

The background features a central point from which numerous light rays radiate outwards, creating a starburst effect. The colors of the rays transition from bright yellow and white in the center to deep reds, oranges, and finally blues and purples towards the edges. A horizontal line with four small circular icons (containing symbols like a checkmark, a magnifying glass, and a person) leads to a larger clock icon that is partially obscured by the text.

This is Our time

2024 GU Cancers Summit

Agenda

Dear colleague,

Welcome to the 2024 GU Cancers Summit!

We are delighted to see you and look forward to collaborating with you on the activities during the event. This booklet provides you with a detailed agenda for each day of the event. We hope you enjoy what we have in store.

Kind regards,

The 2024 GU Cancers Summit Team

AGENDA

SUNDAY, APRIL 14TH, 2024

15:00 - 20:00 REGISTRATION

AGENDA

DAY 1: MONDAY, APRIL 15TH, 2024
ADVANCED AND EARLY STAGE RCC
MARKETING TEAM

08:00 REGISTRATION OPENS

08:45 IT'S OUR TIME:
WELCOME AND INTRODUCTION RITA SAADEH,
DANIEL CULWICK

STRENGTHENING KEYTRUDA LEADERSHIP IN ADVANCED RCC

09:00 TIME FOR ADVANCED RCC VERONICA HARRIS,
NADINE MARTIN,
CHEN CHEN

09:55 BREAK

10:10 COMPETITIVE EXCELLENCE WORKSHOP

12:15 LUNCH

MAXIMIZING KEYTRUDA OPPORTUNITY IN EARLY STAGE RCC

13:15 TIME FOR EARLY STAGE RCC

13:30 IT'S TIME FOR SCIENCE:
KEYNOTE-564 OS DATA REFRESHER CHRISTINA GOSMANN,
MARKUS WAGNER

13:55 SEGMENTATION, NARRATIVE AND
AVAILABLE RESOURCES BARBARA LATHAM,
ROBERT TOBIN,
JIA KUANG

14:45 BREAK

15:15 COMPETITIVE EXCELLENCE WORKSHOP

17:30 CLOSE OF DAY RITA SAADEH

19:00 SOCIAL EVENT

AGENDA

DAY 2: TUESDAY, APRIL 16TH, 2024

WELIREG

CROSS-FUNCTIONAL TEAMS

08:45	IT'S OUR TIME: WELIREG	CHEN CHEN, CHRISTINA GOSMANN, GIULIA ATTINÀ
09:00	GUEST SPEAKER	
09:30	IT'S TIME FOR SCIENCE: WELIREG	CHRISTINA GOSMANN, MARKUS WAGNER
10:15	BREAK	
10:45	LAUNCH READINESS: REGULATORY TEAM IN ACTION	LOURDES OLLERO
11:00	LAUNCH READINESS: COMMERCIAL TEAM IN ACTION	CHEN CHEN, KRISTY LAI
11:30	LAUNCH READINESS: COMMERCIAL TEAM IN ACTION	GIULIA ATTINÀ, KETAYU PARIKH
11:45	LAUNCH READINESS: MAx PERSPECTIVE	MURALI SUNDARAM, MARKUS WAGNER
12:05	LAUNCH EXPERIENCE: THE US AND CANADA IN ACTION	CANADA: NADIA DE ROSA, CÉDRIC JEHANNO, PETER CHEN, JULIE LACASSE US: BRYAN BURKAUSKAS
13:00	LUNCH	

14:00	MEDICO-MARKETING WORKSHOP LAUNCHING WELIREG SUCCESSFULLY	14:00	MARKET ACCESS WORKSHOP NAVIGATING LAUNCH CHALLENGES AND SUCCESS STRATEGIES
14:00	STAGE SETTING	14:00	STAGE SETTING
14:15	GROUP BREAKOUT SESSION	14:10	LS004 PRICING GUIDANCE AND LS005 PRELIMINARY PRICING ASSUMPTION
15:00	BREAK	14:20	LS004 - BREAKOUT ACTIVITY 1: UNDERSTANDING KEY MARKET-SPECIFIC CHALLENGE PRIORITIES
15:15	LAUNCH READINESS: REGULATORY TEAM IN ACTION	14:40	LS004 - BREAKOUT ACTIVITY 2: MITIGATION STRATEGIES TO OVERCOME MARKET-SPECIFIC CHALLENGES
16:00	BREAK	15:10	LS005 - BREAKOUT ACTIVITY 1: DEFINING KEY MARKET- SPECIFIC CHALLENGES AND OPPORTUNITIES
16:10	TOPIC 2: WINNING IN 2L+ ADVANCED RCC	16:00	BREAK
16:50	TOPIC 3: LOOKING WELL INTO THE FUTURE: ESTABLISH STRONG FOUNDATION FROM THE START	16:20	LS004 AND LS005 - PRESENTATION OF VALUE FRAMEWORK DEVELOPED BY THE PRICING RESEARCH INITIATIVE (3 ARCHETYPE FRAMEWORKS)
17:30	MEETING CLOSE	17:20	WRAP UP AND DEBRIEF
19:30	BUS TRANSFER FROM HOTEL		
20.30	GALA DINNER – WINTERVIKEN		

