

## AGENDA

Wednesday, March 19, 2014

### Pre-Conference Sessions

Office of the Meeting:

**Mt. Washington, 5<sup>th</sup> Floor**

**All Meeting Rooms on 5<sup>th</sup> Floor**

**8:00 AM**

*Baltimore Ballroom Foyer*

#### Conference Registration Opens

**9:00 – 11:00 AM**

*Off-site at the University  
of Maryland*

#### Cancer Screening and Primary Care

*To encourage good cancer screening in primary care practice in the future, this session covers colorectal, cervical and breast cancer screening for medical residents in family medicine at the University of Maryland. This session is held off-site for medical residents at the University of Maryland.*

Speakers: Bruce D. Greenwald, MD, Colorectal Cancer Screening, *University of Maryland Medical Center*

Cynthia Heath, Colorectal Cancer Survivor, *Colon Cancer Alliance*

Jeffrey M. Rothenberg, MD, MS, Breast and Cervical Cancer Screening, *Indiana University Health*

Tamika Felder, Cervical Cancer Survivor, *Tamika & Friends, Inc.*

**10:00 AM – 1:00 PM**

*Baltimore Ballroom B*

#### 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: Cheryl Holm-Hansen, PhD, *Wilder Research*

Ryan Steel, *Wilder Research*

*Lunch on Your Own*

**1:00 – 4:00 PM**

*Baltimore Ballroom A*

#### Overview of Prevention and Early Detection of Colorectal, Cervical and Breast Cancer

*A must for new attendees!*

Moderator: Laura Benson, RN, MSN, CPHQ, *Health Net Federal Services*

- **Natural History and Epidemiology of Breast Cancer**  
Jon M. Greif, DO, FACS, *Bay Area Breast Surgeons, Inc.*
- **Natural History and Epidemiology of Cervical Cancer**  
Nicolas Wentzensen, MD, PhD, MS, *National Cancer Institute*
- **Natural History and Epidemiology of Colorectal Cancer**  
Alan G. Thorson, MD, FACS, *Colon and Rectal Surgery, Inc., and Creighton University*
- **Cancer Screening in the Primary Care Setting**  
Mona Sarfaty, MD, MPH, FAAFP, *Thomas Jefferson University*
- **Overcoming Barriers Health Educators Face in Promoting Cancer Screening**  
Venteria Knight, MPH, BSN, RN, *Northside Hospital Cancer Institute*

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**1:00 – 4:00 PM**

*Guilford*

#### **Successful Advocacy Campaigns for Cancer**

*The session will focus on three recent successful campaigns.*

Moderator: Andrew Bowman, SAIC

- **Lung Cancer Screening Programs**  
Laurie Fenton Ambrose, *Lung Cancer Alliance*
- **Youth Cancer Survivorship**  
Matthew Zachary, *Stupid Cancer*
- **Tanning Beds: Federal and State Advocacy for Stronger Safety Requirements and Cancer Warnings**  
David Woodmansee, *American Cancer Society Cancer Action Network*

**1:00 – 3:00 PM**

*Federal Hill*

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

*A meeting hosted by the National Colorectal Cancer Screening Network*

Moderator: Jennifer E. Boehm, MPH, *Centers for Disease Control and Prevention*

**3:15 – 5:30 PM**

*Federal Hill*

#### **American Indian/Alaska Native Meeting to Share Experiences with Cancer Screening Programs in Indian Country**

*Starting with discussion of the recent report Improving Northern Plains American Indian Colorectal Cancer Screening, this meeting provides an opportunity for attendees who work with breast and cervical or colorectal cancer screening programs in Indian Country to share their experiences. Everybody welcome!*

Presenters: Anne M. Walaszek, MPH, *American Indian Cancer Foundation*

Donald Haverkamp, MPH, *Centers for Disease Control and Prevention*

**5:30 PM**

#### **Adjourn for the Day**

*Dinner on Your Own*

**4:30 – 7:30 PM**

*Fells Point*

#### **National Colorectal Cancer Roundtable Task Group Meetings**

- **Community Health Center Task Group** (4:30 – 6:00 pm)
- **Public Awareness Task Group** *Building the Bridge between 2014 and 2018* (6:00 – 7:30 pm)

