

FOURTH ANNUAL PRIMARY CARE MASLD/MASH SUMMIT

2025

THURSDAY • DECEMBER 4 • 2025 • VIRTUAL

CO-HOSTED BY:



INVITATION TO SUPPORT

We are delighted to invite you to support the **Fourth Annual Primary Care MASLD/MASH Summit 2025**, taking place virtually on **December 4, 2025**.

This year's summit will bring together leading experts across disciplines to explore the latest developments in Metabolic dysfunction-associated steatotic liver disease (MASLD)—formerly known as NAFLD—and Metabolic dysfunction-associated steatohepatitis (MASH)—formerly NASH. All sessions will be delivered in English with simultaneous interpretation in French.

The program features eight in-depth sessions covering current research, practical diagnostic approaches, and real-world management strategies. Attendees will gain valuable insights into early detection, integrated care pathways, and the role of interdisciplinary collaboration. Highlights include:

- Interactive case studies and expert-led panel discussions.

- The Patient Perspective Session, offering a firsthand look at the lived experience of those affected by MASLD and MASH, emphasizing the importance of patient-centered care.
- A concluding multidisciplinary panel with a primary care physician, nurse practitioner, hepatologist, and endocrinologist, discussing real-world application of strategies, best practices, and diagnostic challenges.

The summit is designed to empower healthcare professionals with the latest tools, resources, and clinical insights to improve outcomes for patients living with MASLD and MASH.

We invite you to register now and join us for this important event that will help shape the future of MASLD and MASH care in Canada and beyond.

On behalf of our co-chairs and esteemed faculty, we look forward to your participation and a dynamic exchange of ideas.



Michael Betel
President & Founder,
The Fatty Liver Alliance



Dr Mark Swain, MD
Professor of Medicine,
University of Calgary

SCIENTIFIC ADVISORY COMMITTEE



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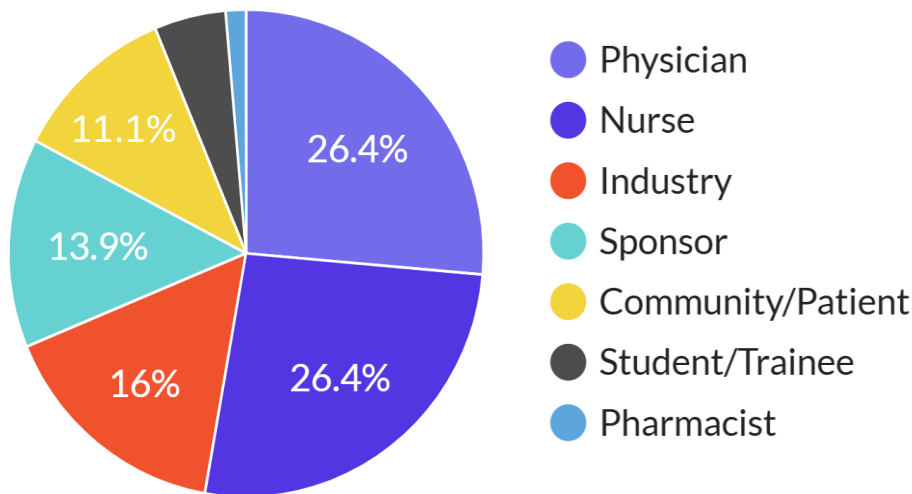


