

New Strategies for First-Line

HER2-POSITIVE BREAST CANCER:

Moving Current Therapies into Earlier Settings

PROGRAM CHAIR

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Meeting Information

Meeting Date: **March 4, 2026**

Time: **5:30 PM - 7:30 PM CT**

Program Link: [Click Here](#)

Faculty

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Breast Medical oncology
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PROGRAM DESCRIPTION

This engaging Grand Rounds program, featuring animated clinical scenarios, examines advancing HER2-positive breast cancer care by shifting potent later-line therapies—especially HER2-directed ADCs—into earlier settings, including first-line metastatic treatment. Expert faculty will review emerging evidence across diverse patients (HR-positive, CNS metastases, endocrine-pretreated) and share patient-centered strategies to optimize adherence, manage adverse events, and support shared decision-making.

TARGET AUDIENCE

This educational activity is intended for community-based medical oncologists and other HCPs who care for patients with breast cancer.

LEARNING OBJECTIVES

After completing the CME activity, learners should be better able to:

- Summarize the evidence for emerging treatment strategies for HER2-positive BC and current treatment recommendations
- Apply the evidence for the clinical use of HER2-directed ADCs in distinct breast cancer patient groups, including those with CNS involvement, HR-positive status, and prior endocrine therapy
- Utilize patient-centered care strategies to improve treatment continuation, patient education, and AE management for patients receiving a HER2-directed ADC for metastatic breast cancer

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