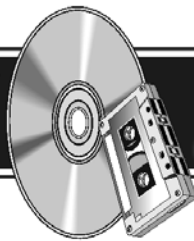


**RECORDED LIVE**

**AUDIO TAPES  
AUDIO CDS**

Marriott Marquis, New York, NY



**1<sup>st</sup>  
International  
Conference**

• November 17-19, 2004

Society for  
  
Integrative  
Oncology

***Learn from the experts...dual formats – Audio Cassettes and Audio CDs!***

SIO's 1st International Conference is here—and you now have the unique opportunity to learn from the expert presenters. As a special service to meeting attendees, recordings of the conference sessions are available for purchase in audiocassette and audio CD formats. Whatever your choice of format, you and your fellow colleagues can experience the 2004 conference long after its conclusion and preserve all the valuable information. **Check the listing below and order your selections today.**

- audio tapes available for at-conference delivery; audio CDs available for post-conference delivery
- may be purchased individually (see pricing below) CHECK  T for Tapes; CHECK  CD for CDs
- specially priced complete sets available = **SAVE 30% - CHECK REVERSE SIDE FOR COMPLETE DETAILS**

- \$12  T  CD 010...Welcome - Barrie R. Cassileth, PhD; **Keynote Address** - Larry Norton, MD **Conference Introduction** - Barrie R. Cassileth, PhD
- \$12  T  CD 020...Plenary 1: **STATE OF THE ART AND SCIENCE OF INTEGRATIVE ONCOLOGY - Moderator:** Jacqueline Filshie, MD  
**Panel Discussion: Europe** - Stephane A. Lejeune, MSc, MPH; **Australia** - Ray Lowenthal, MD, FRCP, FRACP, FACHPM; **United Kingdom** - Michelle Kohn, MD, MBBS, BSc, MRCP (UK); **North America** - Stephen M. Sagar, MBBS, MRCP, FRCR, FRCP
- \$24  T  CD 030AB... 2 Tapes/CDs...Plenary 2: **ACUPUNCTURE FOR COMMON PHYSICAL SYMPTOMS IN CANCER PATIENT CARE - Moderator:** Debu Tripathy, MD  
**Ear Acupuncture in the Treatment of Low Back Pain in Cancer Patient** - Luigi Gori, MD; **A Phase II Study of Acupuncture-Like Transcutaneous Nerve Stimulation for the Treatment of Radiation-Induced Xerostomia in Head-And-Neck Cancer Patients** - Stephen M. Sagar, MB, BS, FRCPC; **The Effect of Acupuncture on the Pain, Nausea, and Quality of Life of Patients with Advanced Cancer** - Elizabeth Dean-Clower, MD, MPH; **Acupressure Bands are Effective when Severe Chemotherapy-Related Nausea is Expected** - Joseph A. Roscoe, MD; **Acupuncture for Xerostomia: Diverse Techniques to Improved Outcomes** - Shannon T. Kahn, MAC, B.S; **Mechanism of Acupuncture Treatment for Xerostomia: Preliminary fMRI Investigation** - Bob Hou, PhD
- \$12  T  CD 040...Plenary 3: **COMPLEMENTARY THERAPIES FOR COMMON PHYSICAL AND EMOTIONAL SYMPTOMS IN CANCER PATIENT CARE - Moderators:** Patricia Ganz, MD; Lorenzo Cohen, PhD  
**Shiatsu Bodywork as an Intervention for Sleep Problems in Cancer Patients** - Mary P. Lynch, CRN, MSN, AOCN; **A Pilot Study of Immunologic Activity, Quality of Life, and Physical Status in Connection with Two Exercise Programs (Modified Exercise and Qigong) in Patients with Breast Cancer, Prostate Cancer, or Chronic Lymphocytic Leukemia (CLL)** - Ann M. Doherty-Gilman, MPH; **Effects of a Music Therapy Intervention for Women with Metastatic Breast Cancer** - Suzanne B. Hanser, EdD, MT-BC; **A Systematic Review of Acupuncture Trials for Chemotherapy-Induced Leukopenia** - Weidong Lu, MB, MPH
- \$12  T  CD 050...Plenary 4 - **IMPLEMENTING COMPLEMENTARY THERAPIES - Moderator:** Joel E. Tepper, MD  