Mark Swain
Hepatologist

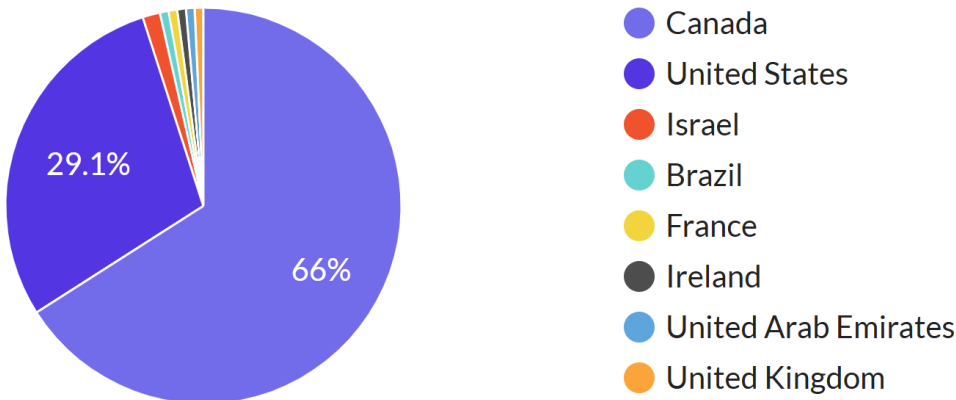


Richard Ward
Primary Care Physician

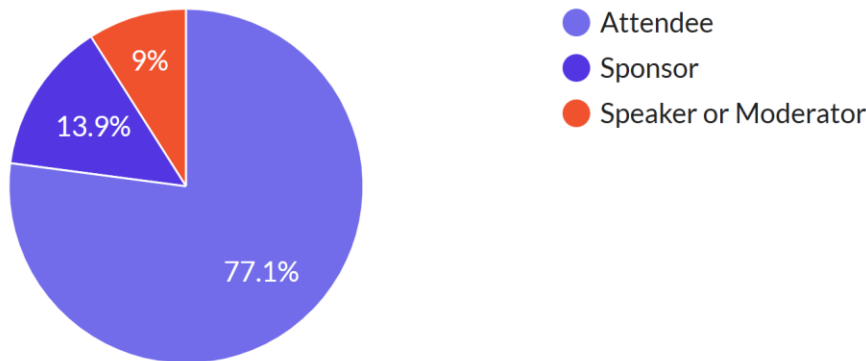
2024 Program Attendees



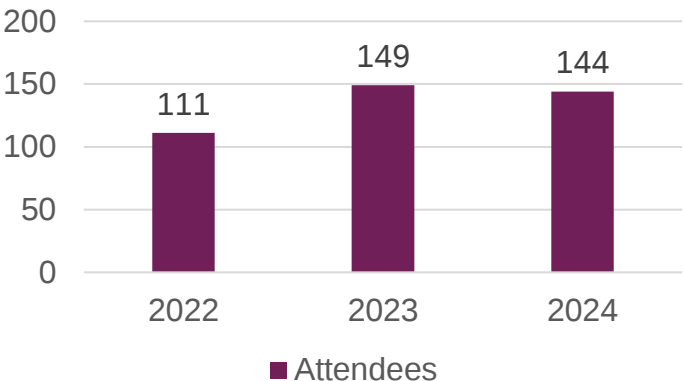
Country Summary



Registration Type Summary



Attendees Trend



2025 LEARNING OBJECTIVES

By the end of this 3-hour virtual summit, participants will be able to:

1. **Define fatty Liver (MASLD and MASH)** using current nomenclature and explain how they relate to commonly treated metabolic conditions such as type 2 diabetes, obesity, dyslipidemia, and hypertension.
2. **Recognize early signs and risk factors** for advanced liver disease in asymptomatic patients and determine which individuals in their practice should be screened for MASLD.
3. **Interpret and apply non-invasive assessment tools** such as FibroScan, ALT levels, FIB-4, ELF, and other imaging in the diagnosis and staging of liver disease.
4. **Engage in effective patient-centered conversations** to address liver health stigma, increase awareness, and support shared decision-making around lifestyle and medical interventions.
5. **Incorporate evidence-based lifestyle strategies and emerging pharmacological options** (e.g., GLP-1 receptor agonists, statins, insulin sensitizers) into individualized treatment plans for patients with MASLD/MASH.
6. **Identify when to refer patients for specialist care** and understand how to collaborate effectively with hepatology, endocrinology, or gastroenterology for advanced disease management.
7. **Apply clinical strategies through real-world case discussions** to enhance confidence and decision-making when managing MASLD in a busy primary care setting.
8. **Describe the value of Primary Care in reversing the MASLD epidemic** and commit to one practical change that can be implemented immediately in their practice.

PROGRAM THEME

*From Missed to Managed:
Primary Care at the Frontline of
Metabolic Liver Health”*



