

**EXHIBIT OPPORTUNITY**

**CME ACTIVITY:** 2024 Interdisciplinary Urologic Oncology Update: A Case Based Update

**DATE:** November 14, 2024

**LOCATION:** Boars Head Resort, Charlottesville, VA

The University of Virginia invites your support for the 2024 Interdisciplinary Urology Oncology Update: A Case Based Update.

**Course Overview:**

This conference will contain multiple simulated cases to reinforce learning points in an optimized format for busy community oncologists. The cases presented in this conference are those most frequently encountered by community providers, thus it is critical that these providers follow best practices.

**Program Overview:**

The field of Oncology continues to develop and change both clinically and scientifically. The UVA Cancer Center is dedicated to educating health care providers involved in treating patients with a cancer diagnosis.

At the completion of the 2024 UVA Cancer Center “Interdisciplinary Urologic Oncology: A Case Based Update,” the participant should be able to understand and appreciate:

- Data from the literature confirms lack of update of best management practices, examples of which include 1. the lack of routine use of androgen deprivation therapy intensification which has strong level 1 evidence, 2. In urothelial cancer there is a striking lack of therapeutic intervention offered in the practice community to patients with bladder cancer in the elderly, 3. The frequent overtreatment of good risk nonseminomatous germ cell tumors secondary to a lack of understanding of the use of risk stratification, 4. Lack of experience with the enfortumab vedotin /pembrolizumab regimen leads to increased toxicity and decreased drug exposure in many patients with advanced urothelial cancer.
- Present state of the art data in GU cancers in the context of interdisciplinary discussions with urologists/radiation and medical oncologists. The data will be presented in the context of a mixture of didactic and case-based discussions, highlighting decision making based upon level 1 evidence.
- This activity mirrors both the GU interdisciplinary program’s clinical and educational mission.
- Urologic neoplasms, prostate, bladder (urothelial), kidney, testicular and penile cancers frequently require interdisciplinary management (urology/radiation and medical oncology), which is very challenging in community practice environments. Adoption of best management practices typically lags behind.

**Expected Audience:** 100 physicians, physician assistants, nurse practitioners, registered nurses and pharmacists

**Accrediting body:** This program has been accredited by the University of Virginia, School of Medicine and School of Nursing, Office of Continuing Education for 6.5 AMA PRA *Category 1 Credits*<sup>TM</sup>, ANCC Contact Hours, ABIM MOC II and 6.5 non-physician hours of participation.

**Organization Description:** The University of Virginia School of Medicine and School of Nursing as a Joint Accreditation Provider adhere to the ACCME ***Standards for Integrity and Independence in Accredited Continuing Education***, released in December 2020, as well as Commonwealth of Virginia statutes,

University of Virginia policies and procedures, and associated federal and private regulations and guidelines. As the accredited provider for this CE/IPCE activity, we are responsible for ensuring that healthcare professionals have access to professional development activities that are based on best practices and scientific integrity that ultimately supports the care of patients and the public.

**Exhibit Opportunities**

The exhibit fee is \$2500 for one (1) 6’ table, two (2) company representatives, and meals and breaks with Interdisciplinary Urologic Oncology Update faculty and learners.

Exhibit payment can be made online [cmevillage.com](http://cmevillage.com) or by check, payable to “UVA CME/Rector & Visitors of the University of Virginia” (Tax ID# 54-6001796) and mailed to Pamela Lace, UVA CME, 1415 Jefferson Park Ave, McKim G146 (FedEx or UPS), PO Box 800711 (USPS), Charlottesville VA 22908. *Please reference the name of the educational activity (Urologic Oncology) when making payments.*

**Lodging:** Rooms have been reserved at the Boars Head Resort. Call the hotel at 866-996-7504 or click (link to be added soon) to, please refer to the name of the group, **2024 UVA Oncology Update**, to receive the special group rate. Make your reservation no later than October 12, 2024, in order to receive the discounted room rate. Any reservations or changes made past the cutoff date cannot be guaranteed but will be accepted based on availability.

Thank you for your consideration. Please let me know if you need any additional information as you supporting this great conference.

Best regards,

Pamela