

ESMO 2024 Industry Satellite Symposium

# sequencing is key: unlocking individualized treatment in bladder cancer

This faculty-led symposium is initiated, organized, and sponsored by Merck

**Date:** Saturday, 14 September, 2024  
**Time:** 13:00–14:30 CEST  
**Location:** Valencia Auditorium, Hall 5,  
Fira Barcelona Gran Via, Barcelona, Spain

**Chair: Enrique Grande**  
(MD Anderson Cancer Center, Madrid, Spain)



## Agenda

- 13:00–13:05** **Welcome and Introduction**  
Enrique Grande
- 13:05–13:25** **Navigating First-Line Treatment Approaches in Ia/mUC**  
Alison Birtle (Lancashire Teaching Hospital, UK)
- 13:25–13:45** **Improving Outcomes with First-Line Maintenance Therapy and Exploring Patient Selection**  
Syed Hussain (University of Sheffield, Medical School, UK)
- 13:45–14:05** **Optimizing Treatment Sequencing: Learnings from Real-World Evidence and Clinical Experience**  
Philippe Barthélémy (ICANS, France)
- 14:05–14:20** **Audience Q&A**  
All faculty
- 14:20–14:30** **Closing Remarks**  
Enrique Grande

Join a panel of experts for this faculty-led satellite symposium on advanced bladder cancer

This symposium will be delivered in English and is intended for an international audience of qualified healthcare professionals. Faculty disclosures will be presented as part of the individual presentations.

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