

# NEUROLOGY EXCHANGE

**SEPTEMBER 19–21, 2023**



VIRTUAL EVENT

## SPONSORSHIP PROSPECTUS

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## PROGRAM INFORMATION

### ABOUT NEUROLOGY EXCHANGE

The 2nd Annual Neurology Exchange 3-day virtual conference will offer education on the latest updates in neurology. Sessions will focus on the practical application of emerging advances in order to improve patient care and outcomes. A faculty of renowned experts will cover multiple interactive presentations on topics that include multiple sclerosis, rare neuromuscular disorders, migraine, epilepsy, sleep, Alzheimer's disease (an exception to our rule regarding non-possessive disease names), Parkinson disease, stroke, and more.

### TARGET AUDIENCE

This conference is intended for neurologists, primary care physicians (PCPs), nurses, nurse practitioners (NPs), and physician assistants (PAs) involved in the care of patients with neurological conditions.

### CONFERENCE OVERVIEW

Medscape Neurology is hosting a standalone virtual conference, *Neurology Exchange: Virtual Conference 2023*, to cover the most relevant topics with direct impact on neurology practice. The conference features 9 livestreamed 1- to 2-hour sessions over a 3-day period from September 19–21, 2023. Each session will include 3 to 6 faculty presentations on the featured topic with discussion and Q&A.

The conference experience is further enhanced with a dedicated resource center including on-demand recordings of each live session (available only to registrants for 3 months) and a compendium of abstracts from the conference ([www.medscape.org/sites/advances/neurology-exchange-resource-center](http://www.medscape.org/sites/advances/neurology-exchange-resource-center)).

### NEUROLOGY EXCHANGE 2022 ATTENDEE PROFILE

The *Neurology Exchange 2022* virtual live conference was extremely successful, reaching more than 400 unique healthcare professionals (HCPs) in neurology.

Highlights and milestones include the following:



**1063**

Registered  
Attendees



**418**

Unique  
Participants



**34**

Faculty  
Presenters



**1**

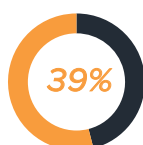
Social Media  
Ambassador



**96**

Questions  
submitted by  
the audience

Conversion Rate



**146,275**

hashtag impressions

**1,100,000**

impressions with campaign  
hashtag **#NeuroExchange22**

For additional information, contact David Small at [dsmall@MedscapeLIVE.com](mailto:dsmall@MedscapeLIVE.com), (201) 280-9050.

## FACULTY

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### CONFERENCE CHAIR



**Michael S. Okun, MD**

Professor and Chair of Neurology  
University of Florida Health  
Director  
Norman Fixel Institute for Neurological Diseases  
Gainesville, Florida

### SESSION CHAIRS



**Greg W. Albers, MD**

Director  
Stanford Stroke Center  
Stanford University  
Stanford, California



**Vera Bril, MD**

Professor of Neurology  
Director  
Ellen & Martin Prosserman Centre  
for Neuromuscular Diseases  
University of Toronto  
Toronto, Ontario, Canada



**Sheryl Haut, MD**

Professor of Neurology  
Chief of Service, Neurology  
Director  
Adult Epilepsy  
Montefiore Medical Center  
Albert Einstein College of Medicine  
Bronx, New York



**Stephen Kreiger, MD**

Professor of Neurology  
Icahn School of Medicine at Mount Sinai  
New York, New York



**Ronald C. Petersen, MD, PhD**

Professor of Neurology  
Cora Kanow Professor  
of Alzheimer's Disease Research  
Director  
Mayo Alzheimer's Disease Research Center  
Mayo Clinic College of Medicine  
Rochester, Minnesota



**Amaal J. Starling, MD**

Associate Professor of Neurology  
Department of Neurology  
Mayo Clinic  
Scottsdale, Arizona



**Phyllis Zee, MD, PhD**

Benjamin and Virginia T. Boshes Professor  
in Neurology  
Director  
Center for Circadian and Sleep Medicine  
Chief, Division of Sleep Medicine  
Northwestern University Feinberg  
School of Medicine  
Chicago, Illinois