*For Roundtable Members*

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<b>7:00 AM</b> <i>Baltimore Ballroom Foyer</i>	<b>Conference Registration / Exhibits Open and Posters on Display</b> <i>Continental Breakfast</i>
<b>8:00 AM</b> <i>Baltimore Ballroom A &amp; B</i>	<b>Welcome to Day One</b> <ul style="list-style-type: none"> <li><b>Welcome to the 2014 Dialogue</b> Carolyn R. ("Bo") Aldigé, <i>Prevent Cancer Foundation</i></li> <li><b>'Report Card' on National Cancer Screening Rates: Progress Since the Last Dialogue</b> Carrie Klabunde, PhD, <i>National Cancer Institute</i></li> </ul>
<b>8:20 AM</b>	<b>Keynote Address on Technology and Innovation in Health Care</b> <i>Introducing the keynote speaker is Scott McIntyre, MS, MBA, Board of the Prevent Cancer Foundation and PricewaterhouseCoopers, LLP.</i> <ul style="list-style-type: none"> <li>Peter Levin, PhD, MS, <i>Amida Technology Solutions</i></li> </ul> <i>15 minutes of dialogue with audience</i>
<b>9:15 AM</b> <i>Baltimore Ballroom Foyer</i>	<b>Networking Break</b> <b>Poster Session</b> <i>Poster presenters will be present to discuss their work.</i>
<b>9:45 – 10:15 AM</b> <i>Homeland</i>	<b>Armchair Dialogue with Donald S. Coffey, PhD, Johns Hopkins University School of Medicine</b> <i>Say hello to Dr. Coffey, and ask him about the future of prostate cancer screening.</i>
<b>9:45 AM</b> <i>Baltimore Ballroom A &amp; B</i>	<b>Right-Sizing Cancer Screening</b> Moderator: Marilyn Schaffner, PhD, RN, CGRN, <i>Medical University of South Carolina</i> <ul style="list-style-type: none"> <li><b>The Economics of Living Longer and Living Better: Implications for Cancer Screening</b> David Meltzer, MD, PhD, <i>University of Chicago</i></li> <li><b>Future Cancer Screening Guidelines: A Better Way to Move Forward?</b> Richard Wender, MD, and Robert Smith, PhD, <i>American Cancer Society</i></li> <li><b>Who Should Be Screened for Lung Cancer: Weighing Risks and Benefits</b> Christine D. Berg, MD, <i>Johns Hopkins Medicine</i></li> <li><b>The Problem of Cancer Screening and 'Over-Diagnosis'</b> Ruth Etzioni, PhD, <i>Fred Hutchinson Cancer Research Center</i></li> </ul> <i>15 minutes of dialogue with audience</i>

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Thursday, March 20, 2014

**11:00 AM**

*Baltimore Ballroom A & B*

### **Implementation of the Affordable Care Act: Rising to the Opportunity**

Moderator: Faye L. Wong, MPH, *Centers for Disease Control and Prevention*

- **The Current Status of ACA Implementation in the States**  
Joanna L. Fawzy Morales, Esq., *Triage Cancer*
- **The Future of CDC Cancer Screening Programs**  
Marcus Plescia, MD, MPH, *Mecklenburg County (North Carolina) Health Department*
- **The Impact of ACA Implementation on Cancer Control in Indian Country**  
Donald Warne, MD, MPH, *North Dakota State University and Great Plains Tribal Chairmen's Health Board*
- **Reimbursement of Imaging for Cancer Screening: What Are the New Imaging 3.0 Models That Will Solve Our Problems?**  
Geraldine McGinty, MD, MBA, *American College of Radiology Commission on Economics and Private Practice, Garden City, NY*

*15 minutes of dialogue with audience*

**12:15 PM**

*Maryland Ballroom A & E*

### **Laurels Awards Luncheon**

Moderator: Richard Wender, MD, *National Colorectal Cancer Roundtable*

- **National Leadership Award**
- **Innovative Programs Award**
- **Advocacy Award**
- **Special Award for Inspiration**
- **Special Award for Health Policy**

