



## **Pink Ribbon's 2<sup>nd</sup> breast cancer forum, 24 September 2015, London**

*Sponsor:*



<http://www.lifecell.com>

*(also supporting the national hereditary breast cancer helpline)*

<http://breastcancergenetics.co.uk>

### **PROGRAMME**

**24 September 2015, Mt Vernon Room, Westbury Hotel, Conduit Street, London. 10-5**

*Chair: Chris Twelves, pharmacology & oncology professor, Leeds Cancer Research UK clinical centre*

9.30 Registration

10 Welcome. *Gerard Dugdill, coordinator/publisher, Pink Ribbon, followed by chair*

#### Challenges, concepts & causes

10.05 *Keynote 1: Jane Allberry, deputy director, NHS clinical services. Current government priorities on cancer prevention, diagnosis and treatment.*

10.30 *Keynote 2: Aleksandra Filipovic, clinical fellow in medical oncology, Imperial College, London. Cancer, where we've been, where we are, where we're going?*

10.55 Focus on genetic causes – do we know as much as we should? *Deborah Ruddy, consultant clinical geneticist, Guys & St Thomas*

11.20 Q&As

11.30 Break

#### Treatment industry – screening & surgery

Session chair, Ash Subramanian, breast care consultant, East Sussex Healthcare NHS Trust

11.40 Introduction. *Ash Subramanian*

11.50 The role of nurses and the importance of patient education.

*Maria Noblet, nurse consultant and chair of royal college of nursing cancer nursing forum*

12.10 The future of clinical management – *Mark Kissin, consultant breast and melanoma surgeon (BMI Healthcare)*

12.25 The patient perspective. *Patient representative & campaigner Sarah Cretch*

12.40 Surgery – reconstruction options and advice. *Mark Ho-Asjoe, consultant plastic surgeon, St Thomas hospital*

1 Q&As

1.10 Lunch

2 Word from the charity. *Becky Measures, national hereditary breast cancer helpline*

### Treatment continued: the Pink Ribbon drugs discussion

2.15 Are drugs the key pathway to a cure? Do we need additional new approaches to tackling the disease?

*Pharmacological perspective – Dr Jacintha Sivarajah, head of medical affairs, association of the British pharmaceutical industry*

*Breast cancer modelling perspective – Michael Baum, professor emeritus of surgery & visiting professor of medical humanities, University college London*

*Integrated medicine perspective – Dr Damien Downing, president, British society for ecological medicine*

*Geneticist perspective – Deborah Ruddy (as above)*

*Surgical perspective – Ash Subramanian*

*(Also contributions from the floor + straw poll)*

3.30 Break

### Wider perspectives

3.40 Breast care in the light of the challenges facing the NHS & privatisation *PR campaigner Alan Taman replaced by Donald Longmore, author, The Rise and Fall of the NHS*

4 Coping with cancer from a partner's point of view & announcing the Pink Ribbon anthology (*Paul Roberts, author Make it Happen\**)

4.20 Q&As and concluding remarks

4.30 Networking

5 Close

\* *Copies will be on sale, price £10. All proceeds to the charity.*

[www.pinkribbon.co](http://www.pinkribbon.co)