

DRAFT AGENDA

Wednesday, March 20, 2013

Pre-Conference Sessions

8:00 AM **Conference Registration Opens**

9:00 – 10:00 AM **Cancer Screening and Primary Care**

Presentation on colorectal, cervical and breast cancer screening in the patient-centered medical home to medical residents in family medicine and internal medicine at the University of Maryland.

Speakers: Timothy A. Munzing, MD, Kaiser Permanente

Cynthia Health, CRC Survivor, Colon Cancer Alliance

Jeffrey M. Rothenberg, MD, MS, Indiana University Health

Linda J. Kelsey, Breast Cancer Survivor, InternationalMeetingWorks LLC

10:00 AM – 1:00 PM **Evaluation Workshop**

Cosponsored by the Prevent Cancer Foundation and the National Colorectal Cancer Roundtable, the workshop will provide hands-on training for the Roundtable's Evaluation Toolkit.

Facilitators: Amy K. Leite Bennett, MPH, Wilder Research

Julie Atella, MA, Wilder Research

1:00 – 4:00 PM **Overview of Prevention and Early Detection of Colorectal, Cervical and Breast Cancer**

A must for new attendees!

Moderator: Mary Mitchell, American College of Obstetricians and Gynecologists

Speakers:

- **Natural History and Epidemiology of Breast Cancer**
Jon Greif, DO, Bay Area Breast Surgeons, Inc.
- **Natural History and Epidemiology of Cervical Cancer**
Philip Castle, PhD, MPH, Global Cancer Initiative
- **Natural History and Epidemiology of Colorectal Cancer**
Alan Thorson, MD, Colon and Rectal Surgery, Inc.
- **Cancer Screening in the Primary Care Setting**
Mona Sarfaty, MD, FAAFP, Thomas Jefferson University
- **Overcoming Barriers Health Educators Face in Promoting Cancer Screening**
Kathleen Gamblin, RN, BSN, OCN, Northside Hospital

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1:00 – 4:00 PM

Using Social Media to Increase and Engage Grassroots Advocates in Cancer Screening

A discussion of traditional grassroots advocacy and its enhancement through social media to increase the number of advocates, engage them and translate that engagement into action.

Moderator: Shanna Duncan, *Claridad Communications*

Discussants:

Amy O'Connor, MPP, *Eli Lilly and Company*

Amanda Davis, MS, *Ovarian Cancer National Alliance*

Hilary Hansen, *Drinker Biddle & Reath*

1:00 – 3:00 PM

Pre-Conference Exchange: Sharing Information about State and Tribal Colorectal Cancer Screening Programs

A meeting hosted by the National Colorectal Cancer Screening Network

Moderator: Holly J. Wolf, PhD, MSPH, *University of Colorado School of Public Health*

3:15 – 5:30 PM

American Indian/Alaska Native Policy Discussion on Increasing Colorectal Cancer Screening in Indian Country

A meeting by invitation only co-sponsored by the Prevent Cancer Foundation and the National Colorectal Cancer Roundtable

5:30 PM

Adjourn for the Day

Dinner on Your Own

4:30 – 7:30 PM

National Colorectal Cancer Roundtable Task Group Meetings

- TBA

For Roundtable Members

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Thursday, March 21, 2013

7:00 AM	Conference Registration / Exhibits Open and Posters on Display <i>Continental Breakfast</i>
8:00 AM	Welcome to Day One <ul style="list-style-type: none"> Carolyn R. ("Bo") Aldigé, Founder and President, <i>Prevent Cancer Foundation</i>
8:15 AM	Keynote Policy Address on Access, Cost and Quality of Health Care: Where We Are Headed <ul style="list-style-type: none"> The Honorable John Polanowicz, Secretary of Health & Human Services, <i>The Commonwealth of Massachusetts</i> <i>20 minutes of dialogue with audience</i>
9:20 AM	25-Minute Break Poster Session <i>Poster presenters will be present to discuss their work.</i>
9:45 AM	Policy Transforming Practice I: Access, Quality and Costs of Health Care Moderator: Clifford Goodman, PhD, <i>The Lewin Group</i> <ul style="list-style-type: none"> Policy Becoming Practice: How Community Health Centers Will Ensure Access and Quality for Medically Underserved Communities Seiji Hayashi, MD, <i>Bureau of Primary Care, Health Resources and Services Administration</i> Projections of Costs Associated with Cancer: Implications for Cancer Screening K. Robin Yabroff, PhD, MBA, <i>National Cancer Institute</i> Ensuring the Quality of Health Care in the Coming Years Joseph Lipscomb, PhD, <i>Rollins School of Public Health and Winship Cancer Institute, Emory University</i> <i>20 minutes of dialogue with audience</i>

