

## Draft Agenda

Wednesday, April 22, 2015

8:00 a.m.

### Conference Registration Opens

9:00 – 11:30 a.m.

*Off-site - University of  
Maryland*

### Cancer Screening and Primary Care for Family Medicine Residents

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

Speakers: Cynthia Heath, Colorectal Cancer Survivor, *Colon Cancer Alliance*  
Tamika Felder, Cervical Cancer Survivor, *Tamika & Friends*  
TBA

9:00 – 10:30 a.m.

### Workshop on Getting the Numbers Right on Cancer Screening

*The workshop will help participants to gain a better understanding of the appropriate use of statistics on cancer screening of diverse types. Examples of appropriate and inappropriate use of cancer screening statistics will be discussed.*

Speaker: Ruth Etzioni, PhD, *Fred Hutchinson Cancer Research Center*

10:30 a.m. – 12:30 p.m.

### Workshop on Advocacy and Innovation

*Speakers who have organized successful advocacy campaigns using innovative tools will provide an overview of their efforts and experiences and guide participants so that they can engage in local, state and federal advocacy initiatives of their own.*

Moderator: Elizabeth Hoffler, *Prevent Cancer Foundation*

Speakers: Dave Fuehrer, *Stupid Cancer*  
Stephen Marmaras, *Global Healthy Living Foundation*  
Emily White, *Fight Colorectal Cancer*

12:30 p.m.

### Lunch on Your Own

1:00 – 4:00 p.m.

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

*This overview of the mandated guidelines-driven cancer screenings functions as an in-service for participants new to cancer screening and as a review for others.*

Moderator: Paul Doria-Rose, DVM, PhD, *National Cancer Institute*

- **Natural History and Epidemiology of Breast Cancer**  
Rachel Brem, MD, *George Washington Comprehensive Breast Center*
- **Natural History of HPV and Cervical Cancer: The Case for Global Cervical Cancer Prevention**  
Phillip Castle, PhD, MPH, *Global Coalition Against Cervical Cancer and Albert Einstein College of Medicine*
- **Natural History and Epidemiology of Colorectal Cancer**  
Alan G. Thorson, MD, FACS, *Colon and Rectal Surgery, Inc., and Creighton University*

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1:00 – 4:00 p.m.

- **Natural History and Epidemiology of Lung Cancer**  
Panos Fidas, MD, *University of Arizona Cancer Center at St. Joseph's Hospital and Medical Center*
- **Cancer Screening in the Primary Care Setting**  
Mona Sarfaty, MD, MPH, *Thomas Jefferson and George Mason universities*
- **Overcoming Barriers Health Educators Face in Promoting Cancer Screening**  
Kathleen Gamblin, RN, BSN, OCN, *Northside Hospital*

*20 minutes of dialogue with audience*

### 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:

1:00 – 3:15 p.m.

### Information Exchange about State and Tribal Colorectal Cancer Screening Programs

*Because the Dialogue attracts participants from many states (33 states, 9 AI/AN organizations and the District of Columbia in 2014), the 2015 Dialogue will again host this meeting of the National Colorectal Cancer Screening Network for peer-to-peer information sharing, in support of the "80% by 2018" national colorectal cancer screening initiative.*

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

3:30 – 5:30 p.m.

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

*Starting with a discussion about potential for technologies to increase access to screening in remote areas, this meeting also provides an opportunity for attendees who work with breast and cervical, colorectal or lung cancer screening programs in Indian Country to share their experiences. The Dialogue serves as an important source of information and networking for Indian Country. Everybody welcome!*

Moderator: Noel Pingatore, MPH, *Inter-Tribal Council of Michigan (invited)*  
Donald T. Haverkamp, MPH, *Centers for Disease Control and Prevention*  
Discussant: Ariel Beery, *MobileODT*

4:15 – 5:45 p.m.

### National Colorectal Cancer Roundtable Task Group Meetings

*For Roundtable members: In 2015, the Dialogue will again host sub-committee meetings of the National Colorectal Cancer Round Table, also in support of the "80% by 2018" national colorectal cancer screening initiative.*

5:30 – 6:00 p.m.

### Poster Session

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

6:00 – 7:00 p.m.

