

PROUDLY PRESENT AN EDUCATIONAL SYMPOSIUM WITH KEY LEADERS
IN PROSTATE CANCER IMAGING

**Ending the Era of Blind
Prostate Cancer Care:
Creating the Future of
Image-Guided Diagnosis
and Treatment**



Chair: Faina Shtern, M.D. President, AdMeTech Foundation

Co-Chair: Stan Brosman, M.D. Director of Research, PCRI

GOAL

Leading experts will review the current state of the art, cutting-edge research and future vision for image-guided, minimally-invasive approach to early detection, biopsy and treatment of prostate cancer. They will demonstrate how imaging can individualize patient care and make a profound impact on clinical decisions.

AGENDA

3:00 Introduction:

Mark Scholz, M.D. Executive Director, PCRI

3:10 Prostate Cancer as a Major Public Health Issue & Imaging as a Solution:

Faina Shtern, M.D. President, AdMeTech Foundation

3:35 Radiation Oncology Perspective on Current and Future Role of Imaging in Patient Care:

Howard Sandler, M.D. Chair, Radiation Oncology, Cedars-Sinai Medical Center

4:00 Urologic Perspective on Current and Future Role of Imaging in Patient Care:

Leonard Marks, M.D. Professor of Urology, UCLA

4:25 Break

4:45 Case Studies: Color Doppler Ultrasound and its Diagnostic Impact on Patient Care:

Duke Bahn, M.D. Director, Prostate Institute of America, USC

5:10 Window to the Future: PET Imaging of Prostate Cancer

Hossein Jadvar, M.D. Associate Professor of Radiology, USC

5:35 State of the Art and Future Vision for Prostate MRI

5:35 Daniel Margolis, M.D.
Associate Clinical Professor of Radiology, UCLA

6:00 Jelle Barentsz, M.D.
Professor of Radiology, Radboud University, Nijmegen Medical Center, the Netherlands

6:30 Adjourn

Who Should Attend?

All expert presentations will be designed for informed members of the general public, concerned men, their families and medical professionals.

Location:

Westin Hotel, 5400 Century Boulevard,
Los Angeles, Near LAX

Date and Time:

March 27, 2011
3:00-6:30pm

For more information:

Contact Angelique Guarneri,
Public Relations, Prostate Cancer Research Institute
Email: angelique@pcri.org; Phone: 310-743-2116

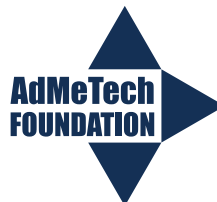
For registration:

- Online: www.pcri.org
- By phone: 310-743-2116

Seating is limited, reserve your spot now!

Registration Fee

Prior to March 20th: \$10
After March 20th: \$15



CREATING THE MANOGRAM:
LIFE-SAVING IMAGING FOR MEN

