

# World Bladder Cancer Patient FORUM 2025



## Public day

October 14, 2025 Brussels, Belgium

Time	Sessions	Speakers
09:00	<b>Our vision for global bladder cancer advocacy</b> Keynote presentation	<b>Lori Funk</b> President - WBCPC & President - Cancer Vessie France <b>Michelle Colero</b> Vice President - WBCPC & Executive Director - Bladder Cancer Canada <b>Alex Filicevas</b> Executive Director - WBCPC
09:30	<b>Polymaker keynote</b>	
09:45	<b>Driving policy progress in bladder cancer through collaboration</b> Panel discussion	<b>Helen Lacy</b> Bladder cancer patient and advocate - Bladder Cancer Awareness Australia <b>Prof. Heindrik Van Poppel</b> Policy Office Chair - European Association of Urology <b>Member of the European Parliament</b> (tbc) <b>Industry representative</b> (tbc)
10:30	<b>Latest developments in bladder cancer research</b> Keynote presentation	<b>Dr Ashish M. Kamat</b> Endowed Professor of Urologic Oncology (Surgery) and Cancer Research - University of Texas, MD Anderson Cancer Center & Chair - WBCPC Scientific Advisory Board
11:00	<b>Break</b>	
11:15	<b>Patient stories that drive change</b> Presentations	<b>Anita Eik Roald</b> Bladder cancer patient & CEO - Norwegian Bladder Cancer Society <b>Alessandro Boni</b> Bladder cancer patient & Board Member - Associazione PaLiNuRo
12:00	<b>Patient voice in health technology assessments</b> Panel discussion	<b>Lori Funk</b> President - Cancer Vessie France <b>Valentina Strammio</b> Interim CEO - European Patients' Forum <b>Dr Anke-Peggy Holtorf</b> Board Member - HTAi <b>National HTA Authority</b> (tbc)
13:00	<b>Lunch break</b>	
14:00	<b>Making sense of medicine pricing and access</b> Panel discussion	<b>Lauren Pretorius</b> CEO - Campaigning for Cancer <b>Ivana Cattaneo</b> Oncology Platform Chair - EFPIA <b>National Payer Perspective Representative</b> (tbc) <b>Health Economist Perspective</b> (tbc)

# World Bladder Cancer Patient FORUM 2025



## Public day

October 14, 2025 Brussels, Belgium

Time	Sessions	Speakers
14:45	<b>Meaningful patient engagement in action</b> Panel discussion	<b>Alex Filicevas</b> Executive Director - WBCPC <b>Christine La Rose</b> Bladder cancer patient & Patient Support and Advisory Leader - BEAT Bladder Cancer Australia <b>Maria Dutarte</b> Executive Director - EUPATI Industry representative (tbc)
15:30	<b>Break</b>	
15:45	<b>Showcase of Bladder Cancer Awareness Month Grant awardees</b> Showcase	<b>Wisdom Zunguzungu</b> Director of Programmes - One Community <b>Fiorella Gagliardi</b> President - VICARE GU <b>Oscar Rodriguez</b> Bladder cancer patient & Founder, FUPROCER <b>Charles Ogada</b> Team manager - Desert Scorpions F.C
16:30	<b>Multi stakeholder networking</b> Topical networking	
17:15	<b>Closing remarks</b> Presentation	
17:30	<b>End</b>	



#BladderCancerForum25

worldbladdercancer.org

Proudly supported by:

Premier partners



Johnson&Johnson



MERCK



Sponsors



The World Bladder Cancer Patient Forum 2025 is made possible with the support of our Premier Partners Astellas, AstraZeneca, Ferring, Johnson & Johnson, Merck, Pfizer, Roche and our Sponsor MSD. The content of the event remains the sole responsibility of the World Bladder Cancer Patient Coalition.