



LIVING  
BEYOND  
BREAST  
CANCER  
LBBC.ORG

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## **LIVING BEYOND BREAST CANCER HOSTS CONFERENCE**

Living with metastatic breast cancer the focus of eighth annual event

Haverford, PA., Friday, March 14, 2014– Philadelphia-based nonprofit organization [Living Beyond Breast Cancer](http://LivingBeyondBreastCancer.org) (LBBC) has opened registration for its 8<sup>th</sup> annual conference for women living with metastatic breast cancer. The event, ***Enhancing Your Health and Quality of Life***, takes place Saturday, April 26 – Sunday April 27, 2014 at the Philadelphia Marriott West in West Conshohocken, Penn.

Breast cancer is considered metastatic (stage IV) when it spreads from the breast to another part of the body such as the lungs, bones, liver or brain. There are approximately 152,000 women in the United States currently living with metastatic breast cancer and estimates indicate that advances in treatment and care will push that number to 164,000 by the year 2015.<sup>1</sup>

“Our previous conferences have attracted hundreds of attendees from across the country by featuring leading national medical and wellness experts who present specialized general sessions and over a dozen workshops on various topics,” says LBBC chief executive officer, Jean A. Sachs, MSS, MLSP, who continues that the event is “designed to address the complex medical, social and emotional issues that women experience when diagnosed with metastatic breast cancer. As in past years, workshops for family members and caregivers will also be offered.”

“Attendees will have the opportunity to learn and ask questions about current research and clinical trials, treatment options and quality-of-life concerns,” adds Catherine L. Ormerod, MSS, MLSP, LBBC’s Vice President, Programs and Partnerships. “Furthermore, conference attendees are provided with ample opportunities to meet, connect and interact with their peers throughout the weekend and travel grants and fee waivers are available for those who qualify.”

LBBC’s highly specialized programming for women living with stage IV breast cancer stems from the nonprofit’s 2006 release of *Silent Voices: Women with Advanced (Metastatic) Breast Cancer Share Their Needs and Preferences for Information, Support and Practical Resources*. In this extensive report, LBBC consultants Musa Mayer, MS, MFA, and Susan E. Grober, PhD, reported their findings from a survey of 618 women living with stage IV disease. The survey focused in great detail on their use of and preferences for services in three domains: information, support and resources. The data revealed insights on the information, support and practical needs of women living with metastatic breast cancer so LBBC could address the gaps in tailored resources for this population.

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To do this, LBBC created not only their annual conference but a variety of other resources. Since the report's release, a special subdivision of [lbbc.org](http://lbbc.org) just for women with metastatic disease has been significantly expanded, free webinars and regional community meetings feature topics specific to the metastatic breast cancer community and the LBBC *Guides to Understanding Breast Cancer: Metastatic Series* includes specialty titles: [Treatment Options for Today and Tomorrow](#), [Managing Stress and Anxiety](#), [Symptoms and Treatment Side Effects](#), [Understanding Palliative Care](#) and LBBC's newest publication, [Guide for the Newly Diagnosed](#).

Visit [lbbc.org](http://lbbc.org) to [register](#) online and download an event brochure. To register by phone or for additional information, call (855) 807-6386.

The conference would not be possible without the support of the event's presenting sponsor Susan G Komen ®. Other event supporters include Title Sponsors Avon Foundation for Women, Cancer Today Magazine, Celgene, Eisai Oncology and Genentech BioOncology.

### **General Session speakers**

**Julie R. Gralow, MD** is the Jill Bennett Professor of Breast Cancer at the University of Washington School of Medicine, Director of Breast Medical Oncology at the Seattle Cancer Care Alliance and a member of the clinical research division of the Fred Hutchinson Cancer Research Center. She is also a professor in the Department of Global Health at the University of Washington's Schools of Medicine and Public Health. Dr. Gralow has dedicated her life to treating breast cancer and is a member of Living Beyond Breast Cancer's Medical Advisory Board.