AGENDA

DAY 3: WEDNESDAY, APRIL 17TH, 2024

BLADDER CANCER / KEYNOTE-A39
CROSS-FUNCTIONAL TEAMS

08:45	IT'S OUR TIME: BLADDER CANCER AND KEYNOTE-A39	RITA SAADEH, AURELIA MARIA LAHOZ, NIR BEN YOSEF, ALLONA MCCLOY
09:00	GUEST SPEAKER	
09:30	IT'S TIME FOR SCIENCE: KEYTRUDA IN BLADDER CANCER	AURELIA MARIA LAHOZ, BLANCA HOMET MORENO
10:15	BREAK	
10:45	LAUNCH READINESS: REGULATORY TEAM IN ACTION	ASTRID CORNEE
11:00	LAUNCH READINESS: MARKETING TEAM IN ACTION	RITA SAADEH, IGNE BOMHOLT
11:30	LAUNCH READINESS: MARKET ACCESS TEAM IN ACTION	NIR BEN YOSEF, KETAYU PARIKH
12:00	LAUNCH READINESS: MEDICAL TEAM IN ACTION	AURELIA MARIA LAHOZ
12:15	LAUNCH EXPERIENCE: THE US IN ACTION	ROBERT STIANCHI, JAMIE ADAMCZYK
12:45	LUNCH	

14:00	MEDICO-MARKETING WORKSHOP WINNING FOR EVERY PATIENT		14:00	MARKET ACCESS WORKSHOP BLADDER ACCESS SUMMIT KEYNOTE-A39	
14:00	INTRODUCTION	RITA SAADEH	13:45	WELCOME AND INTRODUCTION	NIRBEN YOSEF, KETAYU PARIKH
14:10	CONTEXTUALIZE DATA	SIGNE BOMHOLT	14:05	KN-A39 WORKING WITH PFIZER/ ASTELLAS	JESSICA CASTELAO, ELODIE TROCCAZ
14:30	SAFETY PROFILE OF KN-A39	AURELIA MARIA LAHOZ	14:30	BREAKOUT ACTIVITY 1: DEFINING AND PRIORITIZING KEY MARKET-SPECIFIC CHALLENGES FOR KN-A39	MSD/ PAREXEL
15:00	SEGMENTATION	RITA SAADEH	14:35	BREAKOUT ACTIVITY 1: DEFINING AND PRIORITIZING KEY MARKET-SPECIFIC CHALLENGES FOR KN-A39	MSD/ PAREXEL
15:10	MARKETING AND MEDICAL RESOURCES	ANTHONY LAI, AURELIA MARIA LAHOZ	15:45	BREAKOUT ACTIVITY 2: MITIGATION STRATEGIES TO OVERCOME MARKET-SPECIFIC CHALLENGES	MSD/ PAREXEL
15:30	BREAK		15:45	BREAK	
15:45	WORKSHOP		17:00	DAY 1 WRAP UP	
16:45	DEBRIEF/DISCUSSION				
16:45	DEBRIEF/DISCUSSION				
18:30	SOCIAL EVENT				
19:00	GROUP 2: BLADDER CANCER MARKET ACCESS TEAM				
	GROUP 1: MEDICO-MARKETING TEAM*				

AGENDA

DAY 4: THURSDAY, APRIL 18TH, 2024

BLADDER CANCER / KEYNOTE-A39, CONTINUED

MARKETING AND MEDICAL TEAMS



MARKET ACCESS TEAM



