become an advocate for breast cancer patients.

Conference Evaluation Content

We had 56 respondents to our evaluation, 68% identified themselves as metastatic patients, 10% identified as caregivers, and 8% were breast cancer survivors. Nearly 80% of respondents were in-person attendees, while 20% participated online.

Nearly all of the sessions rated 2.6 out of 3 with 3 being exceeds expectations; the highest rated sessions were the breakouts on HER2, Immunotherapy, and Precision Medicine – all receiving greater than 2.6/3.0. Attendees listed the following reasons for why they chose to come to the conference:

*“INCLUSION OF LOBULAR BC WAS IMPORTANT, AND IN MANY WAYS
GROUNDBREAKING. ILC NEEDS MORE ATTENTION AND INCLUSION IN
FUTURE CONFERENCES AND MEETINGS.”*

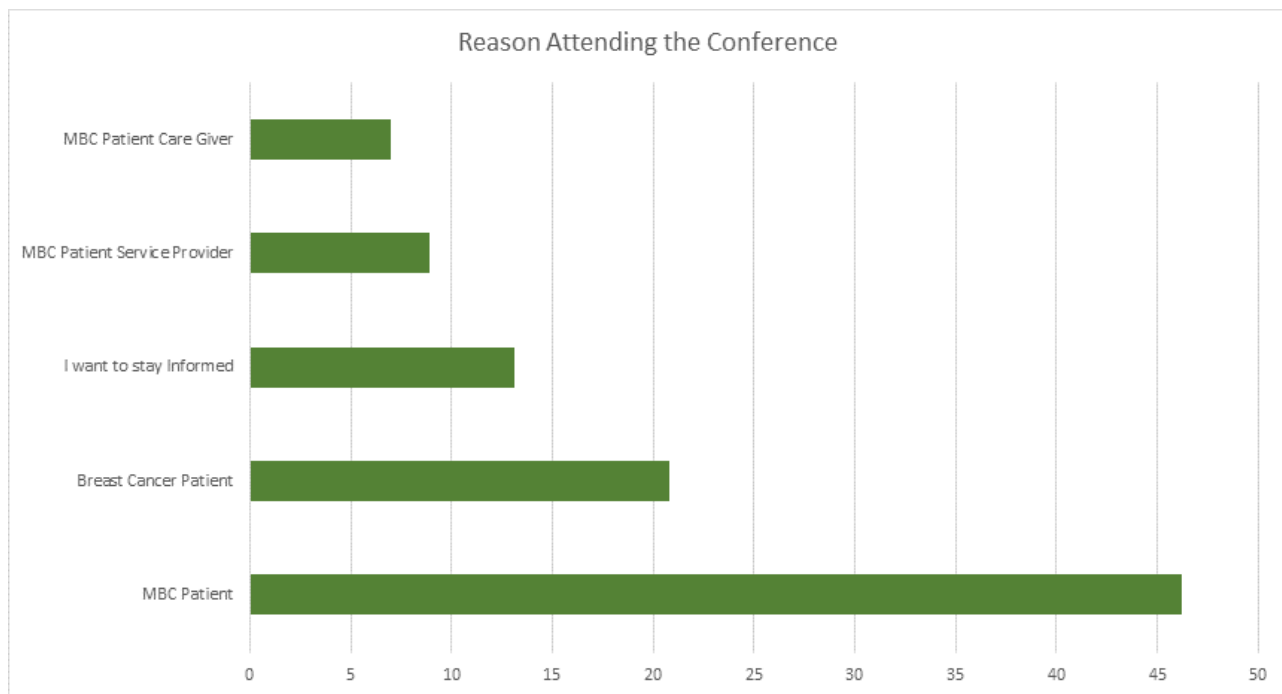


Table 1: Participant Reason for Attending the Conference

Overall, the conference was rated with 98% met or exceeded my expectations. In addition, most aspects of the conference were rated highly:

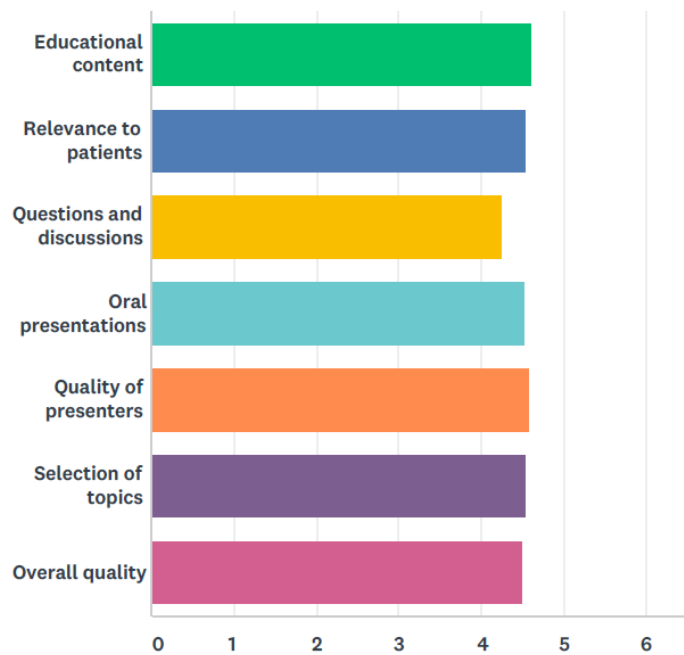


Table 2: Overall Ratings of Conference Aspects

Although many attendees liked the format, 50% requested additional time for doctor-researcher-patient interaction. Specifically, they requested:

- How subtypes compare
- How we monitor hormone receptor status
- More information about Triple Negative
- Alternative naturopath therapies

Areas of Improvement


There were clear areas of improvement for future conferences. Namely around interactivity between doctors and patients.

"I would have liked more resources for alternative medicine."

"Lots of material but not enough time."

"Important to find out ahead of time what the speaker will be talking about. And make sure it stays relevant to the topic."

"Need presenters to give info in easier to understand language. While very informative, there was a lot of complicated info and terms used."



“I WAS A SOMEWHAT UNIQUE ATTENDEE BECAUSE MY WIFE DIED 5 WEEKS PRIOR TO THE CONFERENCE. MY INTEREST WAS IN 1) FOLLOWING THROUGH ON THE PROCESSES WE HAD BEEN PLANNING TOGETHER, INCLUDING THIS CONFERENCE, 2) CONTINUING TO BUILD ON KNOWLEDGE OBTAINED OVER THE PRIOR 14 MONTHS SINCE HER MBC DIAGNOSIS, AND 3) EXPLORING THE POSSIBILITY OF A FUTURE ROLE SUPPORTING THE PROGRESS NEEDED FOR OTHER MBC PATIENTS. THIS CONFERENCE PROVIDED AN OPPORTUNITY FOR EACH OF MY GOALS BUT I FELT THE NEED TO BE QUIET AS I LIKELY REPRESENTED THE THING THAT OTHER ATTENDEES WANT TO AVOID -- THE TERMINAL OUTCOME. IF THERE IS A WAY TO HAVE AN ENHANCED TRACK FOR CAREGIVERS, IT MAY BE VALUABLE TO SOME IN THE FUTURE.”

Metastatic Breast Cancer Conference Attendee

Media Coverage

Traditional Media

Below are related media and blog clips covering the Northwest Metastatic Breast Cancer Conference for both the English and Hispanic audiences; these articles and interviews helped drive registration and inform viewers about metastatic breast cancer.

- **Komo Health Works Segment** Aired Sept 1st and 3rd
- **Fred Hutch News** [Cancer patients find clinical trials, hope and help](#)

“Thank you for making this important conference available online for all of the people that could not attend in person! You rock!”

“Loved this conference!!! Learned sooo much. Would recommend wider distribution of your flyers to medical /naturopathic practitioners. Thank you!!!”

