

AGENDA

Wednesday, March 21, 2012

Pre-Conference Sessions

Office of the Meeting:
Mt. Washington Room, 5th Floor
All Meeting Rooms on 5th Floor

8:00 AM

Baltimore Ballroom Foyer

Conference Registration Opens

9:00 – 10:00 AM

Off-site

CRC Screening in Primary Care Practice

Presentation for medical residents in family medicine and internal medicine at the University of Maryland on the patient-centered medical home and CRC screening

Speaker: Timothy A. Munzing, MD, Kaiser Permanente

Discussant: Anita Mitchell, Washington Colon Cancer S.T.A.R.S.

10:00 AM – 1:00 PM

Maryland Ballroom B

Evaluation Workshop

The workshop will provide hands-on training for the National Colorectal Cancer Roundtable's Evaluation Toolkit.

Facilitators: Cheryl Holm-Hansen, PhD, Wilder Research

Amy K. Leite Bennett, MPH, Wilder Research

1:00 – 4:00 PM

Baltimore Ballroom B

Overview of Colorectal Cancer Prevention and Early Detection

A must for new attendees!

Moderator: Mary F. Mitchell, American College of Obstetricians and Gynecologists

- **Natural History, Prevention and Epidemiology of Colorectal Cancer**
Alan G. Thorson, MD, FACS, Creighton University and the University of Nebraska, Nebraska C.A.R.E.S, Nebraska Comprehensive Cancer Control Program
- **Colorectal Cancer Screening Guidelines and Procedures**
Seth A. Gross, MD, Norwalk Hospital Gastroenterology Consultants
- **Increasing Colorectal Cancer Screening in Primary Care**
Donald E. Nease, Jr., MD, University of Colorado Anschutz Medical Campus
- **Overcoming Challenges to Health Educators in Promoting Colorectal Cancer Screening**
Eden R. Stotsky-Himelfarb, BSN, RN, Johns Hopkins Hospital Department of Surgical Nursing

AGENDA

Wednesday, March 21, 2012 (continued)

Pre-Conference Sessions

1:00 – 3:00 PM

Baltimore Ballroom A

Pre-Conference Exchange: Sharing Information about State 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 – 5:15 PM

Baltimore Ballroom A

American Indian/Alaska Native Information-Sharing Meeting

Attendees interested in colorectal cancer screening in Indian Country are encouraged to attend!

Moderator: Ruth K. Hummingbird, BBA, *Cherokee Nation Comprehensive Cancer Control*

- Ahniwake Rose, MA, *National Congress of American Indians*

5:00 PM

Adjourn for the Day

Dinner on Your Own

4:30 – 7:30 PM

Watertable B

Watertable A

Watertable C

National Colorectal Cancer Roundtable Task Group Meetings

- **Policy Action Task Group** (4:30 – 6:00 PM)
- **Professional Education / Practice Task Group** (6:00 – 7:30 PM)
- **Blue Star / Awareness Task Group** (6:00 – 7:30 PM)

For Roundtable Members

AGENDA

Thursday, March 22, 2012

Day 1 of the Conference

7:00 AM <i>Baltimore Ballroom Foyer</i>	Conference Registration / Exhibits Open <i>Continental Breakfast</i>
8:00 AM <i>Maryland Ballroom A & B</i>	Welcome to Day One <ul style="list-style-type: none"> Carolyn R. ("Bo") Aldigé, Founder and President, <i>Prevent Cancer Foundation</i> <i>Attendees will text answers to survey for immediate analysis.</i>
8:25 AM <i>Maryland Ballroom A & B</i>	Keynote Panel: Health Care of the Future: Keeping Quality Up and Costs Down Moderator: Susan Dentzer, Editor-in-Chief, <i>Health Affairs</i> <ul style="list-style-type: none"> Richard J. Baron, MD, MACP <i>Center for Medicaid and Medicare Services Center for Innovation</i> Richard L. Snyder, MD, <i>Independence Blue Cross</i> J. Sanford ("Sandy") Schwartz, MD, <i>University of Pennsylvania Perelman School of Medicine and Wharton School</i>
10:00 AM <i>Baltimore Ballroom Foyer</i>	30-Minute Break Poster Session <i>Poster presenters will be present to discuss their work.</i>
10:30 AM <i>Maryland Ballroom A & B</i>	What It Will Take to Keep Increasing CRC Screening Rates Moderator: Erica Childs Warner, MPH, <i>Prevent Cancer Foundation</i> <ul style="list-style-type: none"> Getting to 80% CRC Screening Rates: A View from the Centers for Disease Control and Prevention Marcus Plescia, MD, MPH, <i>Centers for Disease Control and Prevention</i> Why Screening Rates Can't Improve Much More without Aligning the Incentives for Primary Care Physicians Richard C. Wender, MD, <i>Thomas Jefferson University</i> What We Now Know About Language, Health Literacy and Culture in Clinical Care: Reaching the Hard-to-Reach Cathy D. Meade, PhD, RN, FAAN, <i>H. Lee Moffitt Cancer Center and Research Institute</i>

