



Please join us for an educational program*:

emerging perspectives

Patient Engagement in Cancer Care

How is your view of patient engagement evolving?

Join Evelyn Robles-Rodriguez, NP for a fresh look at patient engagement and emerging insights

Program objectives:

- Review the importance of patient engagement in today's healthcare environment
- Explore key insights in patient communication needs, barriers, and preferences
- Provide strategies for overcoming patient communication challenges and delivering difficult news
- Identify practices for self-care and overcoming healthcare provider (HCP) burnout
- Discuss the integration of patient engagement strategies into practice

For: Emerging Perspectives - Patient Engagement in Cancer Care

Date: Wednesday, October 17, 2018

Time: Arrival Time 6:00 PM / Presentation Time 6:00 PM

Location: Due Mari, 78 Albany Street, New Brunswick, NJ 08901

Visit <https://www.geniersvp.com/SGEN18364> by Friday, October 12, 2018 to RSVP. Please be sure to accept or opt out of any in-kind benefits (meals, parking, etc).**

Contact your Genentech representative, Maureen Connolly, at (732) 674-2295 or connolly.maureen@gene.com for more information about this and other programs.

About Emerging Perspectives

Emerging Perspectives is a series of programs that explore emerging scientific insights across a number of tumor types and oncology topics. Sponsored by Genentech, the series is designed specifically for cancer clinicians and is led by leading oncology experts.

*These programs are not intended to promote FDA-approved products. This is not an independent educational program, and no CME credits will be provided.

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