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10:55 AM Health Reporting in the Digital Age: Challenges and Opportunities

Moderator: Andrea Roane, MA, WUSA 9

Discussants:

Jim Brady, *Digital First Media*

Danielle Omar, MHS, *Food Confidence Blog*

Kavitha Cardoza, MS, *WAMU Radio*

12:00 PM Laurels Awards Luncheon

Master of Ceremony: David Dubin, Cancer Survivor and Founder, *AliveAndKickin*

Carolyn R. ("Bo") Aldigé, Founder and President, *Prevent Cancer Foundation*

Robert A. Smith, PhD, *National Colorectal Cancer Roundtable and the American Cancer Society*

Mary Mitchell, *American College of Obstetricians and Gynecologists*

1:30 PM Engaging Patients in Their Health Care

Moderator: Donald E. Nease, Jr., MD, *University of Colorado Anschutz Medical Campus*

- **Engaging Patients in Their Health Care: Communication, Culture and Community**
TBA
- **Strategies for Engaging Patients in Their Health Care: Patient Navigation and Breast Cancer Screening**
Lillie D. Shockney, RN, BS, MAS, *The Johns Hopkins Breast Center*
- **How to Talk with Patients about HPV and Cervical Cancer Screening in the Primary Care Setting**
Jennifer S. Smith, PhD, MPH, *University of North Carolina Gillings School of Public Health and Cervical Cancer-Free America*

20 minutes of dialogue with audience

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Thursday, March 21, 2013

in Foyer **2:40 PM**

Policy Transforming Practice: Status of Essential Health Benefits Planning in the States with Focus on Cancer Screening

Moderator: Lisa Hughes, *Prevent Cancer Foundation*

- Larry R. Lanier, MS, *National Patient Advocate Foundation*

10 minutes of dialogue with audience

3:00 PM

25-Minute Break

Poster Session

3:25 PM

Policy Transforming Practice II: Access, Quality and Costs of Health Care

Moderator: Marilyn J. Schaffner, PhD, RN, CGRN, *MUSC Medical Center*

- **How to Put Health Care Spending on a Sustainable Path**
Richard Wender, MD, *Thomas Jefferson University*
- **How Quality Organizations Use Evidence to Make Practice Recommendations and How Recommendations are used in the "Medical Trenches"**
Mary Barton, MD, MPP, *National Committee for Quality Assurance*
- **Why Expanding Medicaid is the Smart Decision for Maryland**
Alice Middleton, JD, *Maryland Department of Health and Mental Hygiene*
- **Engaging Employees in Their Own Health and Reducing Health Care Costs: The Lincoln Industries Experience**
Minde Stone, CEBS, CMS, GBA, *Lincoln Industries*

20 minutes of dialogue with audience

4:35 PM

The Future of Cancer Screening Guidelines: Reconciling the Benefits and Harms of Cancer Screening

Moderator: Tim Byers, MD, MPH, *University of Denver*

Discussants:

Robert A. Smith, PhD, *National Colorectal Cancer Roundtable and the American Cancer Society*

David F. Yankelevitz, MD, *The Mt Sinai Hospital*

Quyen Ngo-Metzger, MD, MPH, *Agency for Healthcare Research and Quality*

Stephen Taplin, MD, MPH, *National Cancer Institute*

6:30 – 8:00 PM

Networking Reception

Join your friends and colleagues and visit the food stations and cash bar.