### Meet and Greet

*An informal reception to meet colleagues both old and new and make plans for sharing dinner at a great restaurant nearby!*

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7:00 a.m.	<p><b>Conference Registration and Exhibits Open</b></p> <p><b>Posters on Display</b></p> <p><b>Continental Breakfast</b></p>
8:00 a.m.	<p><b>Welcome to the Dialogue for Action: Expanding Access through Innovation</b></p> <p>Carolyn R. ("Bo") Aldigé, Founder and President, <i>Prevent Cancer Foundation</i></p>
8:10 a.m.	<p><b>Opening Keynote: How Big Data is Shaping Health Care Decisions</b></p> <ul style="list-style-type: none"> <li>Patrick Keran, PMP, Senior Director, Innovation Research and Development, <i>UnitedHealth Group</i></li> </ul> <p><i>15 minutes of dialogue with audience</i></p>
9:10 a.m.	<p><b>Networking Break</b></p> <p><b>Poster Session</b></p> <p><i>Poster presenters will be present to discuss their work.</i></p>
9:35 a.m.	<p><b>Increasing Access to Health Care through Innovative Policies and Programs</b></p> <p>Moderator: Richard C. Wender, MD, <i>American Cancer Society</i></p> <ul style="list-style-type: none"> <li><b>"80% by 2018": Where We Are Now with Increasing Colorectal Cancer Screening</b> Rosemarie (Rosie) Henson, MSSW, MPH, <i>American Cancer Society</i></li> <li><b>Expanding the Number of People with Health Care Coverage and Reducing Disparities: Update on States with and without Medicaid Expansion</b> Citseko Staples Miller, <i>American Cancer Society Cancer Action Network</i></li> <li><b>Year Two of State-Run and Federal Health Benefits Exchanges: Status Update</b> Karen Pollitz, MPP, <i>Henry J. Kaiser Family Foundation</i></li> <li><b>When to Make the Recommendation: Educating Primary Care Clinicians on Guidelines-Based Lung Cancer Screening</b> Andrea McKee, MD, <i>Lahey Hospital and Medical Center</i></li> </ul> <p><i>15 minutes of dialogue with audience</i></p>
11:00 a.m.	<p><b>The Next Generation of Screening Modalities</b></p> <p>Moderator: Seth N. Glick, MD, <i>University of Pennsylvania Penn Presbyterian Medical Center</i></p> <ul style="list-style-type: none"> <li><b>Prospects for Prostate Cancer Screening</b> Durado D. Brooks, MD, MPH, <i>American Cancer Society</i></li> <li><b>Low-Dose Radiation in Early Detection: Weighing Risks and Benefits</b> Christine D. Berg, MD, <i>Johns Hopkins Medicine</i></li> <li><b>Future Options in Colorectal Cancer Screening</b> David Greenwald, MD, <i>Montefiore Medical Center and Albert Einstein College of Medicine (invited)</i></li> </ul> <p><i>15 minutes of dialogue with audience</i></p>

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12:10 p.m.

### Laurels Awards Luncheon

Moderator: TBA

- National Leadership Award
- Innovative Programs Award
- Advocacy Award
- Special Award for Innovation in Health Information Technology
- Special Award for Leadership in Skin Cancer Prevention

1:40 p.m.

### Viruses and Cancer

Moderator: TBA

- **Cervical Cancer and HPV Screening: Is This the End of Pap Tests?**  
Francisco Garcia, MD, MPH, *Pima County Health Department and University of Arizona*
- **Prospects for Prevention of Liver Cancer**  
Andrew Aronsohn, MD, *The University of Chicago Medicine*
- **Needed: Improved Methods for Early Detection of Liver Cancer**  
Kirti Shetty, MD, *Johns Hopkins University School of Medicine*

*15 minutes of dialogue with audience*

2:45 p.m.

### Technology and Innovation

Moderator: Lynn Butterly, MD, *Dartmouth-Hitchcock Medical Center*

- **How Innovative Technologies Influence Medical Practice, Health Benefits and the Health Care System: Cancer Screening**  
Sameer D. Saini, MD, MS, *University of Michigan Medical School*
- **Cervical Cancer Screening with Mobile Phone Cameras: Improving Access in Low-Resource Areas across the Globe**  
Ariel Beery, *MobileODT*
- **Effective Technology and Its Economic Benefits: The Case of Colonoscopy**  
Ross DeVol, *Milken Institute*

*15 minutes of dialogue with audience*

3:50 p.m.