Spanish Media – In kind promotion via Univision Seattle

- Univision Seattle (TV)
- Conexion Contigo (Radio)

- El Rey 1360AM (Radio)
- Radio Luz 1680AM (Radio)
- Mexican Consulate in Seattle

Social Media Reach

Twitter

#NWMetsConf (as of 10/06/2017)

- Posts: 821 posts shared the hashtags
- Users: 127 unique accounts used the hashtag
- Reach: 324,535
- Impressions: 4.631M (number of times users saw hashtag)

This year we saw broader engagement of the conference hashtag (#NWMetsConf) on Twitter with 4.631 million impressions.

For twitter highlights, please see [Appendix C](#).

Facebook

- **12 Facebook Live videos streamed**
 - Reach: 6700
 - Views: 2841

Facebook Livestream Breakdown as of 9/16/2019

Video/Session Title	Post Total Reach	Video Views
Livestream 1 (via Komen FB page) Welcome Hot Topics in MBC	2,014	683
Livestream 2 (via Komen FB page) Understanding Research: Bench to Clinic Precision Medicine	823	427
Livestream 3 (via Komen FB page) Lobular Lunch & Learn	1,231	789
Livestream 4 (via Komen FB page) Immunotherapy Triple Negative Breast Cancers Bone Metastases Clinical Trials 101 Closing & Thank You's	797	410
Breakout Sessions (via SCCA FB page) HER2 Breast Cancers Brain Metastases	671	372
MBC Lunch & Learn (via NWMetsConf FB group)		58
Breakout Session (via NWMetsConf FB group) Estrogen Positive Breast Cancers	1,164	56
Clinical Trials Fair (via NWMetsConf FB group)		46

Breakout Session 1 in Spanish	N/A	N/A
Breakout Session 2 in Spanish	N/A	N/A

Table 3: Livestream Breakdown by Session

For links to the livestream videos, please see [Appendix B](#).

“Overall I thank everyone for their efforts in putting this on and working to have it available to everyone. I was diagnosed 5/2/17 with good results and consider myself on the road to being cancer free, however, I want to empower myself and help others learn more about breast cancer and metastatic breast cancer. Thank you for educating me to help educate others and spreading the word how self-exams and self-health awareness too are so very important in early detection.”
– Conference Attendee

Northwest Metastatic Breast Cancer Conference Website

Below are the website data analytics for our specific event page, which included information about the event and sponsors. This data was collected from the time our website launched in July through September 2019.

