

## 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 (confirmed)

Jeffery M. Rothenberg, MD, MS, Indiana University Health (confirmed)

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

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

Facilitators: TBA

**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 (confirmed)

Speakers:

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

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<b>1:00 – 4:00 PM</b>	<b>Using Social Media to Increase and Engage Grassroots Advocates in Cancer Screening</b> <i>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.</i> Moderator: Shanna Duncan, Claridad Communications (confirmed) Discussants: Amy O'Connor, MPP, Eli Lilly and Company (confirmed) Amanda Davis, MS, Ovarian Cancer National Alliance (confirmed) Liz Mair, Mair Strategies LLC (invited)
<b>1:00 – 3:00 PM</b>	<b>Pre-Conference Exchange: Sharing Information about State and Tribal Colorectal Cancer Screening Programs</b> <i>A meeting hosted by the National Colorectal Cancer Screening Network</i> Moderator: Holly J. Wolf, PhD, MSPH, University of Colorado School of Public Health (confirmed)
<b>3:15 – 5:30 PM</b>	<b>American Indian/Alaska Native Policy Discussion on Increasing Colorectal Cancer Screening in Indian Country</b> <i>A meeting by invitation only co-sponsored by the Prevent Cancer Foundation and the National Colorectal Cancer Roundtable</i>
<b>5:30 PM</b>	<b>Adjourn for the Day</b> <i>Dinner on Your Own</i>
<b>4:30 – 7:30 PM</b>	<b>National Colorectal Cancer Roundtable Task Group Meetings</b> <ul style="list-style-type: none"> <li>TBA</li> </ul> <i>For Roundtable Members</i>

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Thursday, March 21, 2013

<b>7:00 AM</b>	<b>Conference Registration / Exhibits Open and Posters on Display</b> <i>Continental Breakfast</i>
<b>8:00 AM</b>	<b>Welcome to Day One</b> <ul style="list-style-type: none"> <li>Carolyn R. ("Bo") Aldigé, Founder and President, <i>Prevent Cancer Foundation (confirmed)</i></li> </ul>
<b>8:15 AM</b>	<b>Keynote Policy Address on Access, Cost and Quality of Health Care: Where We Are Headed</b> <ul style="list-style-type: none"> <li>TBA</li> </ul> <i>20 minutes of dialogue with audience</i>
<b>9:20 AM</b>	<b>25-Minute Break</b> <b>Poster Session</b> <i>Poster presenters will be present to discuss their work.</i>
<b>9:45 AM</b>	<b>Policy Transforming Practice I: Access, Quality and Costs of Health Care</b> Moderator: Clifford Goodman, PhD, <i>The Lewin Group (confirmed)</i> <ul style="list-style-type: none"> <li><b>Policy Becoming Practice: How Community Health Centers Will Ensure Access and Quality for Medically Underserved Communities</b> Seiji Hayashi, MD, <i>Bureau of Primary Care, Health Resources and Services Administration (confirmed)</i></li> <li><b>How to Put Health Care Spending on a Sustainable Path</b> Len M. Nichols, PhD, <i>George Mason University (invited)</i></li> <li><b>Cost-Effectiveness of Prevention/Must Prevention Reduce the Cost of Health Care?</b> Ron Goetzel, PhD, <i>Emory University and Thomson Reuters (invited)</i></li> </ul> <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 (*confirmed*)

Discussants:

Jim Brady, *Digital First Media* (*confirmed*)

Danielle Omar, MHS, *Food Confidence Blog* (*confirmed*)

Gary Schwitzer, *HealthNewsReview* (*invited*)

### 12:00 PM **Laurels Awards Luncheon**

Masters of Ceremony:

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

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

Mary Mitchell, *American College of Obstetricians and Gynecologists* (*confirmed*)

### 1:30 PM **Engaging Patients in Their Primary Care**

Moderator: TBA

- **Engaging Patients in Their Health Care: Opportunities in the Patient-Centered Medical Home**

Marci Nielsen, PhD, MPH, *Patient-Centered Primary Care Collaborative* (*invited*)

- **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* (*confirmed*)

- **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* (*confirmed*)

