

October 19, 2023
14:30 – 17:00 CEST
Madrid, Spain (and online)

World Bladder
Cancer Patient
Forum



Agenda

Time Session

14:30 Welcome - WBCPC & the importance of global partnerships

- **Lori Cirefice**, Vice President, WBCPC, President, Cancer Vessie France (FR)

14:45 Patients as partners – unlocking patient advocacy to improve clinical practice and patient care

- **Dena Battle**, President & Co-founder, KCCure (DE)

15:05 Patient Survey: Supportive and complimentary care needs

- **Michelle Colero**, Executive Director, Bladder Cancer Canada (CA)

15:15 Addressing patients needs in practice panel discussion

Moderated by Dr Lydia Makaroff, President WBCPC, Chief Executive, Fight Bladder Cancer (UK)

- **Dr Mario Alvarez-Maestro**, Head, Bladder Cancer Unit, Universitario La Paz Madrid (ES)
- **Lara Fernandez Rodriguez**, Psycho-oncologist, GEPAC (ES)
- **Dr Silke Guenther**, Director Global Medical Affairs, Merck (DE)
- **Helen Lacy**, Bladder cancer patient and advocate (AUS)
- **Comfort Maluleke**, Senior Case Manager, Campaigning For Cancer (SA)
- **Mélanie Samson**, Senior Manager, Capacity Building, UICC (CH)

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16:05 Break

Latest research developments in bladder cancer

- 16:20
- **Prof. Petros Grivas**, MD, PhD, Clinical Director, Genitourinary Cancers Program, University of Washington Fred Hutch Cancer Center (US/GR)

How local groups are meeting patients support needs

- 16:35
- **Lauren Pretorius**, CEO, Campaigning for Cancer (SA)
 - **Carl-Henrik Sundin**, Founder, Swedish Bladder Cancer Society (SE)

16:55 Closing remarks

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