### Networking Break

### Poster Session

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

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Thursday, April 23, 2015

4:15 p.m.

### Opportunities and Challenges for Cancer Screening

Moderator: James L. Mulshine, MD, *Rush University Medical Center (invited)*

- **The Science and “Nonscience” about Breast Cancer Screening: Implications for the Development of Screening Guidelines**  
Daniel Kopans, MD, *Massachusetts General Hospital and Harvard Medical School*
- **The Dilemma of Breast Density in Breast Cancer Screening**  
Priscilla J. Slanetz, MD, MPH, *Beth Israel Deaconess Medical Center and Harvard Medical School*
- **What Would It Take to Implement Spiral CT Lung Cancer Screening in Indian Country?**  
Donald Warne, MD, MPH, *North Dakota State University*

*15 minutes of dialogue with audience*

5:45 – 7:45 p.m.

### Networking Reception

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

## Draft Agenda

Friday, April 24, 2015

**7:00 a.m.**

**Conference Registration and Exhibits Open**  
**Posters on Display**  
**Continental Breakfast**

**7:30 a.m.**

### **Welcome to the Day**

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

### **The Surgeon General's Call to Action to Prevent Skin Cancer**

- Rear Admiral Boris Lushniak, MD, MPH, Deputy Surgeon General of the United States, *US Department of Health and Human Services*

*10 minutes of dialogue with audience*

### **Updates on Cancer Screening Guidelines**

- Robert A. Smith, PhD, *American Cancer Society*

*5 minutes of dialogue with audience*

**8:30 a.m.**

### **Patient Engagement**

Moderator: Heather M. Brandt, PhD, *University of South Carolina*

- **Cancer Screening for Breast Cancer Survivors: What Primary Care Clinicians Can Do**  
Lillie Shockney, RN, BS, MAS, *Johns Hopkins Breast Center*
- **Successful Workplace Wellness Programs: How to Engage Employees in Wellness/Primary Prevention**  
Ryan Picarella, MS, SPHR, *WELCOA (Wellness Council of America)*
- **What Happens When Patients Have Access to Their Own Electronic Records?**  
Akiva Mintz, MD, PhD, MHA, CFA, *Wake Forest School of Medicine*

*15 minutes of dialogue with audience*

**9:35 a.m.**

### **Networking Break**

### **Poster Session**

### **Hotel Check-Out**

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Friday, April 24, 2015

10:00 a.m.

### 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 all participants.*

1. **Increasing Access to Health Care Through Innovative Policies and Programs**
2. **Preparing the Ground for the Next Generation of Prevention and Early Detection: Implications for Programs and Practices**
3. **Reducing Disparities in the Era of Health Care Reform**
4. **How to Encourage Both Physicians and Patients to “Bring Their Best” to Health Care**
5. **Problems and Prospects of Using Big Data to Identify Gaps in Health Care**
6. **Connecting the Dots: What It Takes to Implement New Technology in Programs and Practices**

11:15 a.m.

### Mobile Health

Moderator: Jennifer Warren, PhD, *Rutgers University*

- **What Do We Know About the Use of Data From Wireless-Enabled Wearable Devices like Fitbit by Consumers/Patients and Their Primary Care Clinicians?**  
Ramin Bastani, *Healthvana*
- **How Might Mobile Health Devices Transform Patient Care Coordination?**  
Jack Mark, MS, *Mobile Heartbeat*
- **Social Determinants of Health and Consumer mHealth Adoption: Are We Closing the Gap in Health Disparities?**  
Vanessa Mason, *ZeroDivide*

*15 minutes of dialogue with audience*

12:20 p.m.

### Closing Keynote

*The closing keynote will address the unique perspectives of cancer survivors on cancer prevention and early detection.*

- Dan Shapiro, PhD, *Pennsylvania State University*

*15 minutes of dialogue with audience*

1:15 p.m.

### Conference Closes