



2027 Tobacco and Nicotine Conference

May 20-21, 2027

Rochester, MN

Live and Livestream

All sessions are listed in Minnesota Time.

Thursday, May 20 th , 2027	
7:30 AM	Breakfast and Registration
8:15	Welcome and Course Overview <i>Jon O. Ebbert, M.D., Mayo Clinic</i> <i>Timothy J. Milbrandt, M.S., Mayo Clinic</i>
8:30	Keynote <i>Richard Hurt, M.D., Mayo Clinic</i>
9:15	Day 1 Talk1 – Electronic Nicotine Delivery Systems (ENDS) <i>Jon O. Ebbert, M.D., Mayo Clinic</i>
10:00	Break & Exhibitors (15 mins)
10:15	Day 1 Talk 2 - Heated Tobacco Products (HTPs) & Very Low Nicotine Content Cigarettes (VLNCC) <i>Jon O. Ebbert, M.D., Mayo Clinic</i>
11:00	Day 1 Talk 3 - Update on Nicotine Pouches Andrew Seidenberg, Truth Initiative
11:45	Panel Question and Answer
12:15	Lunch & Exhibitors (45 mins)
1:00	Day 1 Talk 4 - Innovative Therapies in Nicotine and Tobacco Treatment <i>Ivana Croghan, Ph.D., Mayo Clinic</i>
1:45	Day 1 Talk 5 - Pharmacotherapy Refresh <i>Muhamad Elrashidi, M.D., M.H.A., Mayo Clinic</i>
2:30	Break & Exhibitors (15 mins)
2:45	Day 1 Talk 6 – Intensive Tobacco Treatment Program Overview <i>Pam Krenik, Mayo Clinic</i> <i>Molly Leis, M.S., L.A.D.C., L.P.C.C., Mayo Clinic</i>
3:30	Panel Question and Answer
4:00	Day 1 Wrap Up <i>Jon O. Ebbert, M.D., Mayo Clinic</i> <i>Timothy J. Milbrandt, M.S., Mayo Clinic</i>
4:15	Adjourn
4:15	Networking Reception - Hage Atrium Welcome from our Medical Director, Dr. Jon Ebbert

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8:15	Welcome <i>Jon O. Ebbert, M.D., Mayo Clinic</i> <i>Timothy J. Milbrandt, M.S., Mayo Clinic</i>
8:30	Day 2 Talk 1 - MH/SUD <i>Molly Leis, M.S., L.A.D.C., L.P.C.C., Mayo Clinic</i>
9:15	Day 2 Talk 2 – The Vulnerable Brain: Why Nicotine Dependence Varies from One Person to the Next <i>Heather Kraling-Coons, M.A., C.T.T.S., L.P.C.C., Mayo Clinic</i>
10:00	Break & Exhibitors (15 mins)
10:15	Day 2 Talk 3 - Cessation Policy and the Federal Tobacco Control Infrastructure <i>Stacey Gagosian, Truth Initiative</i>
11:00	Day 2 Talk 5 - Pulmonary Impact of Smoking <i>Jim Garrett</i>
11:45	Panel Question and Answer
12:15	Lunch (45 mins)
1:00	ITTP Patient Panel <i>Barb Dallavalle, M.A., L.P., C.T.T.S., Mayo Clinic</i>
1:45	Day 2 Talk 4 – Motivational Interviewing Refresher <i>Timothy J. Milbrandt, M.S., Mayo Clinic</i>
2:30	Closing Remarks <i>Jon O. Ebbert, M.D., Mayo Clinic</i> <i>Timothy J. Milbrandt, M.S., Mayo Clinic</i>
2:45	Conference Adjourn