

AGENDA

Wednesday, March 20, 2013

Pre-Conference Sessions

Office of the Meeting:

Guilford, 5th Floor

All Meeting Rooms on 5th Floor

8:00 AM

Baltimore Ballroom Foyer

Conference Registration Opens

9:00 – 11:00 AM

Off-site

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 Heath, CRC Survivor, Colon Cancer Alliance

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

Linda J. Kelsey, Breast Cancer Survivor

10:00 AM – 1:00 PM

Federal Hill

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

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

Speakers:

- **Natural History and Epidemiology of Breast Cancer**
Jon M. Greif, DO, FACS, 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 G. Thorson, MD, FACS, Colon and Rectal Surgery, Inc.
- **Cancer Screening in the Primary Care Setting**
Mona Sarfaty, MD, MPH, FAAFP, Thomas Jefferson University
- **Overcoming Barriers Health Educators Face in Promoting Cancer Screening**
Kathleen Gamblin, RN, BSN, OCN, Northside Hospital

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Pre-Conference Sessions

1:00 – 4:00 PM

Baltimore Ballroom B

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, MS, *Claridad Communications*

Discussants:

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

Amanda Davis, MS, *Ovarian Cancer National Alliance*

Andrew Bowman, *Drinker Biddle & Reath*

1:00 – 3:00 PM

Homeland

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

A meeting hosted by the National Colorectal Cancer Screening Network

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

Melissa Leypoldt, RN, *Nebraska Cancer Program*

3:15 – 5:30 PM

Homeland

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

This is an informal meeting to provide an opportunity for attendees who work with breast and cervical or colorectal cancer screening programs in Indian Country to share their experiences. Everybody welcome!

No pre-registration necessary.

5:30 PM

Adjourn for the Day

Dinner on Your Own

4:30 – 7:30 PM

Fells Point

Fells Point

National Colorectal Cancer Roundtable Task Group Meetings

- **Policy Action Task Group** (4:30 – 6:00 PM)
- **Community Health Center Task Group and Family History Task Group** (6:00 – 7:30 PM)

For Roundtable Members

AGENDA

Thursday, March 21, 2013

Office of the Meeting:

Guilford, 5th Floor

All Meeting Rooms on 5th Floor

7:00 AM

Baltimore-Maryland
Ballroom Foyer

Conference Registration / Exhibits Open and Posters on Display

Continental Breakfast

8:00 AM

Maryland Ballroom A, E & B

Welcome to Day One

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

8:15 AM

Keynote Policy Address on Access, Cost and Quality of Health Care: Where We Are Headed

Moderator: Lisa McGovern, *Prevent Cancer Foundation*

- The Honorable John Polanowicz, MBA, Secretary of Health & Human Services, *The Commonwealth of Massachusetts*

20 minutes of dialogue with audience

9:20 AM

25-Minute Break

Poster Session

Poster presenters will be present to discuss their work.

9:45 AM

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

Moderator: Clifford Goodman, PhD, *The Lewin Group*

- **Policy Becoming Practice: How Community Health Centers Will Ensure Access and Quality for Medically Underserved Communities**
Seiji Hayashi, MD, MPH, *Bureau of Primary Care, Health Resources and Services Administration*
- **Projections of Costs Associated with Cancer: Implications for Cancer Screening**
K. Robin Yabroff, PhD, MBA, *National Cancer Institute*
- **Ensuring the Quality of Health Care in the Coming Years**
Joseph Lipscomb, PhD, *Rollins School of Public Health and Winship Cancer Institute, Emory University*

20 minutes of dialogue with audience

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Thursday, March 21, 2013

10:55 AM

Health Reporting in the Digital Age: Challenges and Opportunities

Moderator: Andrea Roane, MA, *WUSA 9*

Discussants:

