


SPONSORSHIP OPPORTUNITIES

# 100 Leaders. One Room. One Day.

An invitation-only gathering of cancer-center executives, physicians, innovators, and industry leaders — plus **two exclusive networking events** built for the conversations that matter.

FORT WORTH, TEXAS • MARCH 6, 2027

HyperOncology by Bridge Oncology

THE OPPORTUNITY

# Not an exhibit hall. A room.

Most oncology conferences ask sponsors to compete for attention across thousands of attendees and a crowded exhibit floor. HyperOncology is built the other way around. Attendance is **intentionally limited to 100 invited oncology leaders**, so every sponsor gains visibility and direct, unhurried access to a highly curated group of the people shaping cancer care — all in one place, on one day. **35+ attendees are already confirmed by invitation**, including healthcare executives, AI founders, payer and policy leaders, and more.

| 100 | 1 | 1 | 2 |
|---|---|---|---|
| INVITED LEADERS | ROOM | DAY | EXCLUSIVE EVENTS |

WHO'S IN THE ROOM

### Cancer-Center Executives

The leaders setting strategy, budgets, and partnerships for their programs.

### Physicians

Oncologists and clinical leaders driving how care is delivered.

### Innovators

The people building new models, technologies, and approaches to care.

### Industry Leaders

Decision-makers from across the oncology ecosystem.

2 ★

EXCLUSIVE NETWORKING EVENTS

## Where the real conversations happen.

Beyond the program, HyperOncology hosts **two exclusive networking events**. These are not crowded receptions — they are intimate settings designed for the relationship-building that rarely happens at large meetings. Sponsor representatives are part of the room, side by side with the leaders they most want to meet.

PARTNER WITH HYPERONCOLOGY

# Sponsorship Levels

Three levels of partnership — each with full access to the room and the leaders in it.

## Executive

SPONSOR

**$10,000**

1 company representative

- ★ Full conference and networking access
- ★ Logo on the large-format conference screens / digital drape
- ★ Logo rotation on TV screens between sessions
- ★ Recognition in conference digital materials and sponsor communications
- ★ Access to meals, breaks, networking, and conversations with attendees

## Premier

SPONSOR

**$20,000**

2 company representatives

**Everything in Executive, plus:**

- ★ Enhanced, prominent sponsor placement
- ★ Greater visibility across conference digital displays and materials
- ★ Featured sponsor recognition at a designated breakfast, lunch, or networking break

TOP TIER

## Leadership

PARTNER

**$40,000**

3 company representatives

**Everything in Premier, plus:**

- ★ Highest level of sponsor visibility
- ★ Premium placement on conference displays and materials
- ★ Prominent event recognition
- ★ Exclusive sponsorship and branding of a networking reception at Billy Bob's Texas or Joe T. Garcia's

AT A GLANCE

| | Executive | Premier | Leadership |
|---|---|---|---|
| Company representatives | 1 | 2 | 3 |
| Full conference, meals & networking access | ★ | ★ | ★ |
| Logo on large-format screens & TV rotation | ★ | ★ | ★ |
| Enhanced, prominent placement | — | ★ | ★ |
| Featured recognition at a breakfast, lunch, or break | — | ★ | ★ |
| Highest visibility & premium placement | — | — | ★ |
| Exclusive branding of a networking reception | — | — | ★ |

**PLEASE NOTE**

Premier sponsorships are limited to four and Leadership Partner sponsorships to two, assigned first come, first served. Sponsorship does not include a speaking role; the program is curated separately.

AGENDA TOPICS

# On the Program

A full day of keynotes, expert panels, a fireside, and a closing roundtable, opening with a keynote by **Stephen M. Hahn, MD, 24th FDA Commissioner**. Featuring leaders from Aetna / CVS Health, The US Oncology Network, Florida Cancer Specialists, HCA Healthcare, Tempus, and more.

**01** KEYNOTE
Leading the Cancer Center of the Future

**02** PANEL
The New Economics of Oncology: Health Policy, Reimbursement & Financial Sustainability

**03** PANEL
Medical Oncology 2030: Innovation, Access & the Changing Model of Cancer Care

**04** PANEL
Precision Oncology: From Data and Biomarkers to Better Treatment Decisions

**05** PANEL
Pricing, Access & the Pharma–Provider Relationship: IRA, Biosimilars, 340B & Site of Care

**06** PANEL
From Silos to a Service Line: Building the Integrated Cancer Program

**07** PANEL
Radiation Oncology at an Inflection Point: Technology, Payment & the Future Care Model

**08** PANEL
Theranostics: Building the Next Major Oncology Service Line

**09** PANEL
AI Is Here: What It Actually Means for Cancer Care

**10** PANEL
Legal & Regulatory Landmines in Oncology and AI: 340B, AI Liability, Site-Neutral Payment & the Policy Outlook

**11** FIRESIDE
Healthcare Disruption: The Provider Market, M&A, Private Equity & Site-of-Care Shifts

**12** ROUNDTABLE
The Cancer Program of 2030: What Should We Be Doing Now?

SECURE YOUR SPONSORSHIP

## Be in the room on March 6.

With just 100 invited leaders in the room, this is a rare chance to be part of the conversation. To finalize your sponsorship or learn more, contact Jordan.

