



Expand your understanding of colorectal cancer biology

The Molecular Basis of Colorectal Cancer: Fundamental and Evolving Concepts

Presented by:

David H. Ilson, MD, PhD

This program is presented by Genentech BioOncology. This is not an independent educational program, and no CME credits will be provided.

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Genentech BioOncology is excited to sponsor a **unique program** that provides a concise synopsis of fundamental and evolving concepts on key biological pathways impacting carcinogenesis with a special focus on colorectal cancer.

This program, **carefully developed with guidance from top translational oncologists**, will refresh your understanding of the molecular mechanisms on which current and emerging targeted therapies in the treatment of colorectal cancers are based.

If you are a physician involved in the multimodal treatment of colorectal cancer, this program is for you!

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This presentation includes:

- An overview of molecular and colorectal cancer biology
- Discussion of acquired cellular properties that impact colorectal cancer tumorigenesis
- Details on signaling pathways critical in the development of colorectal cancer
- Current and emerging pathways being explored in the development of anticancer strategies and personalized medicine in the treatment of colorectal cancer
- Key scientific information presented in a context relevant to clinicians who treat colorectal cancer

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Wednesday, October 16, 2013

Stage Left
5 Livingston Avenue
New Brunswick, NJ 08901
(732) 828-4444



Event code: PRF32370

Agenda

6:00 PM Arrival

6:30 PM Presentation

To register:

You may register by visiting us online at
www.genersvp.com.

Please RSVP by October 11, 2013.

Registration is on a first-come, first-served basis.
Seating is limited.

When you RSVP, please indicate whether you will opt out of the company-sponsored in-kind benefits (eg, meals, parking) or elect to pay for these on your own.

For all program attendees who receive Genentech's in-kind benefits at this program, Genentech will report the attendee's name and the value received as required by federal and state disclosure laws.

The meal cost may vary by event location and be up to \$125 per person (exceptions may apply).

Programs in the MBiC/MBoC series are unbranded, physician-only events presented by leading oncologists. This series of programs is sponsored by Genentech but is not intended to promote FDA-approved agents, including Genentech's products. Programs in the MBiC and MBoC series are designed and created with specific input from expert oncologists well versed in both clinical and preclinical areas of oncology.

Don't miss this unique
physician-only event!

