

World Bladder Cancer Patient FORUM 2025



Public day

October 14, 2025

**Brussels Marriot
Hotel Grand Place**

Time	Sessions	Speakers
09:00	Our vision for global bladder cancer advocacy Keynote presentation	Lori Funk-Cirefice President - WBCPC & President - Cancer Vessie France Michelle Colero Vice President - WBCPC & Executive Director - Bladder Cancer Canada Alex Filicevas Executive Director - WBCPC
09:30	Policymaker keynote - video	Olivér Várhelyi European Commissioner for Health and Animal Welfare MEP Vytenis Povilas Andriukaitis S&D - Lithuania
09:45	Driving policy progress in bladder cancer through collaboration Panel discussion	Helen Lacy Bladder cancer patient and advocate - Bladder Cancer Awareness Australia Prof. Hendrik Van Poppel Policy Office Chair - European Association of Urology Christopher McPherson Head of Global Oncology Policy & Advocacy - AstraZeneca Elisabetta Zanon CEO - European Cancer Organisation Annika Nowak Head of Sector - Cancer Mission secretariat, Directorate-General for Research and Innovation - European Commission
10:30	Latest developments in bladder cancer research Keynote presentation	Dr Ashish M. Kamat Endowed Professor of Urologic Oncology (Surgery) and Cancer Research - University of Texas, MD Anderson Cancer Center & Chair - WBCPC Scientific Advisory Board Prof. Hendrik Van Poppel Policy Office Chair - European Association of Urology
11:00	Break	
11:15	Patient stories that drive change Presentations	Anita Eik Roald Bladder cancer patient & CEO - Norwegian Bladder Cancer Society Alessandro Boni Bladder cancer patient & Board Member - Associazione PaLiNuRo
12:00	Patient voice in Health Technology Assessments Panel discussion	Lori Funk-Cirefice President - WBCPC & President - Cancer Vessie France Valentina Strammiello Interim CEO - European Patients' Forum Dr Anke-Peggy Holtorf Board Member - HTAi Julie Spony Project Officer - European Commission
13:00	Lunch break	
14:00	Making sense of medicine access Panel discussion	Lauren Pretorius CEO - Campaigning for Cancer Mihai Rotaru Associate Director - Market Access in the Economic and Social Affairs - EFPIA Robert Sauermann Head of Pharmaceutical Department - Austrian Federation of Social Insurances

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14:45	Meaningful patient engagement in action Panel discussion	Alex Filicevas Executive Director - WBCPC Christine La Rose Bladder cancer patient & Patient Support and Advisory Leader - BEAT Bladder Cancer Australia Aysem Oeznel Patient Partnership Leader - Roche
15:30	Break	
15:45	Showcase of Bladder Cancer Awareness Month Grant awardees Showcase	Wisdom Zunguzungu Director of Programmes - One Community Fiorella Gagliardi President - VICARE GU Oscar Rodriguez Bladder cancer patient & Founder - FUPRO CER Charles Ogada Team manager - Desert Scorpions F.C
16:30	Policymaker keynote	MEP Ondřej Dostál Non-attached - Czechia
16:40	Closing remarks Presentation	
16:45	Multi stakeholder networking	Different communities shaping solutions together
17:30	End	

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