



Medical Education Presentation Prospectus

UCMSCC

Collaborative Care

For Melanoma & Skin Cancer

Network Liaison is pleased to inform you of the upcoming Melanoma & Skin Symposium, taking place **Feb 20, 2027, at Goldberg Auditorium, 2nd Floor** (3855 Health Sciences Drive, San Diego, CA 92027).

A dedicated forum for San Diego dermatologists, medical oncologists, and surgical specialists to review evolving standards of care while connecting directly with UCMSCC members and community faculty. Bridging community practice with academic innovation, this symposium equips healthcare professionals with the knowledge, diagnostic tools, and clinical resources to optimize patient outcomes.

This symposium is designed for San Diego dermatologists, medical oncologists, surgical specialists, primary care physicians, nurse practitioners, physician assistants, nurses, registered pharmacists, and researchers. Invitee list includes 75 -100 local and regional HCPs. Attendance of specific HCPs is not guaranteed.

Join us to explore late-breaking therapeutic advances, novel diagnostic tools, and clinical updates. The objectives of this meeting are to: Enhance the understanding of current and emerging treatment paradigms; Facilitate knowledge exchanges of best practices in patient management; Promote collaborative approaches to addressing unmet clinical needs; Foster awareness of the role of pharmaceutical innovation in advancing cancer care; Strengthen professional networks and facilitate interdisciplinary communications.

Network Liaison would like to extend the opportunity for your company to sponsor a 40-minute Corporate Medical Education Presentation, to include joining the 20-minute HCP directed roundtable discussions with faculty speakers and other HCP members during this private 1-hour faculty education meeting. We understand that your time and resources are valuable. This forum is crafted for maximum efficiency — providing direct access and meaningful interaction with attending HCPs, enabling your team to better understand and align with their clinical goals and priorities.

Benefits:

- Engage directly with local practicing dermatologists, medical oncologists, and surgical specialists who are typically difficult to connect with through conventional channels.
- High-value setting designed to foster clinical dialogue and insights between Key Opinion Leaders (KOLs) and the corporate partner representatives.
- 40-minute formal presentation by Corporate Medical Representative(s) and 20-minute Roundtable Attendance.
- AV set up included
- Two (2) complimentary registration passes, Wi-Fi, company recognition on event signage, materials and website, with a direct hyperlink to your company home page.
- MOASC Premier Partners will have Priority Registration. Each registration pass includes full access for the (2) designated attendees to the morning expert lectures, and the additional 40-Minute Corporate Medical Education Presentation along with the 20-Minute Roundtable Attendance.
- Note: Physical badges will not be issued. All corporate representatives are asked to display their company-issued name tag or badge at all times during meeting sessions and networking events.



Medical Education Presentation Package Details:

Date: Saturday, February 20th, 2027
Address: 3855 Health Sciences Drive, San Diego, CA 92027
Lecture Start Time: 8:00 AM PT
Check-in: Goldberg Auditorium, 2nd Floor
Corporate Presentation
& Roundtable Attendance: 12:15 pm – 1:15 pm PT
Private Meeting Room: San Diego National Bank Conference Room #2007

Participation Details:

- **Medical Education Presentation Package Fee: \$15,000 (via ACH)**
- Company Representatives: Up to two (2) corporate representatives are invited to register and attend.
- 40-minute formal Presentation & 20-minute Roundtable Attendance (12:15 pm – 1:15 pm)
- Wi-Fi, Company event recognition from podium, digital and signage
- Company recognition on website where the medical professionals will be registering for this symposium.
- 1 Medical Education Presentation Package includes a maximum of (2) full meeting access passes
- Note: Physical badges will not be issued. All corporate representatives are asked to display their company-issued name tag or badge at all times during meeting sessions.
- Lunch is provided.
- Invitation to attend Collaborative Care for Melanoma & Skin Cancer (8:00 am – 12:00 noon).
- Optional: Attendees are welcome to arrive by 8:00 AM for the start of official lectures.
- Attendee list will be emailed post event.

Attendance Details:

- Space is limited; registration operates on a strict first-come, first-served basis. We are unable to make exceptions once capacity is reached.
- A High-quality interaction with an elite group of Hematology Oncology, specialty HCP's.
- All attendees are encouraged to proactively participate in discussions as appropriate.
- Planned HCP attendee list available prior to event upon representative request.
- Badge Requirement: Please wear your company-issued name badge at all times throughout the program for easy identification and venue access.