**Sherry Lebed Davis** is a speaker, author and activist. She is one of the foremost authorities of quality of life issues and the healing power of exercise and humor, and co-founded Healthy-Steps, a world-wide organization providing unique wellness programs. She has been seen in *People Magazine*, *Oxygen*, *Spirit Magazine* for South West Airlines, *Authentic Woman*, *NY Times*, *Seattle Times*, *LA Times* and more.

**Generosa Grana, MD, FACP** is the director of the MD Anderson Cancer Center at Cooper and head of the Division of Hematology/ Medical Oncology of Cooper University Hospital in Camden, New Jersey. She serves as Professor of Medicine at the Cooper Medical School of Rowan University. She is also Adjunct Professor at the Coriell Institute for Medical Research in Camden, New Jersey and is a member of Living Beyond Breast Cancer's Medical Advisory Board.

### **Workshop Speakers**

#### **Jennifer Armstrong, MD**

Oncologist, Paoli Hematology Oncology Associates

#### **Drucilla Brethwaite, MSW, LCSW, OSW-C**

Oncology Counselor, Life with Cancer

#### **Helen L. Coons, PhD, ABPP**

Clinical Health Psychologist, Women's Mental Health Associates

#### **Stephanie Fajuri, Esq.**

Supervising Attorney, Cancer Legal Resource Center

#### **Gregory D. Garber, MSW, LCSW, CCM**

Supervising Social Worker, Kimmel Cancer Center, Department of Medical Oncology, Thomas Jefferson University Hospital

#### **Pamela J. Ginsberg, PhD**

Licensed Psychologist, Private Practice

**Julie R. Gralow, MD**

Director, Breast Medical Oncology, Seattle Cancer Care Alliance; Clinical Research Division, Member, Fred Hutchinson Cancer Research Center

**Aki Morikawa, MD, PhD**

Medical Oncology Fellow, Breast Cancer Medicine Service, Memorial Sloan-Kettering Cancer Center

**Ruth O'Regan, MD**

Professor, Hematology and Medical Oncology, Emory University School of Medicine Chief of Hematology and Medical Oncology, Georgia Cancer Center for Excellence at Grady Memorial Hospital Chair, the Louisa and Rand Glenn Family Chair in Breast Cancer Research Director, Translational Breast Cancer Research Program, Emory Winship Cancer Institute Director, Hematology and Medical Oncology Fellowship Program, Emory University School of Medicine Medical Director, Emory Breast Center

**Alison Petok, MSW, LSW, MPH**

Social Worker, Department of Medical Oncology, Kimmel Cancer Center Thomas Jefferson University Hospital

**Howard M. Rice**

President, Howard Rice Company Professor, School of Communication, Temple University

**Kanu P. Sharan, MD**

Assistant Professor, Hematology/Oncology, MD Anderson Cancer Center at Cooper

**Karen Sudders MS, RD, LDN, CSO**

Nutrition/ Lead Clinical Oncology Dietitian, Cancer Treatment Centers of America®

**Faith (Fay) Young, MD**

Associate Professor, Thomas Jefferson University Hospitals Kimmel Cancer Center Medical Oncology, Palliative Care

<sup>1</sup>Data on File. 1006812. AstraZeneca Pharmaceuticals LP. Wilmington, DE.

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**About Living Beyond Breast Cancer**

LBBC's mission is to connect people with trusted breast cancer information and a community of support. [National conferences](#), monthly [webinars](#), regional [community meetings](#), the [Guides to Understanding Breast Cancer](#) and a toll-free [Breast Cancer Helpline](#) are just a few examples of the services that are provided, always at little or no cost.

If you are or someone you know is living with a history of breast cancer, regardless of stage of diagnosis, age, race, religion, sexual orientation or ability to pay, LBBC can help. For more information, visit [lbcc.org](http://lbcc.org) to download a free copy of [Resources](#), LBBC's general information brochure or call (855) 807-6386.