We appreciate the support and financial funding from the following institutions:

Continuing Education Activity Sponsored By:

2nd International Congress on
Technological Advances in Head and Neck Oncology and Cranio-Maxillofacial Surgery

July 22-24, 2011

The Governor Hotel
Portland, Oregon

Course Director:
R. Bryan Bell, MD, DDS, FACS

Course Co-Chairmen:
Peter E. Anderson, MD, FACS
Leon A. Assael, DMD
Eric J. Dierks, MD, DMD, FACS
Anna Kuang, MD, FACS

Featuring:
Transoral robotic surgery
Transoral laser microsurgery
Sentinel lymph node biopsy
Endoscopic surgery
Facial Transplantation
Computer planning
Custom implants
Intraoperative Navigation

The Governor Hotel
Portland, Oregon
July 22-24, 2011
Head and neck surgery and cranio-maxillofacial surgery are inexorably linked: the majority of head and neck cancers affect the cranio-maxillofacial region. Despite numerous advances in radiation delivery and systemic therapy, surgery continues to play a central role in the management of patients with head and neck cancer. Likewise, many of the surgical techniques used to reconstruct patients with tumors of the oral cavity, oropharynx, and skull base were born out of the experience of cranio-maxillofacial surgeons managing acquired defects resulting from trauma or congenital deformities.

There has recently been an explosion of technology that is significantly impacting the current and future treatment paradigms in both head and neck oncology and cranio-maxillofacial surgery. In recognizing the continual evolution of innovation that is occurring we have developed this unique educational experience. International experts will be sharing their experiences and how they have accessed advanced technology and overcome barriers as to who will pay, how to access and denials from insurance companies.

Objectives

Upon completion of this course, the participant should be able to:

1. Discuss current trends in transoral robotic surgery and transoral laser microsurgery related to treating patients with head and neck cancer.
2. Outline the technique and outcomes assessment with the transoral robotic surgery approach as well as radiation strategies.
3. Describe the use of transoral laser microsurgery for oropharyngeal malignancy, early stage glottic cancer and thyroid surgery.
4. Articulate the need for global resources in the treatment of head and neck cancer, cranio-maxillofacial trauma and congenital deformities.
5. Explore contemporary management of advanced stage oral cavity cancer and future directions in immunotherapy.
6. Describe advanced orbital reconstruction using 3-D computer planning, intraoperative navigation and intraoperative imaging.
7. Evaluate reconstruction of massive facial defects, custom free flap reconstruction and facial transplantation as a viable option for the future.
8. Discuss endoscopic approaches to the orbit and anterior skull base, management of optic nerve compression and custom implants for reconstruction.
9. Analyze the use of new devices and computer-assisted planning for congenital and developmental deformities.
10. Describe the use of prefabricated orbital implants and intraoperative navigation and integrated computer planning for reconstruction or orbital, naso-orbital-ethmoidal deformities and midfacial reconstruction.
11. Discuss treatment options for craniofacial deformities in neonatal mandibular distraction osteogenesis, orthognathic surgery and congenital craniofacial surgery.

Needs Assessment

Specialists treating patients with head and neck cancer and cranio-maxillofacial problems need to understand from an international perspective the importance of gaining access to and applying advanced technology, working as members of an interdisciplinary team and the barriers that will challenge management of complex oncological and cranio-maxillofacial patient problems.

Professional Practice Gaps

It is essential that practicing head and neck and cranio-maxillofacial surgeons share methods for accessing and applying advanced technology to improve outcomes of patients with head and neck cancer, massive facial defects, cranio-maxillofacial deformities and traumatic injuries. The global perspective demonstrating management of large volumes of patients, understanding the barriers to treatment and the requirement for an interdisciplinary team will optimize patient care.