**1:30 – 2:00 PM**

*Homeland*

### **Armchair Dialogue with The NewsBabes**

*Say hello to The NewsBabes, and ask them how they started their group of news anchors and reporters to advocate for breast cancer in the Washington DC metro area.*

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Thursday, March 20, 2014

**1:30 PM**

*Baltimore Ballroom A & B*

### **Reducing Disparities in Cancer Screening**

Moderator: Mary K. Doroshenk, MA, *National Colorectal Cancer Roundtable*

- **Prostate Cancer Detection Decision-Making for Low-Income African American Men**  
Rena Pasick, DrPH, *University of California, San Francisco*
- **'Marketing' Disease Prevention and Screening to Cultural Communities: Best Practices and Lessons Learned from the Cleveland Clinic**  
Charles Modlin, MD, MBA, *Cleveland Clinic*
- **The Importance of 'Medical Neighborhoods': Multi-Organizational Efforts to Improve Care Links between Federally Qualified Health Centers and Medical Specialists**  
James Hotz, MD, *Albany Area (Georgia) Primary Health Care and the National Colorectal Cancer Roundtable*
- **PROSPR: An NCI Initiative to Improve the Cancer Screening Process**  
Carrie Klabunde, PhD, *National Cancer Institute*

*15 minutes of dialogue with audience*

**2:45 PM**

### **Lung Cancer Screening: Where We've Been and Where We're Going**

Moderator: Carolyn R. ("Bo") Aldigé, *Prevent Cancer Foundation*

- Claudia Henschke, PhD, MD, *Mt Sinai Medical Center*

*10 minutes of dialogue with audience*

**3:10 PM**

### **Networking Break**

*Baltimore Ballroom Foyer*

### **Poster Session**

*Poster presenters will be present to discuss their work.*

*Homeland*

### **Armchair Dialogue with Joanna L. Fawzy Morales, Esq., *Triage Cancer***

*Say hello to Joanna Morales, a cancer rights attorney who has worked for many years on behalf of people with cancer. Ask her about health care reform, health insurance options and coverage, employment rights, and disability insurance—or legislative advocacy!*

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Thursday, March 20, 2014

**3:40 PM**

*Baltimore Ballroom A & B*

### **Primary Care in Transition**

Moderator: Richard Wender, MD, *American Cancer Society*

- **Patient-Centered Medical Homes: Hard Evidence for Improved Quality and Reduced Costs**  
Richard Snyder, MD, *Independence Blue Cross Blue Shield*
- **The Science of Screening: Increasing the Understanding of Clinicians and the Public**  
Russell Harris, MD, MPH, *University of North Carolina*
- **The Role of Primary Care in Controlling Health Care Costs**  
Robert L. Phillips, Jr., MD, MSPH, *American Board of Family Medicine*

*20 minutes of dialogue with audience*

**4:50 PM**

### **Frontiers in Cancer Screening Modalities**

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

- **Improving the Screening Process: Application of Rapid Learning to Lung Cancer Screening**  
James L. Mulshine, MD, *Rush University Medical Center*
- **Potential for Oral and Oropharyngeal Cancer Screening**  
Anil Chaturvedi, DVM, PhD, MPH, *National Cancer Institute*
- **Management of Incidental Findings from Abdominal Imaging**  
Lincoln L. Berland, MD, *University of Alabama School of Medicine*

*20 minutes of dialogue with audience*

**6:15 – 7:45 PM**

*Baltimore Ballroom Foyer*

### **Networking Reception**

*Join your friends and meet new colleagues as you visit the food stations and cash bar.*

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**7:00 AM**

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**Conference Registration / Exhibits Open**

*Continental Breakfast*

**8:00 AM**

*Baltimore Ballroom A & B*

**Welcome to Day Two**

- Jan Bresch, *Prevent Cancer Foundation*
- Carolyn R. ("Bo") Aldigé, *Prevent Cancer Foundation*

**8:05 AM**

**Having the Conversation: Doctors and Patients on Cancer Screening and Prevention**

Moderator: Heather Brandt, PhD, *University of South Carolina, Arnold School of Public Health*

