

Thursday November 2, 2023

SEEDS CONFERENCE

| TIME | DESCRIPTION | PRESENTER |
|---------------------|----------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------|
| 7:30 am - 8:15 am | Registration and breakfast | |
| 8:30 am - 8:35 am | Welcome! | Zach French, Sarah Paige |
| 8:35 am - 10:00 am | This is Not a Bot: Introduction to AI | Zach French, Mary Hardy, Karen Synesiou |
| 10:00 am - 10:30 am | Coffee Break | |
| 10:30 am - 11:30 am | Reframing Gamete/Embryo Donation: How Can Agencies and Allied Professionals Create Best Practices in a Modern World? | Candace Clark Trinchieri, Gina Davis, Maya Grobel, Amanda Troxler |
| 11:30 am - 12:30 pm | Employee Fertility and Family Building Benefits moderated by Kelly Ellison | Annmarie Burnette, Jenna Hall, Toby Kennedy, Shelley MacConnell |
| 12:30 pm - 12:45 pm | Message from SEEDS President | Adam Winder introducing Molly O'Brien |
| 12:45 pm - 1:45 pm | Lunch - Round Table Discussions | |
| 2:00 pm - 2:20 pm | SEEDS Committees Announcements | |
| 2:20 pm - 3:20 pm | Ask the MHP Anything - Bring Your Nightmare Scenarios | Carrie Eichberg, Carole LieberWilkins |
| 3:20 - 4:20 pm | Canada, Colombia, Mexico Oh My! moderated by Lisa Stark Hughes | Santiago Agustin, Sara Cohen, Mark Semple |
| 4:20 pm - 4:30 pm | Closing Remarks | Zach French, Sarah Paige |
| 5:30 pm - 8:30 pm | Cocktail Party - SOCIAL Costa Mesa | |



Dr. Steve Rad

MATERNAL-FETAL MEDICINE
OBSTETRICS & GYNECOLOGY

COMPREHENSIVE PREGNANCY CARE & BEYOND

Friday, November 3, 2023

SEEDS CONFERENCE

| TIME | DESCRIPTION | PRESENTER |
|---------------------|------------------------------------------------------------|--------------------------------------------------|
| 7:30 am - 8:15 am | Breakfast | |
| 8:30 am - 8:35 am | Welcome! | Zach French, Sarah Paige |
| 8:35 am - 9:35 am | Practical Applications of Standards - Round Two | Greg Masler, Katherine Provost |
| 9:35 am - 10:00 am | Message from SEEDS Board | |
| 10:00 am - 10:30 am | Coffee Break | |
| 10:30 am - 12:00 pm | The ART of Unlearning Bias | Jaime Gher, Deborah Wald |
| 12:00 pm - 1:00 pm | What to Know When It's Known: Open/Known Egg Donation | Roger Hermann, Michelle Keeyes, Shannon Matteson |
| 1:00 pm - 2:00 pm | Lunch - Round Table Discussions | |
| 2:15 pm - 3:15 pm | The Rising Cost of Surrogacy moderated by Ashley Mareko | Alexandra French, Sunshine Hanson, Karen Schafer |
| 3:15 pm - 3:20 pm | Closing Remarks | Zach French, Sarah Paige |

Exhibitors:



Dr. Steve Rad

MATERNAL-FETAL MEDICINE
OBSTETRICS & GYNECOLOGY

COMPREHENSIVE PREGNANCY CARE & BEYOND