



2025 Community Oncology Summit Exhibitor Prospectus

September 26–28, 2025
Scottsdale, Arizona

MiBA's 1st Annual Community Summit

We are excited to introduce **MiBA's 1st Annual Community Summit**, a first-of-its-kind event designed to engage and educate community oncologists from both **MiBA's extensive network** and the **broader external community oncology community** on the latest scientific breakthroughs in cancer treatment. This summit provides a high-impact opportunity for biopharma and molecular profiling companies to connect directly with providers in a focused, collaborative setting.



The **MiBA 2025 Community Summit** will be held from **September 26-28** in **Scottsdale, Arizona**. This year's theme, *"AI for Impact: Transforming Community Oncology at the Front Lines of Care,"* highlights the pivotal role of artificial intelligence in shaping the future of cancer care delivery.

To assist with planning and participation, MiBA is pleased to provide this event package to guide sponsors through the selection process. **Summit attendance is limited to confirmed sponsors**, and early interest has already surpassed expectations, underscoring the value and relevance of this unique forum.

MiBA's Mission

MiBA's mission is to advance healthcare quality through actionable, data-centered intelligence, bridging gaps and empowering better outcomes for all stakeholders in the healthcare ecosystem.



Why Exhibit?

The Community Oncology Summit offers the opportunity to have access to 75 – 100 community-based practicing oncologists, clinical leaders, and decision-makers representing over 50 community-based cancer care practices nationwide. Position your brand at the center of innovation, collaboration, and impact in oncology care.

Audience Profile

75+

Attendees

50+

Practices

Represented Nationwide

100%

Community-Based

Oncologists

1st

Annual Summit

Inaugural Event

National Reach with a Focus on Real-World Care Settings

Learning Objectives



AI Applications in Oncology

Understand key applications of AI in oncology, including predictive analytics, clinical decision support, practice trends, and patient stratification.



Addressing Oncology Challenges

Evaluate how AI can address specific challenges in community oncology, such as NGS testing, targeted therapy, treatment adherence, trial recruitment, and quality improvement.



Case Studies: AI in Cancer Care

Review case-based examples of AI tools improving outcomes in breast, lung, prostate, and hematologic cancers within the community oncology settings.



Overcoming Adoption Barriers

Recognize potential barriers to adoption (e.g., data silos, training, cost) and explore approaches to overcome them collaboratively.

Exhibitor Benefits

- Direct access to decision-makers
- Opportunities to participate in moderated sessions and networking
- Branding across event signage, digital platforms, and communications
- Showcase products and services in a focused, high-engagement environment

Summit Agenda

Friday - September 26th

Registration, Welcome Reception & Networking (Exhibits Open) in Exhibit Hall	6:30 PM – 8:30 PM
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Saturday - September 27th

Breakfast, Exhibits & Networking	7:00 AM – 8:00 AM
Welcome & Opening Remarks - Mark Moch, Jason Baroff and Dr. Brian Mulherin	8:00 AM – 8:15 AM
Doug Flora, MD, FACC, LSSBB : The Role of AI in Transforming Community Cancer Care	8:15 AM – 9:00 AM
Lalan Wilfong, MD : Next-Generation Oncology Care: Advancing Quality Through Precision Toxicity Management	9:00 AM – 9:50 AM
AM Break	9:50 AM – 10:10 AM
Katie Goodman, RN, BSN, Sunil Babu, MD, Julio Peguero, MD, Ruemu Birhiray MD , Fireside Chat: Advancing Community-Based Clinical Trials through Tools, Teams and Tactics	10:10 AM – 11:00 AM
Brian Mulherin, MD, Hillary Sloane, PhD , ARS Session 1: MRD Testing in Colorectal Cancer: Quest Diagnostics Haystack	11:00 AM – 11:30 AM
Jerry Mitchell, MD , ARS Session 2: Use of Novel CPG Biomarkers in Clinical Practice: Foundation Medicine, Inc.	11:30 AM – 12:00 PM
Break to Gather Lunch	12:00 PM – 12:30 PM
Hatim Husain, MD : A Treatment Option for Certain Patients With Late-Stage EGFR Mutation-Positive NSCLC: AstraZeneca	12:30 PM – 1:20 PM
Doug Flora, MD, FACC, LSSBB : POC Education: AI-Driven Insights and Point of Care Education Solutions for Guideline Driven Treatment Adherence	1:20 PM – 2:10 PM
Peggy Ann Torney, CEO: MDS Foundation : Value of Voices: The Power of Patient Advocacy and AI to Elevate Real-World Experiences	2:10 PM – 3:00 PM
PM Break	3:00 PM – 3:30 PM
Ruemu Birhiray, MD : ARS Session 3: Highlighting Clinical Outcomes From the PERSEUS Trial for Transplant-Eligible Patients with Newly Diagnosed Multiple Myeloma: Johnson & Johnson	3:30 PM – 4:00 PM
Doug Flora, MD, FACC, LSSBB : Summary of Day 1 Session Insights and Key Takeaways	4:00 PM – 4:30 PM
Networking Dinner at Camelback Patio	4:30 PM – 6:30 PM