★

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## Executive Summit · Saturday, March 6, 2027 · Fort Worth, Texas

### AGENDA

| | |
|---|---|
| **7:00–8:00 AM** | *Breakfast, Registration & Networking* |
| **8:00–8:15 AM** | **Welcome & Summit Introduction**<br>Bridge Oncology leadership |
| **8:15–9:00 AM**<br>KEYNOTE | **Opening Keynote: Leading the Cancer Center of the Future**<br>Stephen M. Hahn, MD (24th FDA Commissioner) |
| **9:00–9:45 AM**<br>PANEL | **The New Economics of Oncology: Health Policy, Reimbursement & Financial Sustainability**<br>Kamal Golla (Aetna / CVS Health) · Sarah Lanners (Carrum Health) · Barbara McAneny, MD · Lucio N. Gordan, MD (Florida Cancer Specialists) |
| **9:45–10:05 AM** | *Networking Break* |
| **10:05–10:45 AM**<br>PANEL | **Medical Oncology 2030: Innovation, Access & the Changing Model of Cancer Care**<br>Alti Rahman (AON) · Deirdre Saulet (Jasper Health) · Devon Dickey Womack (The US Oncology Network) · Ankit Kansagra, MD (Tampa General Hospital) · Kelley Carlstrom, PharmD, BCOP (KelleyCPharmD) |
| **10:45–11:25 AM**<br>PANEL | **Precision Oncology: From Data and Biomarkers to Better Treatment Decisions**<br>Tim Showalter, MD, MPH, MBA (Viz.ai) · Lindsey Cotton (Tensor Black) · Hala Borno, MD (Trial Library) · Clynt Taylor (oncologic.ai) · Solomon Moshkevich, MBA (Natera) |
| **11:25 AM–12:05 PM**<br>PANEL | **Pricing, Access & the Pharma–Provider Relationship: IRA, Biosimilars, 340B & Site of Care**<br>Jessica Cortez (Simon-Kucher) · Suzette DiMascio, CHE, CMCE, CPC · Brian Moran, PharmD, MBA (HealthTrust Performance Group) · Laura Bobolts, PharmD, BCOP (Pfizer) · Ira Klein, MD (Tempus) |
| **12:05–1:00 PM** | *Lunch & Networking* |

## Agenda, continued

Saturday, March 6, 2027 · Fort Worth, Texas

| | | |
|---|---|---|
| **1:00–1:40 PM** | PANEL | **From Silos to a Service Line: Building the Integrated Cancer Program**<br>Mike Koroscik (HCA Healthcare) · Nicolle Rychlick, PharmD (Acuvance Coker) · Alyssia Crews, MBA, FACHE (Orlando Health) · Cordell J. Mack (VMG Health) · Simon Blanc, MD (Broward Health) |
| **1:40–2:20 PM** | PANEL | **Radiation Oncology at an Inflection Point: Technology, Payment & the Future Care Model**<br>Jordan Johnson (Bridge Oncology) · *Additional speakers to be announced* |
| **2:20–3:00 PM** | PANEL | **Theranostics: Building the Next Major Oncology Service Line**<br>Travis Mendel (Rio Grande Urology) · Juliet Roldan (AON) · Munir Ghesani, MD (United Theranostics) · Roger Estafanos (ITM) |
| **3:00–3:20 PM** | | *Networking Break* |
| **3:20–3:50 PM** | PANEL | **AI Is Here: What It Actually Means for Cancer Care**<br>Andrew Norden, MD (OncoHealth) · Jennifer Bryan (Quiet Signal Tech) · Samara Barend (AION Biosystems) · Afreen Shariff, MD (Citrus Oncology) |
| **3:50–4:25 PM** | PANEL | **Legal & Regulatory Landmines in Oncology and AI: 340B, AI Liability, Site-Neutral Payment & the Policy Outlook**<br>Courtney Hurtig (Phelps Dunbar) · D. Wade Emmert, JD · Jeana Singleton (Brennan, Manna & Diamond) · Tim Gutwald (Elevare Law) · Aashish Shah, MD, JD (HealthTrust Performance Group) |
| **4:25–4:55 PM** | FIRESIDE | **Healthcare Disruption: The Provider Market, M&A, Private Equity & Site-of-Care Shifts**<br>Matt Cox (Whitecap) · Colin McDermott, CFA, CPA/ABV (VMG Health) · *Additional speakers to be announced* |
| **4:55–5:35 PM** | ROUNDTABLE | **The Cancer Program of 2030: What Should We Be Doing Now? Closing Roundtable & Takeaways**<br>Arpit Chhabra, MD (host & closing remarks) · Manoj Reddi, MD (IOWG) · Amy Ware, MHA, MEd, FACHE (Thrivence Consulting) · Supriya Laknidhi (Cerula Care) |
| **5:35 PM** | | *Evening Reception for speakers and attendees* |