**Panel Discussion:** Amy S. Langer, MBA; Ruth Lerman, MD; Jacqueline Filshie, MD
- \$24  T  CD 060AB...2 Tapes/CDs...Plenary 5 - **BOTANICALS IN THE TREATMENT OF CANCER 1 - Moderator:** Russell K. Portenoy, MD; **Botanicals, Vitamins, and Dietary Supplements for Improving Survival in Cancer: A Systematic Review of Prospective Clinical Trials** - Andrew J. Vickers, PhD; **Fucoxanthin Inhibits CXCR4+ Hemopoietic Progenitor Stem Cell Population in Peripheral Blood** - Raymond M. Lowenthal, MD, FRCP, FRACP, FACHPM; **Punicic Acid: A Putative Chemopreventive Agent Isolated From Pomegranates** - Robert A. Newman, PhD; **Immunological Effects of Mistletoe Lectins: A Placebo Controlled Study in Healthy Subjects** - Roman Huber, Dr; **CDR** - Jeffrey White, MD
- \$24  T  CD 070AB... 2 Tapes/CDs...Plenary 6: **BOTANICALS IN THE TREATMENT OF PROSTATE CANCER: PRE-CLINICAL RESEARCH - Moderators:** Waun Ki Hong, MD; Hope Rugo, MD  
**Potential Preventative Actions of GCP™ Against Genitourinary Cancers** - Debra L. Bemis, PhD; **HP8 a Herbal Formula Selectively Inhibits Prostate Cancer Cell Line Proliferation by Inducing G2/M Cell Cycle Arrest** - David Leach, PhD; **A Novel Plant Extract Containing Alkaloids of the B-Caroline Family with Promising Anti-Prostate Cancer Activity** - Debra L. Bemis, PhD; **Zyflamend™, a Unique Herbal Preparation Inhibits Arachidonic Acid Metabolism and Suppresses Prostate Cancer Cells, In Vitro** - Jillian L. Capodice, MS, Lac; **In Vitro and In Vivo Assessment of Homeopathic Treatment for Prostate Cancer** - John Ives, PhD
- \$24  T  CD 080...Plenary 7: **PHYTOESTROGENS AND ANTIOXIDANTS - Moderator:** Charles L. Loprinzi, MD  
**Responsiveness of Pancreatic Cancer Cells to Phytoestrogens: Implications of Estrogen Receptor beta / alpha Ratio** - Roderich E. Schwarz, MD; **Dietary Antioxidant Supplementation During Radiation Therapy: Potential for Radiation Protection of Tumors** - Brian D. Lavenda, MD; **Effect of Phytoestrogens on Menopausal Symptoms in Breast Cancer Survivors** - Melanie R. Palomares, MD, MS; **The Supporting Treatment with Antioxidant Complexes and Melatonin in Patients with Stomach Cancer Undergoing Chemoradiation** - Eduard V. Oliylyk; **The Specific Role of Isoflavones in Reducing Prostate Cancer Risk** - Nagi B. Kumar
- \$12  T  CD 090...Plenary 8: **BOTANICALS IN THE TREATMENT OF CANCER II - Moderator:** David R. Guis, MD, PhD  
**Design of Phase I and II Trials of Anticancer Botanicals** - Andrew J. Vickers, PhD; **Safety and Efficacy of Cancer FX 170 Alone and in Combination with Chemotherapy in an Ovarian Cancer Xenograft Mouse Model** - Marisa Navo, PharmD; **Plant and Animal-Derived Cardiac Glycosides for the Treatment of Cancer** - Robert A. Newman, PhD