Who Should Attend

This international congress is intended for the practicing head and neck oncologist, cranio-maxillofacial surgeon, plastic surgeon, otolaryngology surgeon, fellows, residents and allied health professionals who have a desire to gain advanced knowledge, methods for getting access to the technology and understanding the interdisciplinary nature of caring for patients with cancer and other pathologies of the head and neck and cranio-maxillofacial region.
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Attending Surgeon
Trauma Service/Oral and Maxillofacial Surgery Service
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Pfiedler Enterprises is accredited by the Accreditation Council for Continuing Medical Education (ACCME) to provide continuing medical education for physicians.

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Nurse:
Legacy Health System is an approved provider of continuing education for nursing. This program is approved by the California Board of Registered Nursing, provider number CEP8749 for 20 contact hours.

Radiologic Technologists:
Accreditation has been applied for from ASRT for Category “A” contact credits, and to NASW’s Oregon Chapter Continuing Education Program for CE credits.

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Educational Grants

This course is supported in part by educational grants, in accordance with the ACCME Standards.

As of this printing, a complete list of commercial supporters was not available. Appropriate acknowledgement will be given to all supporters at the meeting. Exhibits will be available for viewing at all scheduled breaks.

Sponsorships:

We appreciate the support and financial funding from the following institutions.
Friday, July 22, 2011 Part 1: Head and Neck Surgery

7:30 - 8:00 am  Breakfast & Exhibits
8:00 - 8:05 am  Opening remarks and welcome  
\textit{R. Bryan Bell, MD, DDS}

Session I: Current trends – \textit{Moderator: Eric J. Dierks, MD, DMD}
8:05 - 8:20 am  The burden of Head and Neck Cancer in the United States: HPV and evolving trends in epidemiology and treatment outcomes  
\textit{Kathryn V. Panwala, MD}
8:20 - 8:35 am  Advances in radiation delivery for head and neck cancers  
\textit{John M. Holland, MD}
8:35 - 8:50 am  The evolving role of systemic therapy in head and neck squamous cell carcinoma  
\textit{Eric D. Bernstein, MD}

Session II: Transoral robotic surgery (TORS) – \textit{Moderator: Eric J. Dierks, MD, DMD}
8:50 - 9:50 am  \textbf{KEYNOTE LECTURE:} TORS: translation from bench to bedside  
\textit{Bert W. O’Malley Jr., MD}
9:50 - 10:20 am  Coffee Break & Exhibits
10:20 - 11:20 am  \textbf{KEYNOTE LECTURE:} TORS of oropharyngeal and laryngeal malignancy: technique and outcomes assessment  
\textit{Gregory S. Weinstein, MD}
11:20 - 12:20 pm  \textbf{KEYNOTE LECTURE:} Novel radiation strategies in conjunction with TORS  
\textit{Harry Quon, MD, MS(CRM)}
12:20 - 12:35 pm  Robotic assisted thyroidectomy  
\textit{Neil D. Gross, MD}
12:35 - 1:35 pm  Lunch & Exhibits

Session III: Transoral Laser Microsurgery (TLM) – \textit{Moderator: Peter E. Andersen, MD}
1:35 - 2:15 pm  \textbf{KEYNOTE LECTURE:} TLM for Oropharyngeal malignancy: techniques and outcomes in more than 500 patients  
\textit{Richard E. Hayden, MD}
2:15 - 2:30 pm  The five keys for accurate diagnosis of laryngeal lesions  
\textit{James P. Thomas, MD}
2:30 - 2:45 pm  TLM for advanced laryngeal malignancy  
\textit{Joshua S. Schindler, MD}
2:45 - 3:00 pm  Management of swallowing problems following treatment of head and neck cancer  
\textit{Paul W. Flint, MD}
3:00 - 3:30 pm  Case presentation and panel discussion/Questions  
\textit{Moderator: Peter E. Andersen, MD}  
\textbf{Panel:} Bert W. O’Malley Jr., MD; Gregory S. Weinstein, MD; Richard E. Hayden, MD; Harry Quon, MD, MS; Eric J. Dierks, MD, DMD; Paul W. Flint, MD
3:30 - 4:00 pm  Coffee Break & Exhibits