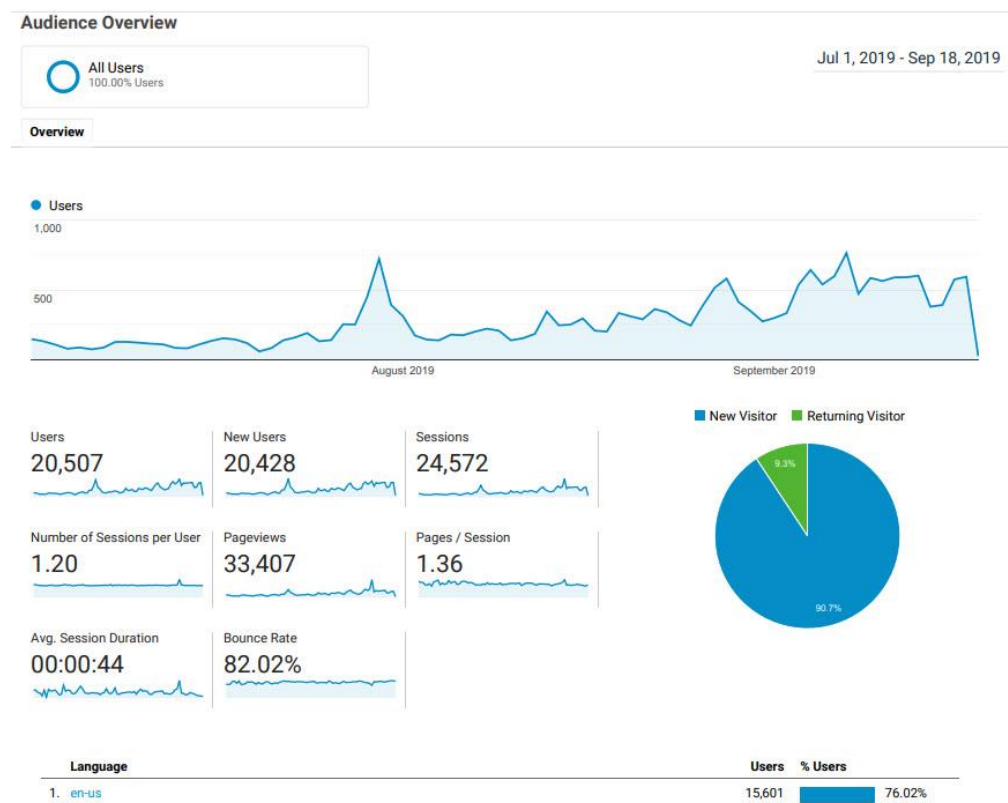


Figure 2: Conference Website Metrics – Audience Overview

Demographics: Overview

All Users
100.00% Users

Jul 1, 2019 - Sep 18, 2019

Key Metric:

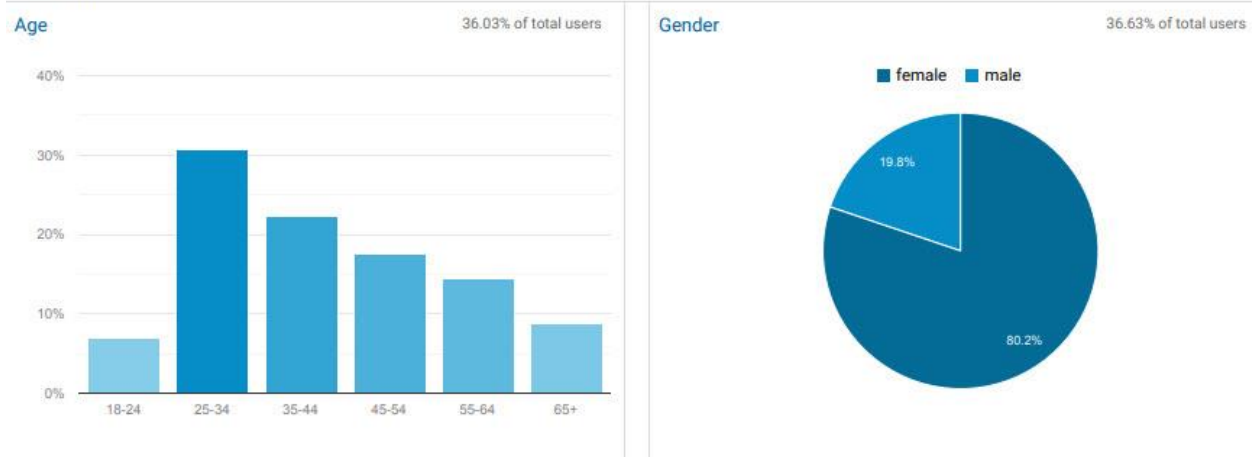


Figure 3: Conference Website Metrics – Demographics Overview

Impact on Susan G. Komen

Through the engagement of the metastatic breast cancer community, in particular the co-chairs Lynda Weatherby and Teri Pollastro, both Susan G. Komen and Komen Puget Sound (KPS) have made significant adjustment to their programmatic and fundraising strategies.

Starting last year, Komen Puget Sound included a grantmaking category for innovative programs that supporting metastatic breast cancer patients, along with the development of a survivor and metastatic patient program, which includes learning and networking opportunities and large events.

At the headquarters level, Komen has announced that this year's research investment is focused on metastasis and drug resistance. Overall, this works out to approximately 70% of Komen's overall research funding. Grants were also given to researchers who are developing new therapies for breast cancer, including aggressive subtypes such as triple negative breast cancer, and addressing health disparities in breast cancer outcomes among specific communities. These new funds bring Komen's total research investment in breast cancer to more than \$1 billion since opening its doors in 1982, and Komen's investment in research focused on metastatic breast cancer to \$210 million.