Sunday - September 28th

Breakfast, Exhibits & Networking	7:00 AM – 8:00 AM
Brian Mulherin, MD : Leveraging AI and Quality Strategies to Advance NGS Testing Gaps	8:00 AM – 8:50 AM
Kashyap Patel, MD : Overcoming AI Hurdles and Challenges in the Community Setting	8:50 AM – 9:40 AM
AM Break	9:40 AM – 10:00AM
James Gilmore, PharmD , ARS Session 4: BTKI Treatment Patterns in CLL/SLL	10:00 AM – 10:30 AM
Seungtaek Lee, Katie Goodman, RN, BSN : Study Acceleration: Driving Efficiency in Trial Design, Feasibility, Activation, and Patient Fit	10:30 AM – 11:00 AM
Break to Gather Lunch	11:00 AM – 11:30 AM
Jim Chen, MD, Beau Hilton, MD : The Role of AI in Community Practice Oncology	11:30 AM – 12:20 PM
Scott Newman, PhD : Advancing Clinical Analytics Through an AI-Augmented Data Model	12:30 PM – 12:50 PM
Mark Moch, Jason Baroff, Brian Mulherin, MD : Closing Remarks & Departure	12:50 PM – 1:20 PM

Sponsorship Levels

Titanium Sponsorship \$150,000

- Pre-event attendee list
- Corporate Logo placement on all materials
- Company mission statement in event program
- Premier 8' x 10' exhibition booth
- 2-page Ad placement
- 7 complimentary registration badges
- Exclusive branding on event app
- Private promotional dinner program with (6-8) MiBA community network physicians
- Priority selection for podium and ARS sessions
- One 15-minute product demo slot
- One MiBA data insights report*

Platinum Sponsorship \$100,000

- Pre-event attendee list
- Corporate logo placement on all materials
- Company mission statement in Event Program
- Preferred 8' x 10' exhibition booth
- 1-page Ad placement
- 5 Complimentary registration badges
- Private promotional dinner program with (6-8) MiBA network physicians
- One MiBA data insights report*

Gold Sponsorship \$75,000

- Pre-event attendee list
- Corporate logo placement on all materials
- Standard 8' x 10' exhibition booth
- 1-page Ad placement
- 3 complimentary registration badges
- One MiBA data insights report*

Silver Sponsorship \$50,000

- Pre-event attendee list
- Corporate logo placement on all materials
- Standard 8' x 10' exhibition booth
- 2 Complimentary registration badges
- One MiBA data insights report*

*Includes one retrospective, 12-month aggregated data analysis focused on a single disease indication and its corresponding competitive market basket.

Ancillary Educational Opportunities

Explore additional educational and promotional opportunities designed to maximize your engagement and impact at the summit:

Advisory Board Session (\$75K)

- 90-minute Advisory Board sessions
- Recruitment of 8-10 community physicians
- Includes room rental and full A/V setup
- Audio recording transcription provided
- Executive Summary provided post-event

Promotional Podium (\$100K)

- 50-minute dedicated program slot
- Includes A/V and microphone setup
- Mainstage full audience participation

Moderated ARS Session (\$50K)

- 30-minute moderated session
- One time data report*
- 5-8 key business questions addressed
- Main stage full audience participation

Additional Advertisement Opportunities

Additional sponsorship opportunities are available for this event, and are only available to current event sponsors:

Sponsorship	Cost
Hotel Room Drop: One-time drop of materials to HCPs attendees	\$5,000
WIFI Sponsor: Customize the WIFI password	\$7,500
Charging Station Sponsor	\$15,000
Registration Desk Sponsorship	\$25,000
Friday Evening Reception	\$30,000





Next Steps

Secure Your Spot

This is a unique opportunity to showcase your innovations and engage directly with providers who shape cancer care in the community setting. With limited availability, we encourage you to act quickly to secure your participation. Please let me know if you would like us to send the Sponsorship Agreement or if you have any questions regarding this opportunity.

We look forward to collaborating with you to make this inaugural Summit a success.

Contact Us

For more information or to reserve your sponsorship, please contact:

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VP of Marketing

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