



# Media event agenda:

## *Transforming the Future of Prostate Cancer Care*

Time (CET)	Topic	Speaker
13:00 – 13:10	Arrival and Registrations	N/A
13:10 – 13:40	Lunch	N/A
13:40 – 13:50	Welcome and Introduction	Dr. Melinda Crane
13:50 – 14:15	<b>Bayer's Ambition to Transform Prostate Cancer Care – from early to late stage</b> <ul style="list-style-type: none"><li>Overview of Bayer's leadership and ambition in prostate cancer</li><li>Integration of patient-centric care and innovation in treatment development</li><li>High-level overview of pipeline progress</li></ul>	<ul style="list-style-type: none"><li>Dr. Iris Kuss, Global Clinical Development Lead, Nubeqa, Bayer</li><li>Dr. Jorge Ortiz, Global Medical Affairs Head, Xofigo, Bayer</li><li>Speaker from Oncology Research &amp; Early Development, Bayer</li></ul>
14:15 – 14:30	<b>Patient Perspectives</b> <ul style="list-style-type: none"><li>The role of shared decision making in prostate cancer care (TBC)</li><li>Moderated live Q&amp;A</li></ul>	Dr. Erik Briers, Chairman, Europa Uomo
14:30 – 14:50	<b>Spotlight on Prostate Cancer Treatment</b> <ul style="list-style-type: none"><li>Succinct overview of treatment options, indications, and clinical development program</li><li>Clinical trial data (TBC)</li></ul>	Dr. Pedro Barata, Medical Oncologist, University Hospitals Seidman Cancer Centre
14:50 – 15:05	Moderated Live Q&A	<ul style="list-style-type: none"><li>Dr. Melinda Crane</li><li>All speakers</li></ul>
15:05 – 15:20	Break	N/A
15:20 – 16:20	<b>Radiology Lab Tour</b> <ul style="list-style-type: none"><li>Brief introduction to radiology with a focus prostate imaging</li><li>The role of medical imaging for treatment planning; Overview of how MRI is being used as an alternative to biopsy; The role of AI</li><li>Lab tour</li></ul>	<ul style="list-style-type: none"><li>Dr. Peter Seidensticker, Head of Medical Affairs Radiology, Bayer</li><li>Prof. Bernd Hamm, Director of The Radiology Clinic, Charité Hospital</li><li>Prof. Hubertus Pietsch, Head of Magnetic Resonance (MR) and Computed Tomography (CT) Contrast Media Research, Bayer</li></ul>
16:20 – 17:10	1:1 or Group Interviews with Speakers	<ul style="list-style-type: none"><li>All speakers</li></ul>