\textbf{IAOMS Welcome Introduction} – \textit{R. Bryan Bell, MD, DDS}
4:00 - 4:30 pm  Head and neck cancer, craniomaxillofacial trauma and congenital deformities: marshalling resources for a global problem  
\textit{Nabil Samman, FRCS, FDSRCS}

Session IV: New Horizons in cancer therapeutics – \textit{Moderator: Neil D. Gross, MD}
4:30 - 5:10 pm  \textbf{KEYNOTE:} Understanding oral cancer in the genome era  
\textit{Brian L. Schmidt, DDS, MD, PhD}
5:10 - 5:30 pm  Future directions in immunotherapy  
\textit{Walter J. Urba, PhD}
5:30 - 5:50 pm  Targeting the future of cancer therapy  
\textit{Brian J. Drucker, MD}
5:50 - 6:00 pm  Questions
7:00 - 9:30 pm  Reception and Dinner - Oregon Historical Society Museum
Saturday, July 23, 2011

7:30 - 8:00 am Breakfast & Exhibits

**Session IV: Oral cancer – Moderator: Eric J. Dierks, MD, DMD**

8:00 - 8:40 am KEYNOTE: Contemporary management of advanced stage oral cavity squamous cell carcinoma  
Robert A. Ord, MD, DDS

8:40 - 9:20 am KEYNOTE: A Sentinel lymph node biopsy in head and neck cancer: an evolving standard of care?  
Francisco J. Civantos, MD

9:20 - 9:30 am Questions

9:30 - 10:00 am Coffee Break & Exhibits

**Session VI: Skull base – Moderator: Jefferson W. Chen, MD, PhD**

10:00 - 10:15 am Endoscopic approaches to the anterior skull base  
Edsel U. Kim, MD

10:15 - 10:30 am Endoscopic skull base surgery: your only limit is the length of the drill  
Peter E. Andersen, MD

10:30 - 11:10 am KEYNOTE: Open anterior skull base surgery: exposing the limits of the endoscope  
Barrie Evans, FRCS, FDSRCS, FFDRCS

11:10 - 11:25 am Neurosurgical perspective: prevention and management of complications in anterior skull base surgery  
Nicholas D. Coppa, MD

11:25 - 11:40 am Stereotactic radiotherapy for head and neck tumors  
Steven Seung, MD, PhD

11:40 - 12:20 pm KEYNOTE: Technological advancements in reconstruction of the anterior skull base orbit  
Rainer Schmelziesen, MD, DDS, PhD

12:20 - 12:30 pm QUESTIONS

12:30 - 1:30 pm Lunch & Exhibits

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**Part 2: Head and neck reconstruction**

**Session VII: Reconstruction of post-ablative head and neck defects – Moderator: Mark K. Wax, MD**

1:30 - 1:50 pm Computer planning and the use of individualized guide stents for accurate reconstruction of the mandible  
David L. Hirsch, DDS, MD

1:50 - 2:10 pm Computer planning and intraoperative navigation for locally advanced midface tumors: optimizing functional outcomes  
R. Bryan Bell, MD, DDS

2:10 - 2:30 pm Virtual planning to optimize functional implant-supported prosthetic rehabilitation of palato-maxillary and mandibular defects  
Daniel Buchbinder, DMD, MD

2:30 - 2:50 pm Head and neck reconstruction in the radiated, operated and vessel depleted neck  
Neal D. Futran, MD, DMD

2:50 - 3:10 pm Pharyngoesophageal reconstruction and the management of post radiation esophageal stricture  
Keith E. Blackwell, MD

3:10 - 3:30 pm Perforator flaps in head and neck reconstruction  
Rui Fernandes, DMD, MD

3:30 - 4:00 pm Coffee Break & Exhibits

**Session VIII Reconstruction of massive facial defects – Moderator: Reid J. Mueller, MD**

4:00 - 4:40 pm KEYNOTE: Massive facial defects: free flap reconstruction  
James Brown, BDS, MBChB, FDSRCS, FRCS, MD