Jim Brady, *Digital First Media*

Liz Scherer, Health Journalist

Kavitha Cardoza, MS, *WAMU Radio*

12:00 PM

Laurels Awards Luncheon

Baltimore Ballroom A & B

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

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

Robert A. Smith, PhD, *National Colorectal Cancer Roundtable*

Mary F. Mitchell, *American College of Obstetricians and Gynecologists*

1:30 PM

Engaging Patients in Their Health Care

Maryland Ballroom A, E & B

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

- **Engaging Patients when Recommendations Collide: Prostate Cancer Screening**
Durado D. Brooks, MD, MPH, *American Cancer Society*
- **Strategies for Engaging Patients in Their Health Care: Patient Navigation and Breast Cancer Screening**
Lillie D. Shockney, RN, 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, *Medical University of South Carolina Medical Center*

- **How to Put Health Care Spending on a Sustainable Path**
Richard C. Wender, MD, *National Colorectal Cancer Roundtable* and *Thomas Jefferson University*
- **Cancer Screening Evidence, Recommendations and Measures**
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 R. 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 E. 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

Baltimore Ballroom Foyer

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

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Office of the Meeting:

Guilford, 5th Floor

All Meeting Rooms on 5th Floor

7:00 AM

Baltimore Ballroom Foyer

Conference Registration / Exhibits Open

Continental Breakfast

8:00 AM

Baltimore Ballroom A & B

Welcome to Day Two

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

8:05 AM

Best Practices and Evidence Bases for Effective Cancer Screening and Prevention Programs

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

- **Communicating an Integrated HPV Prevention Message**
Anna R. Giuliano, PhD, *Moffitt Cancer Center*
- **Skin Cancer Prevention Strategies**
Sandra I. Read, MD, *Private Practice, Washington, DC*
- **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, FACE, FAHA, *Clinical Directors Network (CDN)*
- **Best Practices in Lung Cancer Screening Programs**
Laurie Fenton Ambrose, *Lung Cancer Alliance*
- **Reducing Structural Barriers to Breast, Cervical and Colorectal Cancer Screening in Federally Qualified Health Centers**
Ann Walsh, MHS, CHES, *Maryland Department of Health and Mental Hygiene*

20 minutes of dialogue with audience

9:30 AM

Baltimore Ballroom Foyer

30-Minute Break

Posters on Display

Hotel Check-Out

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

Watertable A

1. Hitting the Targets for Cancer Prevention and Screening: Strategies for Patient Engagement

Facilitator: Jeffrey M. Rothenberg, MD, MS, *Indiana University Health*

Resource People: Lillie D. Shockney, RN, MAS, *The Johns Hopkins Breast Center*

Jennifer S. Smith, PhD, MPH, *University of North Carolina Gillings School of Public Health and Cervical Cancer-Free America*

Watertable B

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 C. Wender, MD, *Thomas Jefferson University*

Watertable C

3. Increasing Access and Quality and Reducing Costs in Health Care: Opportunities in the Public Sector

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

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

Homeland

4. Reconciling the Benefits and Harms of Cancer Screening

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

Resource Person: Jocelyn Rapelyea, MD, *George Washington University*

Federal Hill

5. Effective Strategies for Cancer Screening in Clinical Practice and Public Health Programs

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

Resource People: Laurie Fenton Ambrose, *Lung Cancer Alliance*

Jonathan N. Tobin, PhD, FACE, FAHA, *Albert Einstein College of Medicine, Yeshiva University*

St. George

6. Communicating the Message of Cancer Screening in the Digital Age

Facilitator: James W. Wood, MPA, *Prevent Cancer Foundation*

Resource Person: Katie Matusik, *Colon Cancer Alliance*

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Friday, March 22, 2013

11:35 AM

Baltimore Ballroom A & B

Developments in Cancer Screening Modalities

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

- **Benefits and Risks of 3D Mammography (Tomosynthesis) and 3D Ultrasound**
Jocelyn Rapelyea, MD, *George Washington 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 Medical Center*
- **Current Status of CT Colonography**
Matthew A. Barish, MD, FACR, *Stony Brook University Medical Center*
- **The Future of Prostate Cancer Screening**
Donald S. Coffey, PhD, *Johns Hopkins University School of Medicine*

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

Lunch on Your Own