

Canadian **U**rological Association

*The Voice of Urology in **Canada**
The Voice of **Urologic Oncology** in Canada*



Association des **U**rologues du Canada

*La voix de l'urologie au **Canada**
La voix de l'**uro-oncologie** au Canada*

Invitation to support CUA Outreach to GU Community Medical Oncologists 2025

In 2021 & 2022, the CUA conducted a series of focus groups engaging with community medical oncologists. As the Voice of Urologic Oncology in Canada and a leader in multidisciplinary education in GU Cancers, CUA manages the database for the genitourinary medical oncologists of Canada (GUMOC) and has a mandate to increase its community medical oncologist members.

From the focus groups, it is clear that community medical oncologists need easy access to current information, with precise treatment algorithms; guidelines; access to drug listings and up-to-date information on treatments for all GU cancers.

General unmet needs in GU Oncology

Technology



- Imaging technology
- Biomarker testing
 - Access to FGFR testing for bladder cancer
- Genetic testing in prostate cancer
 - Implications for treatment
 - Implications for hereditary mutations

Treatment



- Patient assessment/Identification/segmentation
- Treatment selection
- New agents/combinations
- Sequencing of drugs
- Monitoring
- AE management
 - IO,IO-TKI

Practice



- Guideline implementation
- Referral pathways
- Engaging other specialties
 - Gastroenterologists-IO toxicities
 - Genetics-PARP inhibitors
- Drug access awareness - provincial funding, patient support programs

To align community medical oncologists with the present standard of care in GU cancers, the CUA will organize a series of five regional meetings. Each district program will be developed with academic medical oncologist experts in bladder, kidney, and prostate cancer, and the targeted audience will be community medical oncologists.



MONTREAL



VANCOUVER



TORONTO



CALGARY

\$15,000 PER MEETING

Gold Sponsorship Benefits (applies to all 4 events):

- Company logo with listing as Gold Sponsor on all promotional material, registration page and final print.
- Access to attendee list for each event.
- Sponsor can promote and distribute digital postcard (with sponsor logo) electronically to customers, to encourage registration of key clients.
- Four complimentary registrations per event, additional registration at reduced rate.
- One corporate ad during health break for each event.
- Opportunity to host an advisory board, requires prior approval from CUA.
- One tabletop in the exhibit area.

Sponsorship will be used to pay for 3rd party logistics agency, venue rental, audio visual, printed matter, speaker honoraria and food and beverage during the scientific meeting.

Should you agree to support the meeting(s),
please make cheque payable to:

**Canadian Urological Association (CUA)
185 Dorval Ave., Suite 401
Dorval, QC, H9S 5J9**

We look forward to confirmation of support.

Tiffany Pizioli
CEO, Canadian Urological Association