- **I've Opted Out of Mammography: Informed Decision-Making from A Patient's Perspective**  
Christie Aschwanden, *Washington Post*
- **Decision Aids for Cancer Screening: Do They Make a Difference?**  
Masahito Jimbo, MD, PhD, MPH, *University of Michigan Medical School*
- **Preventing Cervical Cancer: How to Talk about the HPV Vaccine with Parents and Children**  
Noel Brewer, PhD, *University of North Carolina*
- **How to Share Information about 'Dense Breasts' with Patients Who Have Been Screened for Breast Cancer**  
Erin N. Marcus, MD, MPH, FACP, *University of Miami Miller School of Medicine*

*15 minutes of dialogue with audience*

**9:20 AM**

*Baltimore Ballroom Foyer*

**Networking Break**

**Posters on Display**

**Hotel Check-Out**

*Homeland*

**Armchair Dialogue with Claudia Henschke, PhD, MD, Mt Sinai Medical Center**

*Say hello to Dr. Henschke, and ask her what you always wanted to know about low-dose spiral CT lung-cancer screening.*



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**9:50 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 six-month follow-up survey will collect data on related post-Dialogue cancer screening activities of participants.*

*Watertable A*

**1. On the Frontiers of Cancer Screening Technologies: Implications for Physician Practices and Public Health Programs**

Facilitator: Eileen Steinberger, MD, MS, formerly of the *Maryland Department of Health and Mental Hygiene*

Resource People: Lincoln L. Berland, MD, *University of Alabama School of Medicine*  
Anil Chaturvedi, DVM, PhD, MPH, *National Cancer Institute*

*Watertable B*

**2. Right-Sizing Cancer Screening: Balancing Benefits and Harms**

Facilitator: Durado D. Brooks, MD, MPH, *American Cancer Society*

Resource People: Christie Aschwanden, *Washington Post*  
Ruth Etzioni, PhD, *Fred Hutchinson Cancer Research Center*

*Maryland A*

**3. Opportunities and Challenges for Cancer Screening under the Affordable Care Act (Group A)**

Facilitator: Elizabeth A. Westbrook, MCHES, *Kentucky Cancer Program*

Resource Person: Joanna L. Fawzy Morales, Esq., *Triage Cancer*

*Watertable C*

**4. Strategies for Improving Doctor-Patient Communication about Cancer Screening and Prevention**

Facilitator: Lina Jandorf, MA, *Mount Sinai School of Medicine*

Resource Person: Noel Brewer, PhD, *University of North Carolina*

*Guilford*

**5. Opportunities and Challenges for Cancer Screening under the Affordable Care Act (Group B)**

Facilitator: Erica Childs Warner, MPH, *Prevent Cancer Foundation*

Resource Person: Marcus Plescia, MD, MPH, *Mecklenburg County (NC) Health Department*

*Fells Point*

**6. Closing the Gap on Disparities: Innovations and Best Practices**

Facilitator: Michelle Tropper, MPH, *New York University Cancer Institute*

Resource People: Charles Modlin, MD, MBA, *Cleveland Clinic*  
Rena Pasick, DrPH, *University of California, San Francisco*



## AGENDA

Friday, March 21, 2014

**11:30 AM**

*Baltimore Ballroom A & B*

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### **Mobile Health: How Can It Play a Role in Cancer Prevention and Early Detection?**

*Mobile health applications have quickly transformed the medical landscape, revolutionizing the way patients monitor their health and interact with healthcare providers. What roles could these devices play in preventing cancer or detecting it in its earliest stages? This moderated discussion panel of mobile health experts will explore the benefits, risks and potential for the rapid adoption of mobile health in cancer prevention and early detection.*

Moderator: David R. Hoover, MA, *Government Affairs, CTIA -The Wireless Association*

Panelists: Naimish Patel, *Audax Health*

Brian Russell, *Zephyr Technology*

Laurie Singer Sievers, *Johns Hopkins Sidney Kimmel Cancer Center Advisory Board and independent network television news producer*

**12:45 PM**

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### **Open Microphone and Closing Remarks**

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

**1:00 PM**

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### **Program Concludes**

*Lunch on Your Own*

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