Executive Summary & Symposium Overview

This Medical Education Presentation Package is designed to facilitate strategic engagement between industry partners and a diverse, multidisciplinary audience of healthcare professionals, including dermatologists, medical oncologists, surgical specialists, oncology nurses, pharmacists, and physician assistants. A dedicated, interactive forum for San Diego specialists to discuss and review evolving standards of care and connect directly with faculty and community. Attendees will have the opportunity to interact with peers, share best practices, and learn about late-breaking therapeutic advances, novel diagnostic tools, and clinical resources.



Medical Education Presentation Package & Symposium

Medical Education Presentation Package

NON-CME

Date:	Saturday, February 20, 2027
Location:	Goldberg Auditorium, 2 nd Floor
Address:	3855 Health Sciences Drive, San Diego, CA 92027
Time:	12:15 pm – 1:15 pm
Audience:	San Diego Dermatologists, Medical Oncologists, Surgical Specialists, APPs, RN Leads, PharmDs

Overview:

This Medical Education Presentation Package is designed to facilitate strategic engagement between industry partners and a diverse, multidisciplinary audience of healthcare professionals, San Diego Medical Hematologists/Oncologists, Dermatologists, Surgical Specialists, APPs. Attendees will have the opportunity to interact with peers, share best practices, and learn about the latest clinical efficacy and safety data. The goal is to provide practical information that can be immediately applied to improve patient standards of care and advance clinical practice.

Oncology & Multi-disciplinary team Learning Objectives:

- Enhance Understanding of Current and Emerging Treatment Paradigms.
- Facilitate Knowledge Exchange of Best Practices in Patient Management.
- Promote Collaborative Approaches to addressing unmet Clinical Needs.
- Foster awareness of the Role of Pharmaceutical Innovations in Advancing Cancer Care.
- Strengthen Professional Networks and Facilitate Interdisciplinary Communication

Fee for Service: (ACH Payment preferred)

	Fee for Service	Registration Details
Two (2) Attendee	\$15,000	Two Corporate (2) colleagues can attend – Badge Requirement: Please wear your company-issued name badge at all times throughout the program for easy identification and venue access. Fees include: 40-minute corporate presentation time, invite to round table faculty discussions, AV setup, and attendance pass to morning faculty lectures
7:00 – 7:30 AM	Industry Exhibit Setup	Approved Corporate Partners
7:30 – 8:00 AM	Breakfast & Networking – Exhibits Open	Corporate & Faculty
8:00 – 8:05 AM	Welcome & Overview of the Day: Objectives for the morning, schedule, and corporate podium recognition	Gregory Daniels, MD PhD
8:05 – 8:25 AM	Lifileucel & Cell Therapy Trials at UCSD	Justin Moyers, MD
8:25 – 8:45 AM	TIL Harvesting: The Surgical Oncology Perspective	Joel M. Baumgartner, MD
8:45 – 9:00 AM	Case Presentation: a Lifileucel Patient from Referral to Recovery	Justin Moyers, MD Joel M. Baumgartner, MD
9:00 – 9:20 AM	Break & Exhibits	Corporate Partners & Faculty
9:20 – 9:40 AM	Multidisciplinary Care for Non-Melanoma Skin Cancer	Soo Park, MD
9:40 – 10:00 AM	Gene Expression Profiling and Sentinel Lymph Node Mapping in Melanoma	Theresa Guo MD
10:00 – 10:20 AM	Beyond Surgery: Local and Field-Directed Therapies for Skin Cancer	Jennifer Y. Lin MD
10:20 – 10:40 AM	Surface Brachytherapy for Non-Melanoma Skin Cancer	Parag Sanghvi, MD
10:40 – 11:00 AM	Exhibits & Transition	Corporate Partners & Faculty
11:00 – 11:20 AM	Onco-Dermatology at UCSD	Timothy Dang, MD
11:20 – 11:50 AM	Panel Discussion: What We Are Up Against Today	Moderator: Gregory Daniels, MD PhD
11:50 – 12:00 PM	Closing Remarks	Gregory Daniels, MD PhD
12:15 – 1:15 PM	40-Minute Corporate Medical Education Presentation & 20-Minute Roundtable Attendance.	TBD