## AGENDA (Subject to Change)

### DAY 1 | TUESDAY, SEPTEMBER 19, 2023

**5:45 PM ET**  
Conference Welcome

#### SESSION I

**Getting Current on Hot Topics in Multiple Sclerosis**

Moderator: Stephen Krieger, MD

**5:55 PM ET**  
Session Welcome

**6:00 PM ET**  
*Reevaluating What We Know About  
the Multiple Sclerosis Disease Course*

**6:15 PM ET**  
*Improving the Delivery of Equitable  
Care in Multiple Sclerosis*

**6:30 PM ET**  
*Treatment Decisions in Multiple Sclerosis:  
Does Patient Age Inform Care?*

**6:45 PM ET**  
*A Look Into the Future of Multiple  
Sclerosis Therapeutics*

**7:00 PM ET**  
Audience Q&A and Panel Discussion

**7:15 PM ET**  
Break: Explore the Virtual Conference Center

### SESSIONS II AND III WILL RUN CONCURRENTLY FROM 7:30 PM TO 8:55 PM

#### SESSION II

**State-of-the-Art Care in Migraine:  
Knowing Your Options and When to Use Them**

Moderator: Amaal J. Starling, MD

**7:30 PM ET**  
Session Welcome

**7:35 PM ET**  
*Case Conversations on the Selection  
of Acute Medications in Migraine*

**7:50 PM ET**  
*What You Need to Know About Selecting  
Preventive Migraine Therapies*

**8:05 PM ET**  
*What Refractory Migraine Looks Like  
and What Can Be Done*

**8:20 PM ET**  
*Alternative Therapies in Migraine:  
When to Consider Neuromodulation*

**8:35 PM ET**  
Audience Q&A and Panel Discussion

**8:50 PM ET**  
Session Wrap-Up

#### SESSION III

**Neurology Practice Updates Across  
the Spectrum of Care**

Moderator: Michael S. Okun, MD

**7:30 PM ET**  
Session Welcome

**7:35 PM ET**  
*Cannabis and Neurologic Care:  
Benefits, Concerns, and Speaking  
With Your Patient*

**7:55 PM ET**  
*Paraneoplastic Syndromes in the  
Neurology Clinic*

**8:15 PM ET**  
*After the Pandemic:  
Long-Term Neurologic Consequences  
of COVID-19*

**8:35 PM ET**  
Audience Q&A and Panel Discussion

**8:50 PM ET**  
Session Wrap-Up

For additional information contact David Small at [dsmall@MedscapeLIVE.com](mailto:dsmall@MedscapeLIVE.com), (201) 280-9050.



## AGENDA (Subject to Change)

### DAY 2 | WEDNESDAY, SEPTEMBER 20, 2023

#### SESSION IV

##### ***Precision Medicine in Alzheimer's Disease: Where We Are and Where We're Going***

Moderator: Ronald C. Petersen, MD, PhD

**6:00 PM ET**

Session Welcome

**6:05 PM ET**

##### ***Mastering the Syndromic Diagnosis of Early Alzheimer's Disease***

**6:25 PM ET**

##### ***Improving Diagnostic Accuracy for Early Alzheimer's Disease: The Role of Biomarkers***

**6:45 PM ET**

##### ***Are We Making a Difference? A Review of New and Emerging Therapeutics in Alzheimer's Disease***

**7:05 PM ET**

Audience Q&A and Panel Discussion

**7:20 PM ET**

Break: Explore the Virtual Conference Center

### SESSIONS V AND VI WILL RUN CONCURRENTLY FROM 7:30 PM TO 8:55 PM

#### SESSION V

##### ***Step-Wise Care in the Management of Adult Epilepsy***

Moderator: Sheryl Haut, MD

**7:30 PM ET**

Session Welcome

**7:35 PM ET**

##### ***Best Practices in Initial Selection of Anti-Seizure Medications***

**7:55 PM ET**

##### ***Acute Rescue Therapies in Epilepsies: A Review of Available Options and Patient Selection Factors***

**8:15 PM ET**

##### ***Increasing the Use of Surgical Interventions in Epilepsy***

**8:35 PM ET**

Audience Q&A and Panel Discussion

**8:50 PM ET**

Session Wrap-Up

#### SESSION VI

##### ***Sleep Disorders:***

##### ***The Unrecognized Disrupter Across Neurology***

Moderator: Phyllis Zee, MD, PhD

**7:30 PM ET**

Session Welcome

**7:35 PM ET**

##### ***Sleep Disorders in Neurodegenerative Disorders***

**7:55 PM ET**

##### ***Hidden Sleep Disorders in Stroke***

**8:15 PM ET**

##### ***Disorders of Hypersomnolence: A Review of What's New***

**8:35 PM ET**

Audience Q&A and Panel Discussion

**8:50 PM ET**

Session Wrap-Up

For additional information, contact David Small at [dsmall@MedscapeLIVE.com](mailto:dsmall@MedscapeLIVE.com), (201) 280-9050.



