

Time	Programme
10:15am	Registration of guests and media via invite link
<b>LCNM, NCSM &amp; Pfizer for Digital Lung Cancer Patient Guide Launch</b>	
10:30am	Welcome address by MC , Sumitra Selvaraj
10:35am	Remarks by Dr Anand Sachithanandan, President of Lung Cancer Network Malaysia (LCNM) & Consultant Cardiothoracic Surgeon
10:40am	Remarks by Dr Murallitharan M., Managing Director of National Cancer Society Malaysia (NCSM)
10:45am	Remarks by Ms Luksanawan Thangpaibool, Country Manager, Pfizer Malaysia & Brunei
10:50am	Official launch of Malaysia's FIRST-ever digital lung cancer patient guide + video presentation with photo-opportunity
11:00am	<p>Conversations with the experts, LCNM &amp; NCSM, on the development and content of the patient guide &amp; unveiling of key findings from a survey on lung cancer</p> <ul style="list-style-type: none"> <li>• Dr Anand Sachithanandan, President of Lung Cancer Network Malaysia (LCNM) &amp; Consultant Cardiothoracic Surgeon</li> <li>• Dr Tho Lye Mun, Vice President of LCNM &amp; Clinical Oncologist</li> <li>• Dr Murallitharan M., Managing Director of National Cancer Society Malaysia (NCSM)</li> </ul>
11:20am	Media Q&A session
<b>Pfizer Launches its FIRST Patient Assistance Programme for ALK-positive Advanced NSCLC</b>	
11:30am	Remarks by MC
11:35am	Short remarks by Ms Luksanawan Thangpaibool, Country Manager, Pfizer Malaysia & Brunei
11:40am	Official launch of Pfizer's patient assistance programme + video presentation feat. En Badrunnizam, a lung cancer warrior
11:50am	Wrap up by MC with key takeaways
12:00pm	Event ends