



**For Immediate Release:
November 20, 2009**

**Media Contacts:
Megan Martin, NCCN
215.690.0576
martin@nccn.org**

**Katie Crockett, Discovery Health
240.662.2707
Katie_Crockett@discovery.com**

NCCN Emphasizes Tailored Treatment in Discovery Health Channel Program *Metastatic Breast Cancer: Individualizing Treatment*

NCCN program on Discovery Health Channel profiles patients undergoing treatment for metastatic breast cancer and their physicians' use of the NCCN Clinical Practice Guidelines in Oncology™ for Breast Cancer to determine an individualized treatment regimen. The program, which provides free CME credits, premieres on Sunday, November 22 at 7:00 AM EST.

FORT WASHINGTON, PA — Although October (National Breast Cancer Awareness Month) is behind us, it remains imperative for both physicians and patients to keep up-to-date on the latest treatment developments for breast cancer, as well as all types of cancer. Metastatic breast cancer is breast cancer that has spread beyond the breast into places such as the bones, lungs, liver, or brain. Although metastatic breast cancer is not curable, there are many effective treatments, including a number of recent treatment advances that are enabling women with metastatic breast cancer to live longer and better lives. However, treatment needs to be highly individualized as no single treatment plan is right for everyone.

Page 2 NCCN Emphasizes Tailored Treatment in Discovery Health Channel Program *Metastatic Breast Cancer: Individualizing Treatment*

The [National Comprehensive Cancer Network](#) (NCCN), a not-for-profit alliance of 21 of the world's leading cancer centers, has collaborated with the Discovery Health Channel to produce a program profiling three patients with metastatic breast cancer and their healthcare team as they customize each patient's treatment regimen to their individual tumor type and health status. The program, *Metastatic Breast Cancer: Individualizing Treatment*, premieres Sunday, November 22, 2009 at 7 AM EST on the Discovery Health Channel. This program is available for Continuing Medical Education (CME/CE) credits for physicians as well as nurses.

"Discovery Health is thrilled to continue its ongoing partnership with the National Comprehensive Cancer Network and the launch of this incredibly valuable and timely program," said John Whyte, MD, Vice President, Continuing Medical Education and Chief Medical Expert, Discovery Health. "This collaboration directly aligns with Discovery Health's mission to deliver credible, high-quality Continuing Medical Education content to physicians and health care providers."

NCCN is known for developing the NCCN Clinical Practice Guidelines in Oncology™, a leading clinical reference for health care providers around the globe. This program will include members of the NCCN Guidelines Panel for Breast Cancer as they explore individualizing treatment for patients with metastatic breast cancer and focus on evolving data for the disease and the application in the current [NCCN Guidelines](#).

Featured faculty includes:

- William J. Gradishar, MD – *Robert H. Lurie Comprehensive Cancer Center of Northwestern University*
- Beryl McCormick, MD – *Memorial Sloan-Kettering Cancer Center*
- John H. Ward, MD – *Huntsman Cancer Institute at the University of Utah*

Current air dates for *Metastatic Breast Cancer: Individualizing Treatment*, please check your local listings for the most current schedule (all times are EST):

- Sunday, November 22 – 7:00 AM (premiere)

Page 3 NCCN Emphasizes Tailored Treatment in Discovery Health Channel Program *Metastatic Breast Cancer: Individualizing Treatment*

- Saturday, November 28 – 7:00 AM
- Sunday, November 29 – 6:00 AM
- Sunday, December 6 – 6:00 AM
- Saturday, December 12 – 7:00 AM
- Sunday, December 27 – 6:00 AM

For additional information about the program and available CME/CE credits, visit NCCN.org or DiscoveryHealthCME.com.

About the National Comprehensive Cancer Network

The National Comprehensive Cancer Network (NCCN), a not-for-profit alliance of 21 of the world's leading cancer centers, is dedicated to improving the quality and effectiveness of care provided to patients with cancer. Through the leadership and expertise of clinical professionals at NCCN Member Institutions, NCCN develops resources that present valuable information to the numerous stakeholders in the health care delivery system. As the arbiter of high-quality cancer care, NCCN promotes the importance of continuous quality improvement and recognizes the significance of creating clinical practice guidelines appropriate for use by patients, clinicians, and other health care decision-makers. The primary goal of all NCCN initiatives is to improve the quality, effectiveness, and efficiency of oncology practice so patients can live better lives.

The NCCN Member Institutions are: City of Hope, Los Angeles, CA; Dana-Farber/Brigham and Women's Cancer Center | Massachusetts General Hospital Cancer Center, Boston, MA; Duke Comprehensive Cancer Center, Durham, NC; Fox Chase Cancer Center, Philadelphia, PA; Huntsman Cancer Institute at the University of Utah, Salt Lake City, UT; Fred Hutchinson Cancer Research Center/Seattle Cancer Care Alliance, Seattle, WA; The Sidney Kimmel Comprehensive Cancer Center at Johns Hopkins, Baltimore, MD; Robert H. Lurie Comprehensive Cancer Center of Northwestern University, Chicago, IL; Memorial Sloan-Kettering Cancer Center, New York, NY; H. Lee Moffitt Cancer Center & Research Institute, Tampa, FL; The Ohio State University Comprehensive Cancer Center - James Cancer Hospital and Solove Research Institute, Columbus, OH; Roswell Park Cancer Institute, Buffalo, NY; Siteman Cancer Center at Barnes-Jewish Hospital and Washington University School of Medicine, St. Louis, MO; St. Jude Children's Research Hospital/University of Tennessee Cancer Institute, Memphis, TN; Stanford Comprehensive Cancer Center, Stanford, CA; University of Alabama at Birmingham Comprehensive Cancer Center, Birmingham, AL; UCSF Helen Diller Family Comprehensive Cancer Center, San Francisco, CA; University of Michigan Comprehensive Cancer Center, Ann Arbor, MI; UNMC Eppley Cancer Center at The Nebraska Medical Center, Omaha, NE; The University of Texas M. D. Anderson Cancer Center, Houston, TX; and Vanderbilt-Ingram Cancer Center, Nashville, TN. For more information, visit NCCN.org.

Page 4 NCCN Emphasizes Tailored Treatment in Discovery Health Channel Program *Metastatic Breast Cancer: Individualizing Treatment*

About Discovery Health CME:

Discovery Health CME (Continuing Medical Education) offers an entirely new way to learn about the latest advances in medicine. Medical professionals are eligible to receive CME credits for viewing **METASTATIC BREAST CANCER: INDIVIDUALIZING TREATMENT**. More information is available at DiscoveryHealthCME.com.

###