4:40 - 5:20 pm KEYNOTE: Facial transplantation: The Cleveland experience  
Maria Z. Siemionow, MD, PhD, DSc

5:20 - 5:40 pm Advanced custom free flap reconstruction  
Eduardo D. Rodriguez, MD, DDS

5:40 - 6:00 pm Massive facial defects: implant supported prosthetic reconstruction  
Eric J. Dierks, MD, DMD

QUESTIONS
Abstract Session - Moderators: Robert W.T. Myall, BDS, FDSRCS, FRCD(C), MD and Julie Ann Smith, DDS, MD

8:00 - 9:00 am  Abstracts

Session IX: Orbit – Moderator: Leon A. Assael, DMD

9:00 - 9:15 am  Modern approaches to the orbit: prevention and management of complications
John D. Ng, MD

9:15 - 9:35 am  Prefabricated orbital implants and intraoperative navigation: optimizing results
Alexander Schramm, MD, DDS, PhD

9:35 - 9:55 am  Rapid prototyping of orbital implants: design and application
Oleh M. Antonyshyn, MD

9:55 - 10:10 am  Management of naso-orbital-ethmoidal fractures
Mark E. Engelstad, DDS, MD

10:10 - 10:40 am  KEYNOTE: Integrating computer planning and custom implants into midfacial and orbital reconstruction
Nils-Claudius Gellrich, MD, DMD

10:40 - 11:00 am  Cranial and cranio-orbital reconstruction
Joseph S. Gruss, MD

Session X: Congenital and development craniofacial deformities – Moderator: Anna A. Kuang, MD

11:30 - 11:50 am  Neonatal mandibular distraction osteogenesis: indications, technique and outcomes
Stephen A. Schendel, MD, DDS

11:50 - 12:20 pm  KEYNOTE: Computer aided reconstructive surgery in large volume patients
Steve Guo-fang Shen, DDS, MD

12:20 - 1:00 pm  Correction of the orbit in congenital craniofacial surgery
Pravin K. Patel, MD

Hands-on Sessions

2:00 - 4:00 pm  Computer planning and intraoperative navigation for orbital reconstruction
Mark C. Metzger, MD, DMD
Alexander Schramm, MD, DDS, PhD

Computer planning and intraoperative navigation for orthognathic/cranio-maxillofacial reconstruction: Making virtual planning accessible to the masses
Jaime Gateno, DDS, MD
James J. Xia, MD, PhD, MS

Transoral robotic surgery
Neil D. Gross, MD
Eric J. Dierks, MD, DMD
Registration Fees

Course fee includes meeting materials, catered events and CME/CE credit.

Full registration:   $675
Daily registration:  $300/day

Workshops for Physicians on Sunday afternoon $300
2:00 - 4:00 pm – Please select one:

- Intraoperative Navigation for Orbital Reconstruction
- Computer Planning and Intraoperative Navigation for Orthognathic/CMS Reconstruction
- Transoral Robotic Surgery

Nurses and Allied Health:  $200
Fellows/Residents:  No fee

Early registration encouraged, limited space. Register by June 1, 2011.

Course Location/Accommodations

The Governor Hotel
614 SW 11th Avenue
Portland, Oregon 97205
Toll Free: 800-554-3456
Phone: 503-224-3400
Fax: 503-241-2122

A block of rooms have been reserved for conference attendees. When making reservations please identify yourself with the CMS-Pfiedler Group.

Rates:
Superior Queen/King  $164/night plus tax
Princeton King/Queen  $184/night plus tax
Junior/Parlor Suite   $199/night plus tax

Valet parking and secure parking is $27 per vehicle for 24 hours. Self parking is available at a nearby parking lot. All rooms must be guaranteed with a major credit card. Cut-off date for registration is May 23, 2011. Reservations made after the cut-off date will be on a first come basis and at the regular rate. Individual guest rooms not cancelled 24 hours prior to the day of arrival and/or not claimed (no shows) will be billed for payment.