PRELIMINARY PROGRAM

Thursday, December 4, 2025

17:00 – 17:05	Welcome and Opening Remarks	Speaker: <i>Michael Betel, President & Founder, Fatty Liver Alliance</i>
17:05 – 17:30	Understanding Fatty Liver: What’s New and What Matters Most in Primary Care	Speaker: <i>Hepatologist or Gastroenterologist (TBD)</i> • MASLD & MASH simplified: clear, practical definitions • Screening criteria and risk factors • Brief review of updated guidelines and nomenclature
17:30 – 17:50	Primary Care Toolbox: Managing Fatty Liver in Daily Practice	Speaker: <i>Primary Care Representative (TBD)</i> • What labs to order • How to integrate liver health into patient visits • FIB-4, FibroScan®, ultrasound, ELF, and non-invasive scores: When and how to use them • Workflow tips – Optimizing efficiency and improving care
17:50 – 18:20	The Patient Voice: “I Didn’t Know I Had Liver Disease”	Participants: <i>Patients, Primary Care Physician, Nurse (TBD)</i> • How patients found out they had MASLD/MASH • Barriers to care • What finally worked – and why? • How Primary Care made (or could have made) a difference
18:20 – 18:50	Lifestyle Rx: Pearls for a Busy Primary Care Practice	Speaker: <i>Registered Dietitian + Behavioral Health Expert (TBD)</i> • Addressing real world nutritional advice – Practical strategies for Primary Care • Addressing patient challenges and stigma • Brief and Practical lifestyle intervention strategies for busy clinics

Continued on next page...

PRELIMINARY PROGRAM

Thursday, December 4, 2025

18:50 – 19:20	Integrating Available Medications in Primary Care for Management of Fatty Liver Disease	Speaker: <i>Endocrinologist or Pharmacist specializing in metabolic disease, Family Doctor, Hepatologist (TBD)</i> • Role of GLP-1s, statins, insulin sensitizers, and upcoming MASH therapies • Considerations for T2D, obesity, CKD, and polypharmacy • What's in the pipeline?
19:20 – 19:50	Case-Based Panel: What Would You Do?	Panel: <i>PCP, Hepatologist, Dietitian, Patient Advocate and Endocrinologist (TBD)</i> • Newly diagnosed patient with elevated ALT & diabetes • Patient with advanced fibrosis on FibroScan® but no symptoms • Young patient with obesity and normal liver enzymes
19:50 – 20:00	Closing Remarks: Primary Care as Liver Health Leaders	Speaker: <i>Michael Betel</i>

SPONSORSHIP OPPORTUNITIES

Fourth ANNUAL PRIMARY CARE MASLD/MASH SUMMIT 2025 Entitlements & Benefit Levels	GOLD	SILVER	BRONZE	FRIENDS	SUPPORTER
	\$50,000	\$25,000	\$10,000	\$5,000	\$2,500
Feature Video Break (1-minute)	✓				
All Access Conference Registrations	12	8	4	2	1
Virtual Company Listing (logo, organization description, digital assets)	✓	✓	✓	✓	✓
Website & Social Media Recognition (logo, url)	✓	✓	✓	✓	
eNewsletter Feature (banner advertisement, url)	✓	✓			
eNewsletter Recognition (logo, url)	✓	✓	✓	✓	
Social Media Post (custom or standard)	4	2	1		
Pre or Post Event Survey (subject to committee approval of content)	✓	✓			
Live Session Poll (subject to committee approval of content)	✓				
Push Notification (custom or standard)	✓	✓	✓		
Pre/Post Session Recognition Reel (logo)	✓	✓	✓	✓	✓
Post Event Report (demographics, session engagement, digital asset engagement)	✓	✓	✓		

CONFIRMATION OF SUPPORT & CANCELLATION POLICY

CONFIRMATION OF SUPPORT

- Your support is confirmed upon acceptance of a letter of agreement.
- Upon execution of the agreement, an invoice payable within 30 days upon receipt will be issued.
- Payment in support of the Fourth Annual Primary Care MASLD/MASH Summit 2025 will be made to the Conference Secretariat, MCI Group Canada Inc. (banking details to be provided upon confirmation of support).
- All payments are in CAD.

CANCELLATION POLICY

- Event date: December 4, 2025
- Cancellations must be submitted in writing by emailing karen.seto@wearemci.com.
- Cancellations received before 5pm EST on October 4, 2025, will be entitled to a 50% refund.
- Cancellations received after 5pm EST on October 4, 2025, are non-refundable and non-transferable.
- All cancellations are subject to a \$250 cancellation fee.

CONTACT

To discuss participation in and support
for the Fourth Annual Primary Care
MASLD/MASH Summit 2025
please contact:



Karen Seto

Manager, Strategic Partnerships
Fourth Annual Primary Care MASLD/MASH
Summit 2025 Secretariat, MCI Group Canada
karen.seto@wearemci.com

Thank You

See you online on December 4th...

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MASLD/MASH
SUMMIT 2025