DRAFT AGENDA

Friday, March 22, 2013

7:00 AM	Conference Registration / Exhibits Open <i>Continental Breakfast</i>
8:00 AM	Welcome to Day Two <ul style="list-style-type: none"> Carolyn R. ("Bo") Aldigé, Founder and President, <i>Prevent Cancer Foundation</i>
8:05 AM	Best Practices and Evidence Bases for Effective Cancer Screening and Prevention Programs Moderator: Marcus Plescia, MD, MPH, <i>Centers for Disease Control and Prevention</i> <ul style="list-style-type: none"> Communicating an Integrated HPV Prevention Message Anna Guiliano, PhD, <i>Moffitt Cancer Center</i> Skin Cancer Prevention Strategies Sandra I. Read, MD, <i>Private Practice, Washington, DC</i> Good News About Increasing Colorectal Cancer Screening: Results from Three RCTs of Patient Navigation in Safety-Net Health Centers and Managed Care Organizations Jonathan N. Tobin, PhD, <i>Clinical Directors Network (CDN)</i> Best Practices in Lung Cancer Screening Programs Laurie Fenton Ambrose, <i>Lung Cancer Alliance</i> Reducing Structural Barriers to Breast, Cervical and Colorectal Cancer Screening in Federally Qualified Health Centers Ann Walsh, MHS, CHES, <i>Maryland Department of Health and Mental Hygiene</i> <p><i>20 minutes of dialogue with audience</i></p>
9:30 AM	30-Minute Break <i>Posters on Display</i> <i>Hotel Check-Out</i>

DRAFT AGENDA

Friday, March 22, 2013

10:00 AM

Concurrent Conversations

These are facilitated, cross-disciplinary small groups which have experts as resources for structured conversations linked to topics covered earlier in the Dialogue and which lead to recommendations for action to be shared with all participants. A 6-month follow-up survey will collect data on related post-Dialogue cancer screening activities of participants.

1. **Hitting the Targets for Cancer Prevention and Screening: Strategies for Patient Engagement**
Facilitator: Jeffery M. Rothenberg, MD, MS, *Indiana University Health*
Resource People: Lillie D. Shockney, RN, BS, MAS, *The Johns Hopkins Breast Center* and
Jennifer S. Smith, PhD, MPH, *University of North Carolina Gillings School of Public Health and
Cervical Cancer-Free America*
2. **Increasing Access and Quality and Reducing Costs in Health Care: Opportunities in the Private Sector**
Facilitator: Laura S. Benson, RN, MSN, CPHQ, *Health Net Federal Services*
Resource Person: Richard Wender, *Thomas Jefferson University*
3. **Increasing Access and Quality and Reducing Costs in Health Care: Opportunities in the Public Sector**
Facilitator: Donald E. Nease, Jr., MD, *Univeristy of Colorado Anschutz Medical Campus*
Resource Person: Diane M. Dwyer, MD, *Maryland Dept. of Health and Mental Hygiene*
4. **Reconciling the Benefits and Harms of Cancer Screening**
Facilitator: Michelle Tropper, MPH, *NYU Cancer Institute*
Resource Person: Jocelyn Rapelaya, MD, *George Washington University*
5. **Effective Strategies for Cancer Screening in Clinical Practice and Public Health Programs**
Facilitator: Elizabeth Westbrook, MCHES, *Kentucky Cancer Program*
Resource People: Laurie Fenton Ambrose, *Lung Cancer Alliance*
Jonathan N. Tobin, PhD, *Albert Einstein College of Medicine, Yeshiva
University*
6. **Communicating the Message of Cancer Screening in the Digital Age**
Facilitator: Shanna Duncan, *Claridad Communications*
Resource Person: Jim Wood, *Prevent Cancer Foundation*

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Friday, March 22, 2013

11:35 AM

Developments in Cancer Screening Modalities

Moderator: Seth Glick, MD, *Penn Presbyterian Medical Center*

- **Benefits and Risks of 3D Mammography (Tomosynthesis) and 3D Ultrasound**
Jocelyn Rapelyea, MD, *GW Imaging and Intervention Center, George Washington University*
- **Evolution of Spiral CT Lung Cancer Screening as a Public Health Initiative**
James L. Mulshine, MD, *Rush University*
- **Current Status of CT Colonography**
Matthew A. Barish, MD, FACR, *SUNY Stony Brook*
- **The Future of Prostate Cancer Screening**
Donald S. Coffey, PhD, *Johns Hopkins University*

20 minutes of dialogue with audience

12:50 PM

Open Microphone and Closing Remarks

- Karen J. Peterson, PhD, *Prevent Cancer Foundation*

1:00 PM

Program Concludes