## AGENDA

### DAY 3 | THURSDAY, SEPTEMBER 21, 2023

#### SESSION VII

##### *Multimodal Care for Parkinson Disease:*

##### *Seeing the Whole Patient*

Moderator: Michael S. Okun, MD

6:00 PM ET

Session Welcome

6:05 PM ET

*Updates on the Use of Surgical and  
Device-Based Care in Parkinson Disease*

6:25 PM ET

*Where Do We Stand With the Pharmacologic  
Management of Parkinson Disease?*

6:45 PM ET

*More Than Motor Symptoms in Parkinson Disease:  
What Really Bothers Your Patients*

7:05 PM ET

Audience Q&A and Panel Discussion

7:20 PM ET

Break: Explore the Virtual Conference Center

#### SESSIONS VIII AND IX WILL RUN CONCURRENTLY FROM 7:30 PM TO 8:55 PM

#### SESSION VIII

##### *Stroke Care Across the Spectrum:*

##### *The Role of New Data to Inform Care*

Moderator: Greg W. Albers, MD

7:30 PM ET

Session Welcome

7:35 PM ET

*Updates in the Management of Acute Stroke Care*

7:55 PM ET

*Cardioembolic Stroke Prevention in the Clinic*

8:15 PM ET

*Approaches for the Prevention of Non-Cardioembolic Stroke*

8:35 PM ET

Audience Q&A and Panel Discussion

8:50 PM ET

Closing Remarks

9:00 PM ET

Conference Adjourns

#### SESSION IX

##### *Hot Topics in Neuromuscular Disorders:*

##### *A Spotlight on Myasthenia Gravis*

Moderator: Vera Bril, MD

7:30 PM ET

Session Welcome

7:35 PM ET

*Key Elements for the Diagnosis of Myasthenia Gravis*

7:50 PM ET

*Updates on Patient-Reported Outcomes and the  
Clinical Assessment of Myasthenia Gravis*

8:05 PM ET

*A Review of Pivotal Clinical Trial Data  
for Myasthenia Gravis Therapeutics*

8:20 PM ET

*How Much Do We Know About the Long-Term Effects  
of Myasthenia Gravis Therapeutics?*

8:35 PM ET

Audience Q&A and Panel Discussion

8:50 PM ET

Closing Remarks

9:00 PM ET

Conference Adjourns



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  - Reminder emails will be sent:
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    - 15 minutes prior to your session
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  - The second sent post-conference to the actual conference participants
- Branding on the virtual platform with one 728 x 90 px banner ad and one 350 x 250 px banner ad. Placement determined by *Neurology Exchange 2023*
- Promotional slide included in conference deck during general session breaks/immediately prior to going live. (This will be done on the day[s] that has therapeutically relevant content to the sponsor)

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  - The first sent pre-conference to the *Neurology Exchange 2023* pre-conference registrants
  - The second sent post-conference to the actual conference participants
- Branding on the virtual platform with one 728 x 90 px banner ad and one 350 x 250 px banner ad. Placement determined by *Neurology Exchange 2023*
- Promotional slide included in conference deck during general session breaks/immediately prior to going live. (This will be done on the day[s] that has therapeutically relevant content to the sponsor)

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6. In the event of a breach of this Agreement by either party, the non-breaching party shall give written notice thereof to the party in breach. If such breach is not cured within ten (10) days (five days for payment default) after receipt of such notice, the non-breaching party may upon written notice to the breaching party terminate this Agreement in addition to any other remedies the non-breaching party may have. Termination shall be in addition to, and shall not prejudice, any of the parties' remedies at law or in equity. Upon termination, all fees owed to Medscape Live shall become immediately due.
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