The impact that the metastatic community has had on shifting the conversation around breast cancer cannot be overstated and while this conference is just one of many important pieces in the drive towards change, we know this commitment to metastatic patients is felt throughout the community. Komen Puget Sound hopes that our conference and funding can be used as a model for other Affiliates in the future.

Next Steps

Over the next two months, the patient steering committee will be meeting to discuss the future of the conference. Although 90% of attendees indicated they wanted to have another conference next year, the committee recognizes that some narrowing of focus is needed to ensure that the event continues to be patient-focused.

Based on our initial assessment in June 2016, Komen Puget Sound will continue to develop and implement programs that fit within our core framework (for more information, please contact Komen Puget Sound for full focus group report).

We will also begin discussions with key partners to secure sponsorship dollars for next our next conference (anticipated September 2020), as well as to identify additional grant funding that may be able to support other activities outside of the conference (such as an advocacy fund, roundtables, support groups, focus groups with communities of color, etc).

Appendix A: Agenda

SATURDAY SEPTEMBER 7, 2019

7:30 am	Registration, continental breakfast and yoga sign-up	
8:45 - 9:30 am	Yoga and Meditation (1st floor, Blue room)	Joely Johnson, Yoga Instructor
10:00 - 10:45 am	Welcome and Introductions	
8:30 am		Teri Pollastro, Co-Chair Lynda Wetherby, MHA, Co-Chair
HOT TOPICS IN MBC		
8:45 - 9:30 am	Hot Topics in MBC (2nd floor, Purple Room)	Julie Gralow, MD, UW/SCCA/Fred Hutch
9:30 - 9:45 am	Q & A	Teri Pollastro, Patient Advocate
9:45	<i>Morning Break</i>	
10:00 - 10:45 am	Understanding Research: Bench to Clinic (2nd floor, Purple Room)	Kevin Cheung, MD, PhD, Fred Hutch Larissa Korde, MD, MPH, National Cancer Institute
10:45 - 11:00 am	Q & A	Diane Mapes, Patient Advocate
11:00 - 11:45 am	Precision Medicine (2nd floor, Purple Room)	V.K. Gadi, MD, Fred Hutch
11:45 - noon	Q & A	Lynda Weatherby, MHA, Patient Advocate
noon - 1:05 pm	<i>Lunch</i> (2nd floor lobby, both sides)	
12:30 - 1:10 pm	Lobular Lunch & Learn (Green Room)	Hannah Linden, MD, UW/SCCA, Fred Hutch Leigh Pate, Lobular BC Advocate Diane Mapes, Patient Advocate
12:30 - 1:10 pm	Lunch & Learn: How to talk with your doctor & other MBC stuff (Purple Room)	Kelly Shanahan, MD, Patient & National MBC Advocate
1:10 - 1:15 pm	<i>Present Beth Caldwell Award</i>	Teri Pollastro, Conference Co-Chair Lynda Weatherby, Conference Co-Chair
1:15 - 2:00 pm	Immunotherapy (2nd floor, Purple Room)	Jennifer Specht, MD, UW/SCCA/Fred Hutch
2:00 - 2:15 pm	Q & A	Teri Pollastro, Patient Advocate

Saturday, Sept 7 continued

BREAKOUT SESSIONS: LATEST TREATMENT OPTIONS BY SUBTYPE AND LOCATION OF METASTASES

Metastatic Breast Cancer Overview by Subtypes (including Q & A)

2:20 - 3:05 pm	Triple Negative Breast Cancers (2nd floor, Purple room)	Kristine Rinn, MD, Swedish Medical Center Diane Mapes Patient Advocate
	HER2 Breast Cancers (1st floor, Blue room)	Fengting Yan, MD, Swedish Medical Center Andrea Hutton, Patient Advocate
	Estrogen Positive Breast Cancers (1st floor, Orange room)	Nanette Robinson, MD, Virginia Mason Medical Center Courtney Preusse, Patient Advocate
	Latina Living with Cancer in WA (1st floor, Red room)	TBD, University of Pittsburgh Cancer Institute Research Silvia Kennedy, Komen Puget Sound (No livestream)

