

## DRAFT AGENDA

Wednesday, March 20, 2013

### Pre-Conference Sessions

**8:00 AM** **Conference Registration Opens**

**9:00 – 11:00 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

Cynthia Heath, CRC Survivor, Colon Cancer Alliance

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

Linda J. Kelsey, Breast Cancer Survivor, International Meeting Works LLC

**10:00 AM – 1:00 PM** **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** **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

Speakers:

- **Natural History and Epidemiology of Breast Cancer**  
Jon Greif, DO, 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 Thorson, MD, Colon and Rectal Surgery, Inc.
- **Cancer Screening in the Primary Care Setting**  
Mona Sarfaty, MD, 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**

#### **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, *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**

#### **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 Colon Cancer Program*

**3:15 – 5:30 PM**

#### **American Indian/Alaska Native Meeting 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**

#### **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*

## DRAFT AGENDA

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>Jan Bresch, <i>Prevent Cancer Foundation</i></li> <li>Carolyn R. ("Bo") Aldigé, Founder and President, <i>Prevent Cancer Foundation</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> Moderator: Lisa McGovern, <i>Prevent Cancer Foundation</i> <ul style="list-style-type: none"> <li>The Honorable John Polanowicz, Secretary of Health &amp; Human Services, <i>The Commonwealth of Massachusetts</i></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</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</i></li> <li><b>Projections of Costs Associated with Cancer: Implications for Cancer Screening</b> K. Robin Yabroff, PhD, MBA, <i>National Cancer Institute</i></li> <li><b>Ensuring the Quality of Health Care in the Coming Years</b> Joseph Lipscomb, PhD, <i>Rollins School of Public Health and Winship Cancer Institute, Emory University</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

Discussants:

Jim Brady, *Digital First Media*

Liz Scherer, Health Journalist

Kavitha Cardoza, MS, WAMU Radio

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

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

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

Robert Smith, PhD, *National Colorectal Cancer Roundtable*

Mary Mitchell, *American College of Obstetricians and Gynecologists*

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

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

- **Engaging Patients when Recommendations Collide: Prostate Cancer Screening**  
Durado Brooks, MD, MPH, *American Cancer Society*
- **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*
- **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*

## DRAFT AGENDA

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, *MUSC Medical Center*

- **How to Put Health Care Spending on a Sustainable Path**  
Richard 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 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 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**

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

## 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</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</i> <ul style="list-style-type: none"> <li><b>Communicating an Integrated HPV Prevention Message</b> Anna Guiliano, PhD, <i>Moffitt Cancer Center</i></li> <li><b>Skin Cancer Prevention Strategies</b> Sandra I. Read, MD, <i>Private Practice, Washington, DC</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>Clinical Directors Network (CDN)</i></li> <li><b>Best Practices in Lung Cancer Screening Programs</b> Laurie Fenton Ambrose, <i>Lung Cancer Alliance</i></li> <li><b>Reducing Structural Barriers to Breast, Cervical and Colorectal Cancer Screening in Federally Qualified Health Centers</b> Ann Walsh, MHS, CHES, <i>Maryland Department of Health and Mental Hygiene</i></li> </ul> <p><i>20 minutes of dialogue with audience</i></p>
<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**

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### **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.*

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, BS, 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*
  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 Wender, MD, *Thomas Jefferson University*
  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 Dept. of Health and Mental Hygiene*
  4. Reconciling the Benefits and Harms of Cancer Screening  
Facilitator: Michelle Tropper, MPH, *NYU Cancer Institute*  
Resource Person: Jocelyn Rapelyea, MD, *George Washington University*
  5. Effective Strategies for Cancer Screening in Clinical Practice and Public Health Programs  
Facilitator: Elizabeth Westbrook, MCHES, *Kentucky Cancer Program*  
Resource People: Laurie Fenton Ambrose, *Lung Cancer Alliance*  
Jonathan N. Tobin, PhD, *Albert Einstein College of Medicine, Yeshiva University*
  6. Communicating the Message of Cancer Screening in the Digital Age  
Facilitator: Jim Wood, *Prevent Cancer Foundation*  
Resource Person: Katie Matusik, *Colon Cancer Alliance*
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Friday, March 22, 2013

**11:35 AM**

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

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

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

*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*