*20 minutes of dialogue with audience*

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<p><i>in Plenary</i> <b>2:40 PM</b></p>	<p><b>Policy Transforming Practice: Status of Essential Health Benefits Planning in the States with Focus on Cancer Screening</b>  Moderator: Lisa Hughes, <i>Prevent Cancer Foundation (confirmed)</i></p> <ul style="list-style-type: none"> <li>Larry R. Lanier, MS, <i>National Patient Advocate Foundation (confirmed)</i></li> </ul> <p><i>10 minutes of dialogue with audience</i></p>
<p><b>3:00 PM</b></p>	<p><b>25-Minute Break</b>  <b>Poster Session</b></p>
<p><b>3:25 PM</b></p>	<p><b>Policy Transforming Practice II: Access, Quality and Costs of Health Care</b>  Moderator: TBA</p> <ul style="list-style-type: none"> <li><b>Changing the Conversation from “Volume” to “Value” in Health Care: What This Means for Cancer Screening</b>  Richard Wender, MD, <i>Thomas Jefferson University (confirmed)</i></li> <li><b>How Quality Organizations Use Evidence to Make Practice Recommendations and How Recommendations are used in the “Medical Trenches”</b>  Mary Barton, MD, MPP, <i>National Committee for Quality Assurance (confirmed)</i></li> <li><b>A Case Study of Medicaid Expansion: Washington State Making History</b>  Manning Pellanda, <i>Washington State Health Care Authority (invited)</i></li> <li><b>Engaging Employees in Their Own Health and Reducing Health Care Costs: The Safeway Experience</b>  Brad Wolfson, MBA, <i>Safeway Health (invited)</i></li> </ul> <p><i>20 minutes of dialogue with audience</i></p>

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**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 (confirmed)*

Discussants:

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

David F. Yankelevitz, MD, *The Mt Sinai Hospital (confirmed)*

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

Kurt Stange, MD, PhD, *Case Western Reserve University School of Medicine (invited)*

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**6:30 – 8:00 PM    Networking Reception**

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

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## DRAFT AGENDA

Friday, March 22, 2013

<b>7:00 AM</b>	<b>Conference Registration / Exhibits Open</b> <i>Continental Breakfast</i>
<b>8:00 AM</b>	<b>Welcome to Day Two</b> <ul style="list-style-type: none"> <li>Carolyn R. ("Bo") Aldigé, Founder and President, <i>Prevent Cancer Foundation (confirmed)</i></li> </ul>
<b>8:05 AM</b>	<b>Best Practices and Evidence Bases for Effective Cancer Screening and Prevention Programs</b> Moderator: Marcus Plescia, MD, MPH, <i>Centers for Disease Control and Prevention (confirmed)</i> <ul style="list-style-type: none"> <li><b>Communicating an Integrated HPV Prevention Message</b> Anna Guiliano, PhD, <i>Moffitt Cancer Center (confirmed)</i></li> <li><b>Skin Cancer Prevention Strategies</b> Sandra I. Read, MD, <i>Private Practice, Washington, DC (confirmed)</i></li> <li><b>Good News About Increasing Colorectal Cancer Screening: Results from Three RCTs of Patient Navigation in Safety-Net Health Centers and Managed Care Organizations</b> Jonathan N. Tobin, PhD, <i>Albert Einstein College of Medicine, Yeshiva University (confirmed)</i></li> <li><b>Best Practices in Lung Cancer Screening Programs</b> Laurie Fenton Ambrose, <i>Lung Cancer Alliance (confirmed)</i></li> <li><b>TBA, Best Poster Abstract Submission</b> TBA</li> </ul> <i>20 minutes of dialogue with audience</i>
<b>9:30 AM</b>	<b>30-Minute Break</b> <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. (Colorectal, Cervical, Breast Cancer Screening)*

1. Hitting the Targets for Cancer Prevention and Screening: Strategies for Patient Engagement
2. Increasing Access and Quality and Reducing Costs in Health Care: Opportunities in the Private Sector
3. Increasing Access and Quality and Reducing Costs in Health Care: Opportunities in the Public Sector
4. Reconciling the Benefits and Harms of Cancer Screening
5. Effective Strategies for Cancer Screening in Clinical Practice and Public Health Programs
6. Communicating the Message of Cancer Screening in the Digital Age

**11:35 AM**

### **Developments in Cancer Screening Modalities**

Moderator: Seth Glick, MD, *Penn Presbyterian Medical Center (confirmed)*

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

*15 minutes of dialogue with audience*

**12:50 PM**

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

- Karen J. Peterson, PhD, *Prevent Cancer Foundation (confirmed)*

**1:00 PM**

### **Program Concludes**