Air Travel/Transportation:
The Governor Hotel is located in the heart of downtown Portland with an easy walk to Portland’s sights, shopping, arts, and night life. The Governor Hotel is ideally located for public transportation, walking distance from shops, restaurants and a short distance from most downtown conference and event venues.

Driving Directions:
From the North: From I-5 South, merge onto I-405 South. Take the Couch St./Burnside St. exit and stay on 15th Ave. for two blocks. Turn left onto Alder. Turn right onto 11th Ave. Hotel entrance is on the left side of the street.

From the South: Follow I-5 heading North to the I-405/Hwy 30 West exit. Continue North on I-405 to the Salmon St. exit, which is the next exit past the Hwy. 26/Beaverton/Ocean Beaches exit. Staying in the right lane will put you onto Salmon St. Follow Salmon St to 12th Ave. and turn left. Stay on 12th for 4 blocks, and then turn right on Alder. Turn right on 11th Ave... Hotel entrance is on the left side of the street.

From the East: Stay on I-84 until the I-5 split. Be in the middle lane at the I-5 split. Go left at the split and stay in the right lane following the sign that says CITY CENTER. Crossing the Morrison Bridge will put you on Washington St. on the other side of the Willamette River. Turn left on 11th Avenue, proceed 1-1/2 blocks south, just past Alder Street.

From PDX: Take Airport Way to I-205 South. Take exit 21B on to I-84 West. Follow directions above “From the East”. Or, take MAX Light Rail Red Line train direct from the Airport to the “Galleria, 9th Avenue, downtown” stop. The Governor Hotel is just one block from that stop!

From the West: Take Hwy 26 East. As you go through the Tunnel, get in the middle lane. Take the Market St. exit. Turn left on 12th Ave. Follow 12th ten blocks, and then turn right on Alder. Turn right on 11th.
2nd International Congress on
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Physician/Surgeon Registration:
☐ FULL Registration - $675 ☐ FRIDAY ONLY - $300
☐ SATURDAY ONLY - $300 ☐ SUNDAY ONLY - $300

Sunday, 2:00 - 4:00 pm Optional Hands-on Sessions: $300
Please select one:
☐ Intraoperative navigation for orbital reconstruction – Sponsor: BrainLab/Synthes
☐ Computer planning and intraoperative navigation for orthognathic/cranio-maxillofacial reconstruction – Sponsor: Medical Modeling, Inc./Stryker
☐ Transoral robotic surgery – Sponsor: Intuitive Surgical, Inc.

Fellow/Resident Registration: Early registration encouraged, limited space. Register by June 1, 2011.
☐ FULL Registration - NO Fee

Nurse/Allied Health Registration:
☐ FULL Registration - $200
No Daily Registration Fee.

Tuition includes meeting materials, catered events and CME/CE Credit.

Registration Procedure:
You must register for the course and receive a confirmation number prior to making hotel reservations. Registrations submitted online will provide immediate confirmation numbers. Mail or faxed registrations will receive confirmation numbers within 24 hours of receipt at Pfiedler Enterprises.

Mail: Please mail registration form with credit card information or check to Pfiedler Enterprises at: 2101 S. Blackhawk Street, Suite 220, Aurora, Colorado 80014

Phone: Register by phone by 720-748-6144 between the hours of 8:30 am – 4:30 pm (MT) Monday through Friday.

Fax: Send registration via fax to: 720-748-6196

Online: Register by logging onto: www.pfiedlerenterprises.com/3450/index.html

Questions: Questions regarding registration should be emailed to: registrar@pfiedlerenterprises.com

Credit Card Information:
Please include your credit card number and expiration date with charge order.

☐ MC ☐ Visa ☐ AMEX

Expiration Date

X ___________________
(Signature)

TOTAL CHARGE TO CREDIT CARD: $ ___________________