AGENDA

Thursday, March 22, 2012 (continued)

Day 1 of the Conference

11:40 AM

Maryland Ballroom A & B

A Survivor's Perspective on Prevention and Early Detection

Moderator: Karen J. Peterson, PhD, *Prevent Cancer Foundation*

- Robert ("Bob") Baker, *United Ostomy Associations of America, Inc.*

12:00 PM

Baltimore Ballroom A & B

Laurels Awards Luncheon

Mistress of Ceremonies: Andrea Roane, WUSA-TV 9

- Carolyn R. ("Bo") Aldigé, Founder and President, *Prevent Cancer Foundation*, and Robert A. Smith, PhD, *National Colorectal Cancer Roundtable and the American Cancer Society*

1:30 PM

Maryland Ballroom A & B

Cancer Screening in Primary Care: Problems and Prospects

Moderator: Jeffery M. Rothenberg, MD, MS, *Indiana University Health*

- **Practical Innovations that Integrate Cancer Prevention and Early Detection into Primary Care**
Jennifer Elston-Lafata, PhD, *Virginia Commonwealth University*
- **Improving Cancer Screening in Federally Supported Health Centers**
Seiji Hayashi, MD, MPH, *Health Resources and Services Administration*
- **Screening in Primary Care: How do Physicians and Systems Address Patient Preferences and Co-Morbidity?**
David Haggstrom, MD, MAS, *Richard L. Roudebush Veterans Affairs Medical Center, Indiana University School of Medicine*

2:40 PM

Maryland Ballroom A & B

The Health Care Reform Law before the Supreme Court: Implications of the Oral Arguments

- Ian Millhiser, JD, *Center for American Progress*

3:00 PM

Baltimore Ballroom Foyer

30-Minute Break

Poster Session

Poster presenters will be present to discuss their work.

AGENDA

Thursday, March 22, 2012 (continued)

Day 1 of the Conference

3:30 PM

Maryland Ballroom A & B

Cutting-Edge Issues in Implementing CRC Screening Strategies: Stool-Based Tests and Colonoscopy

Moderator: Tim E. Byers, MD, MPH, *University of Colorado School of Public Health*

- **Convincing Physicians There is No One “Best” CRC Screening Test: The Proof and the Benefits of FIT**
James E. Allison, MD, FACP, AGAF, *University of California, San Francisco and Kaiser Permanente Northern California*
- **Nurses’ Hands on the Colonoscope: Ensuring Quality and Reducing Costs**
Monica Van Dongen, MSN, CRNP, *Johns Hopkins Gastroenterology & Hepatology*
- **Comparing Costs of CRC Screening Strategies**
Peter E. Alperin, MD, *Archimedes, Inc.*

4:40 PM

Maryland Ballroom A & B

Health Care Reform, Essential Health Benefits and Colorectal Cancer Screening

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

- David Woodmansee, *American Cancer Society Cancer Action Network*

5:00 PM

Maryland Ballroom A & B

Interactive Exercise: When “Screening” Becomes “Diagnostic”: What We Can Do to Help Plug This Gap

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

Mr. Woodmansee will be available to small groups as they brainstorm and short-list action steps.

6:15 – 8:00 PM

Baltimore Ballroom Foyer

Networking Reception in the Ballroom Foyer

Join your friends and colleagues and visit the food stations and cash bar; browse through the posters and exhibits and discuss your social media issues at the Social Media Advice booth.