- \$24  T  CD 100AB... 2 Tapes/CDs...**Plenary 9: COMPLEMENTARY MODALITIES FOR BREAST AND GI CANCER - Moderators:** Raphael E. Pollock, MD, PhD; Cheryl L. Perkins, MD, RPh  
**Down Regulation of PGE2 by Curcumin is Correlated with Inhibition of Cell Groth and Induction of Apoptosis in Human Colon Carcinoma Cell Lines** - Shahar Lev-Ari; **Potential Breast Tumor Inhibiting Properties of Selected Natural Substances: Effects on Hormone-Mediated Growth and Function** - Barbara Sarter, PhD; **Evaluating Expressive Writing as a Presurgical Stress Management Intervention for Breast Cancer Patients** - Lorenzo Cohen, PhD; **Interrelationships Between Exercise, Mega-Vitamins, Diets, and Herbal Medicine in Cancer Patients** - Jennifer S. Yates, MS; **Hyperbaric Oxygen Therapy: An Adjunctive Modality for Accelerating Healing, Decreasing Pain and Improving Quality of Life in Patients with Hypoxic Radiated Areas** - Robert L. Carlson, MD; **Evaluation of Benefin® Shark Cartilage in Patients with Advanced Cancer: An NCCTG Trial** - Brent Bauer, MD; **Oral (173), (174)-β-D-Glucan Synergizes with Rituximab in the Therapy of Lymphoma** - Shakeel Modak, MD
- \$12  T  CD 110...**Plenary 10: NAVIGATING THE REGULATORY ROUTE FOR IND SUBMISSIONS** - Thomas Baxter, MS, Beche; Li-Shan Hsieh, PhD
- \$24  T  CD 120AB... 2 Tapes/CDs...**Plenary 11: INTEGRATIVE MODALITIES AND THEIR UTILITY IN CANCER CARE - Moderator:** David S. Rosenthal, MD  
**Panel Discussion:** Debu Tripathy, MD; Michelle Kohn, MD, BSc, MRCP (UK); Peter A.S. Johnstone, MD, MA; Joel E. Tepper, MD; **Closing Remarks** - David S. Rosenthal, MD
- \$36  T  CD 130A-C...3 Tapes/CDs...**Music Therapy in Oncology Practice and Research**  
 Keynote Talk - Lucanne Magill, MA, MT-BC; **Session 1: Music Therapy in Adult Oncology - Clinical Issues** - Clare O'Callaghan, PhD, RMT; **What the Research Literature Says** - Suzanne Hanser, EdD, MT-BC; **Session 2: Music Therapy in Pediatric Oncology - Clinical Issues** - Sheri L. Robb, PhD, MT-BC; **What the Research Literature Says** - Russell Hilliard, PhD, CSW, MT-BC; **Session 3: How to Conduct Music Therapy Research - Presentation on Research Methodology** - Cheryl Dileo, PhD, MT-BC; **Session 4: Music Therapy in Integrative Oncology: Future Considerations** - Moderator: David Aldridge, PhD, Dr. Med. Habil., FRSM
- \$36  T  CD 140A-C... 3 Tapes/CDs...**ACUPUNCTURE IN ONCOLOGY PRACTICE AND RESEARCH**  
**Welcome and Overview;** Yi Lilly Zhang, PT, Lac, MSTOM; **Keynote Talk: Acupuncture Mechanisms: Scientific Understanding of the Mechanisms by which Acupuncture Works** - Helene M. Langevin, MD; **Session 1: Acupuncture in Care Safe Practices - Patient & Staff Education** - Lixing Lao, PhD; **Modification of Acupuncture Treatment for Cancer Patients** - Peter A.S. Johnstone, MD, MA; **Session 2: How to Conduct Acupuncture Research in Oncology - Presentation on Research Methodology** - Andrew Vickers, PhD; **Session 3: Acupuncture in the Management of Cancer Related Symptoms - The United Kingdom Experience** - Jacqueline Filshie, MD; **The North American Experience** - Joannie Shen, MD, MPH, PhD; **Session 4: Acupuncture in Oncology - Future Considerations** - Moderator: Peter A.S. Johnstone, MD, MA
- \$36  T  CD 150A-C... 3 Tapes/CDs...**MEDICAL MESSAGE IN ONCOLOGY PRACTICE AND RESEARCH**  
**Welcome and Overview** - Wendy Miner, LMT; **Keynote Talk: The Role of Massage Therapy in Cancer Care** - Janet Kahn, LMT, PhD; **Session 1: Massage in the Hospital Setting: Patients with Acute, Chronic & End-State Disease - Clinical Issues** - Wendy Miner, LMT; **What the Research Literature Says** - Martha Brown Menard, CMT, PhD; **Session 2: How to Conduct Medical Message Research in Oncology - Principles of High Quality Research** - Gary Deng, Md, PhD; **Session 3: Massage Therapy in the Management of Cancer-Related Symptoms - Clinical Issues** - Tracy Walton, LMT, MS; **What the Research Literature Says** - Debra Curties, RMT; **Session 4: Massage Therapy in Oncology: Future Considerations** - Moderator: Debra Curties, RMT
- \$36  T  CD 160A-C... 3 Tapes/CDs...**DEVELOPING INTEGRATIVE/COMPLEMENTARY MEDICINE PROGRAMS**  
**Welcome and Overview** - Simone B. Zappa, MBA, RN; **Keynote Talk: The Role of Cancer Programs in Translational Research for Integrative Medicine** - Debu Tripathy, MD; **Session 1: Hospital-Based Approaches to Integrative Oncology - A Hospital Operational Perspective** - Adam Perlman, MD, MPH; **A Cancer Center Operational Perspective** - Lorenzo Cohen, PhD; **Session 2: Funding Your Integrative/Complementary Medicine Program - Overview of Support Potential** - Simone B. Zappa, MBA, RN; **Research Support** - Alejandra Perez, MD; **Session 3: Integrating Complementary Therapies into Mainstream Care - Clinical, Education, and Research Perspective** - David S. Rosenthal, MD; **Education Perspective** - Arti Prasad, MD; **Session 4: Integrative Medicine in Cancer Programs: Future Considerations** - Moderator: David S. Rosenthal, MD

