

**October 1, 2024**

**09:00 – 17:00 UTC-4**

**Punta Cana**

**Dominican Republic**

World Bladder  
Cancer Patient  
**Forum**



**Time      Session**

**09:00**      **Bladder cancer impact in Latin America – *Keynote presentation***  
• *Dr Mario Fernández, MD, Associate Professor Clínica Alemana de Santiago, Universidad del Desarrollo, Chile*

**09:30**      **Patient advocacy landscape in Latin America – *Fireside chat***  
• *Fiorella Gagliardi, President, VICARE, Argentina*  
• *Marie Magenhann Cueto, Community Engagement Coordinator, WBCPC, Belgium*

**10:00**      **Topical networking session**

**10:30**      **Break**

**11:00**      **Starting a bladder cancer patient group from scratch – *Thematic duo presentation***  
• *Laurent Gemenick, Co-founder of Canves, Spain*  
• *Dr Stephanie Demkiw, Co-founder of Bladder Cancer Awareness Australia, Australia*

**11:30**      **Joining forces to meet bladder cancer patient support needs – *Panel discussion***  
• *Dr Martin Angel, Clinical Oncologist, Instituto Alexander Fleming, Argentina*  
• *Melanie Costin, Director of Patient Engagement & Support, Fight Bladder Cancer, UK*  
• *Angela Pelletier, Bladder cancer patient and Volunteer, Bladder Cancer Canada, Canada*

**12:30**      **Lunch**

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**Time Session**

- 13:30** **Looking back, planning ahead: WBCPC at 5 years – *Fireside chat***
- *Dr Lydia Makaroff, President, WBCPC and Chief Executive, Fight Bladder Cancer, UK*
  - *Alex Filicevas, Executive Director, WBCPC, Belgium*

- 14:00** **The role of the patient voice in Health Technology Assessment – HTA 101**
- *Lori Cirefice, President, Cancer Vessie France, France*
  - *Michelle Colero, Executive Director Bladder Cancer Canada and VP, WBCPC, Canada*
  - *Lauren Pretorius, CEO, Campaigning for Cancer, South Africa*
  - *Dr Lydia Makaroff, President, WBCPC and Chief Executive, Fight Bladder Cancer, UK*

**15:00** **Break**

- 15:30** **Latest research and innovation developments in bladder cancer – *Keynote presentation***
- *Prof. Joan Palou, Chairman of the Department of Urology, Fundació Puigvert, Spain*

- 16:00** **Clinical Trials Explained: Evolving Challenges and opportunities – *Panel discussion***
- *Dr Lydia Makaroff, President, WBCPC and Chief Executive, Fight Bladder Cancer, UK*
  - *Prof. Joan Palou, Chairman of the Department of Urology, Fundació Puigvert, Spain*
  - *Michelle Hull – Global Head, Patient Advocacy and Access, Johnson & Johnson, USA*
  - *Michelle Colero - Executive Director, Bladder Cancer Canada and VP, WBCPC, Canada*

**17:00** **Networking reception**

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