AGENDA

Friday, March 23, 2012

Day 2 of the Conference

7:00 AM

Baltimore Ballroom Foyer

Conference Registration / Exhibits Open

Continental Breakfast

8:00 AM

Maryland Ballroom A & B

Welcome to Day Two

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

8:05 AM

Maryland Ballroom A & B

Innovations and Best Practices in Cancer Screening

Moderator: Anita Mitchell, *Washington Colon Cancer S.T.A.R.S.*

- **New Evaluation Toolkit from the National Colorectal Cancer Roundtable**
Tamar Wallace, *Jay Monahan Center for Gastrointestinal Health*
- **Building the Hopi Office of Prevention and Intervention for Cancer Support Services One Part at a Time: 1996 to the Present."**
Lorencita ("Lori") Joshweseoma, MPH, *The Hopi Tribe*
- **Reducing Disparities in Colorectal Cancer Prevention Using a Culturally Tailored Patient Navigator Program in a Community Health Center**
Sanja Percac-Lima, MD, PhD, *Massachusetts General Hospital, Chelsea Healthcare Center*
- **Cross-Cultural Communication and Colorectal Cancer Screening**
Rena J. Pasick, DrPH, *University of California, San Francisco*

9:30 AM

Baltimore Ballroom Foyer

30-Minute Break

Posters on Display

Hotel Check-Out

AGENDA

Friday, March 23, 2012 (continued)

Day 2 of the Conference

10:00 AM

Federal Hill

Concurrent Conversations

1. Keeping Quality Up and Costs Down: Preparing for Tomorrow's Challenge to Increase CRC Screening Rates

Facilitator: Catherine Knowles, JD, *Office of Congressman John A. Culberson (TX-07)*

Resource Person: Mona Shah, MPH, *American Cancer Society Cancer Action Network*

Watertable C

2. Keeping Quality Up and Costs Down: Preparing for Tomorrow's Challenge to Increase CRC Screening Rates

Facilitator: Diane M. Dwyer, MD, *Maryland Department of Health and Mental Hygiene*

Resource Person: David Haggstrom, MD, MAS, *Richard L. Roudebush Veterans Affairs Medical Center, Indiana University School of Medicine*

Watertable A

3. "The Best Screening Test is the One That Gets Done:" Putting the Stool-Based Testing Discussion Between Primary Care Physicians and Patients Back on the Table

Facilitator: June E. Ryan, MPA, *Nebraska Department of Health and Human Services*

Resource Person: James E. Allison, MD, FACP, AGAF, *University of California, San Francisco and Kaiser Permanente Northern California*

Watertable B

4. Today's Progress: Applying What We Know about Language, Health Literacy and Culture in Clinical Care to Increase CRC Screening

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

Resource People: Cathy D. Meade, PhD, RN, FAAN, *H. Lee Moffitt Cancer Center and Research Institute* and Rena J. Pasick, DrPH, *University of California, San Francisco*

Fells Point Room

5. Strengthening Cancer Screening and Awareness Programs

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

Resource Person: Sanja Percac-Lima, MD, PhD, *Massachusetts General Hospital, Chelsea Healthcare Center*

Guilford Room

6. New Tools and Strategies for CRC Screening: "Using All Parts of the Buffalo" to Get to 80% Rates

Facilitator: Eileen K. Steinberger, MD, *Maryland Department of Health and Mental Hygiene*

Resource Person: Marcus Plescia, MD, MPH, *Centers for Disease Control and Prevention*

11:30 AM

Maryland Ballroom A & B

Perspectives on Cancer Screening in the Media: Sharing Impressions

Moderator: Karen J. Peterson, PhD, *Prevent Cancer Foundation*

- Jakob D. ("Jake") Jensen, PhD, *The University of Utah*
- Robert A. Smith, PhD, *American Cancer Society*
- Anjelica Q. "Anjee" Davis, MPPA, *Fight Colorectal Cancer*
- Marla L. Clayman, PhD, MPH, *Northwestern University Feinberg School of Medicine*

1:00 PM

Baltimore Ballroom Foyer

Program Concludes

Box Lunches Available per Order on Registration Form