3:05 -
3:15 pm *Afternoon Break*

Metastatic Breast Cancer by Overview Location (including case studies and Q&A)

3:20 - 4:05 pm	Bone Metastases (2nd floor, Purple room)	Nanette Robinson, MD, Virginia Mason Kelly Shanahan, Patient Advocate
	Brain Metastases (1st floor, Blue room)	Lia M. Halasz, MD, SCCA/UW Tresa McGranahan, MD, PhD, SCCA/ UW Lynda Weatherby, Patient Advocate
	Liver/Lung Metastases (1st floor, Orange room)	Raymond Yeung, MD, UW Medicine Courtney Preusse, Patient Advocate
	Financial Toxicity (1st floor, Red room)	Tony Leahy, CENTS Silvia Kennedy, Komen Puget Sound

Late Afternoon / Evening Events

4:10 - 4:40pm	Clinical Trials 101: Why clinical trials are important to you.	Christine Hodgdon, Patient Advocate Elly Cohen, PhD, BreastCancerTrial.org Kelly Shanahan, MD
4:40 - 4:50pm	Q & A	Kelly Shanahan, MD, Patient Advocate
4:50 - 4:55pm	Closing & Thank You	Teri Pollastro, Co-Chair Lynda Weatherby, MHA, Co-Chair
4:00 - 5:30pm	Clinical Trials Fair Visit Sponsor Tables	Green Room
5:00 - 6:30pm	Reception	Green Room

Appendix B: Facebook Livestream Video Links

Saturday, September 7, 2019

Main link to all the live streams: <https://komenpugetsound.org/nwmbcc/2019-conference-livestream/>

Morning and Early Afternoon Sessions

- 8:30 – [Welcome & Hot topics in MBC](#)
- 10:00 – [Understanding Research: Bench to clinic & Precision Medicine](#)
- 12:30 – [Lobular Lunch and Learn](#)
- 12:30 – [MBC Lunch and Learn](#)
- 1:15 – [Immunotherapy, Triple Negative, Bone, Clinical Trials 101](#)

Afternoon breakout sessions: Metastatic Breast Cancer Overview

(Video links for breakout sessions are provided below)

- 2:20 pm - [HER 2 Breast Cancers & Brain Metastases](#)
- 1:30 pm - [Estrogen Positive Breast Cancers](#)
- 1:30 pm – [Clinical Trials Fair](#)

Appendix C: Twitter Highlights





Top Twitter Influencers:

User ScreenName	User Name	Impressions
https://twitter.com/double_whammied	Double Whammy	684430
https://twitter.com/itssthebunk	Liza Bernstein	565002
https://twitter.com/abcdiagnosis	Jo Taylor	563843
https://twitter.com/stales	Alicia C. Staley	385301
https://twitter.com/fredhutch	Fred Hutch	244210
https://twitter.com/kegill	⚡ Kathy E Gill	239816
https://twitter.com/stage4kelly	Dr. Kelly Shanahan	206020
https://twitter.com/SeattleCCA	SeattleCancerCareAlliance	126712
https://twitter.com/bccww	BreastCancer Chat Ww #BCCWW	109220
https://twitter.com/jrgralow	Julie Gralow	71142
https://twitter.com/teaminspire	Inspire	36596
https://twitter.com/6state	Terri Coutee	31122
https://twitter.com/lisagualtieri	Lisa Gualtieri	29242
https://twitter.com/OncoAlert	OncoAlert	28143
https://twitter.com/GraceCordovano	Enlightening Results	26826
https://twitter.com/changermindset	@changingourmindset	22229
https://twitter.com/MightyCasey	Mighty Casey Quinlan	19599
https://twitter.com/Calculators4You	Karl Thompson	18892
https://twitter.com/itsnot_pink	Julia Maues	14385
https://twitter.com/drhexl	Dr Bex Lewis	13025