**PRICING INFORMATION:** All sessions may be ordered individually or... **PURCHASE A COMPLETE CONFERENCE AUDIO SET AND SAVE OVER 30%! Complete packages come in attractive storage albums at no extra charge.**

**COMPLETE CONFERENCE AUDIO TAPE SET = \$249.00**

**COMPLETE CONFERENCE AUDIO CD SET = \$249.00**

**ORDER (& PICK UP ON-SITE OR):**

**When ordering, please identify program by #241117**

- **BY PHONE:** With your credit card, please call: **(800) 747-8069; (818) 957-0874 - 8:30-4:00 PST, Mon – Fri.**
- **BY MAIL:** Complete this form, with payment to: **Content Management Corp., 3043 Foothill Blvd., Suite #2, La Crescenta, CA 91214**
- **BY FAX:** FAX your order form with credit card information to: **(818) 957-0876** 24 hours/day; 7 days/week
- **ON-LINE:** Visit our secure order site at: <http://www.softconference.com/241117>
- **BY EMAIL:** Submit your order with credit card information to: [craigm@cmcgc.com](mailto:craigm@cmcgc.com)

**MAIL ORDER FORM - 2004 Society for Integrated Oncology**

All CDs/tapes are covered by a lifetime guarantee - Defective audios will be replaced free-of-charge \* **FREE STORAGE ALBUM WITH EACH 6 TAPE/ 12 CD PURCHASE** \* ALL SALES FINAL AFTER 30 DAYS - All returned audios within 30 days subject to 25% restocking fee \* We accept VISA, MC, AmExpress, & personal/company checks payable to **CONTENT MANAGEMENT CORP.**

Check  VISA  MC  AmEx Exp. Date \_\_\_\_\_  
 Credit Card Acct Number \_\_\_\_\_  
 Signature \_\_\_\_\_  
 Ship to: Name \_\_\_\_\_  
 Company \_\_\_\_\_  
 Address \_\_\_\_\_  
 City/State/Zip \_\_\_\_\_  
 Daytime Phone Number \_\_\_\_\_  
 email address \_\_\_\_\_

\_\_\_\_\_ Total Audio Tape Selections.....\$ \_\_\_\_\_  
 \_\_\_\_\_ Special Audio Tape Set Packages at \$249.00 .....\$ \_\_\_\_\_  
 \_\_\_\_\_ Total Audio CD Selections.....\$ \_\_\_\_\_  
 \_\_\_\_\_ Special Audio CD Set Packages at \$249.00.....\$ \_\_\_\_\_  
**Mailing & Handling \$1 per tape/CD to a \$10 max.....\$ \_\_\_\_\_**  
**\*\*\* Foreign Mail/Hand. - ADD \$2/tape/CD to \$75 max...\$ \_\_\_\_\_**  
**TOTAL AMOUNT...ALL PRICES ARE IN U.S. FUNDS .....\$ \_\_\_\_\_**