

## A G E N D A

Tuesday, March 22, 2011  
Pre-Conference Session

**Office of the Meeting:**  
Mt. Washington Room, 5<sup>th</sup> Floor  
All Meeting Rooms on 5<sup>th</sup> Floor

<b>5:30 – 10:00 PM</b> <i>Homeland</i>	<b>National Colorectal Cancer Roundtable Policy Action Task Group Meeting</b> <i>For Roundtable Members</i>
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Wednesday, March 23, 2011  
Pre-Conference Sessions

<b>7:30 AM – 12:00 PM</b> <i>Homeland</i>	<b>National Colorectal Cancer Roundtable Policy Action Task Group Meeting</b> <i>For Roundtable Members</i>
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<b>8:00 AM</b> <i>Baltimore Ballroom Foyer</i>	<b>Conference Registration Opens</b>
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<b>10:00 AM – 12:00 PM</b> <i>Watertable Ballroom A &amp; B</i>	<b>Social Media Information Exchange</b> Facilitator: Raquel E. Samson, MPH, <i>The Primary Care Coalition of Montgomery County, MD</i> Discussants: Rafael Furst, <i>Prevent Cancer Foundation Board</i> Brian Cooley, Co-Founder, <i>Wicked PR</i> Jim Wood, <i>Prevent Cancer Foundation</i>
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<b>10:00 AM – 12:00 PM</b> <i>Watertable Ballroom C</i>	<b><u>Family Medicine Residents: Getting Ready for a Healthier Tomorrow</u></b> Convener: Timothy Munzing, MD, <i>Kaiser Permanente</i> Discussant: Anita Mitchell, <i>Washington Colon Cancer S.T.A.R.S.</i>
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<b>12:00 PM</b>	<b>Lunch on Your Own</b>
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## A G E N D A

Wednesday, March 23, 2011 (continued)

### Pre-Conference Sessions

<b>1:00 – 4:00 PM</b> Baltimore Ballroom A	<b>Overview of Colorectal Cancer Prevention and Early Detection</b> <i>A must for new attendees!</i> Moderator: Mary Mitchell, American College of Obstetricians and Gynecologists <ul style="list-style-type: none"> <li>• <a href="#"><u>Natural History, Prevention and Epidemiology of Colorectal Cancer</u></a> Thomas C. Tucker, PhD, MPH, University of Kentucky, Markey Cancer Center, Kentucky Cancer Registry</li> <li>• <a href="#"><u>Colorectal Cancer Screening Guidelines and Procedures</u></a> David Greenwald, MD, American Society for Gastrointestinal Endoscopy</li> <li>• <a href="#"><u>Overcoming Barriers to Colorectal Cancer Screening in Primary Care</u></a> Donald E. Nease, Jr., MD, University of Michigan</li> <li>• <a href="#"><u>Overcoming Challenges to Health Educators in Promoting Colorectal Cancer Screening</u></a> Eden Stotsky-Himelfarb, BSN, RN, Johns Hopkins Hospital Department of Surgical Nursing</li> </ul>
<b>1:00 – 3:00 PM</b> Baltimore Ballroom B	<b><a href="#"><u>Pre-Conference Exchange: Sharing Information about State Colorectal Cancer Screening Programs</u></a></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
<b>3:00 – 5:00 PM</b>	<b>American Indian/Alaska Native Information-Sharing Meeting</b> <i>Attendees interested in colorectal cancer screening in Indian Country are encouraged to attend!</i> Moderators: Dee Ann DeRoin, MD, MPH, National Indian Women's Health Resource Center Ruth K. Hummingbird, BBA, Cherokee Nation Comprehensive Cancer Control Program <ul style="list-style-type: none"> <li>• <a href="#"><u>Health Care Reform in Indian Country</u></a> JT Petherick, JD, MPH, Cherokee Nation</li> </ul>
<b>5:00 PM</b>	<b>Sessions Adjourn for the Day</b> <i>Dinner on Your Own</i>
<b>5:00 – 6:30 PM</b> Watertable Ballroom C  Federal Hill	<b>National Colorectal Cancer Roundtable Task Group Meetings</b> <ul style="list-style-type: none"> <li>• Blue Star / Awareness Task Group</li> <li>• Professional Education / Practice Task Group</li> </ul> <i>For Roundtable Members</i>
<b>8:00 – 9:15 PM</b> Baltimore Ballroom B	<b>Movie Night</b> <i>View PSAs, film clips and documentaries on colorectal cancer screening from a variety of groups around the U.S. and Canada.</i>

# A G E N D A

Thursday, March 24, 2011

<b>6:30 – 7:15 AM</b> <i>Watertable Ballroom C</i>	<b>Yoga Class</b> Lori Murphy, <i>Hatha Yoga Teacher</i>
<b>7:00 AM</b> <i>Baltimore Ballroom Foyer</i>	<b>Conference Registration / Exhibits Open</b> <i>Continental Breakfast</i>
<b>8:00 AM</b> <i>Baltimore Ballroom A &amp; B</i>	<b>Welcome to Day One</b> <ul style="list-style-type: none"> <li>Carolyn R. “Bo” Aldigé, Founder and President, <i>Prevent Cancer Foundation</i></li> </ul>
<b>8:15 AM</b>	<b><u>CRC Screening: A Personal View of Where We’ve Been and Where We’re Going</u></b> <ul style="list-style-type: none"> <li>Sidney J. Winawer, MD, <i>Memorial Sloan-Kettering Cancer Center</i></li> </ul>
<b>8:35 AM</b>	<b>Keynote – The Emerging Role of Public Health in 2014 and Beyond</b> <ul style="list-style-type: none"> <li>Marcus Plescia, MD, MPH, <i>Centers for Disease Control and Prevention</i></li> </ul> Q & A: 20 minutes
<b>9:35 AM</b>	<b>Panel: Preventive Services at the Crossroads of Change</b> Moderator: Holly J. Wolf, PhD, MSPH, <i>University of Colorado School of Public Health</i> <ul style="list-style-type: none"> <li><b><u>Strengthening Relationships Between Primary Care Providers and Medical Specialists</u></b> Jeffrey M. Rothenberg, MD, <i>American College of Obstetricians and Gynecologists</i> Edward J. “Joe” Eyring, II, MD, <i>Center for Colon and Rectal Disease</i></li> <li><b><u>The Times, They are A-Changing: Implications for Nursing Professionals</u></b> Marilyn Schaffner, PhD, RN, GCRN, <i>Medical University of South Carolina; Columnist for Gastroenterology Nursing (Official Journal of SGNA)</i></li> <li><b>Getting Evidence-Based Practices into Primary Care on the Community Level</b> Chyke Doubeni, MD, MPH, FRCS, <i>University of Massachusetts Medical School</i></li> </ul> Q & A: 15 minutes
<b>10:55 AM</b> <i>Baltimore Ballroom Foyer</i>	<b>30-Minute Break</b> <b>Poster Session</b> <i>Poster presenters will be present to discuss their work.</i>

## A G E N D A

Thursday, March 24, 2011 (continued)

**11:25 AM**

*Baltimore Ballroom A & B*

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### **Panel: Changes in the Organization of Health Care**

Moderator: Whitney F. Jones, MD, *University of Louisville*

- **Medical Homes and Preventive Services: Where We Stand**  
Richard C. Wender, MD, *Thomas Jefferson University*
- [Community Health Centers: Reducing Health Disparities by Providing Patient-Centered Medical Homes](#)  
Jim Hotz, MD, *National Association of Community Health Centers (NACHC)*,  
*Southwest Georgia Cancer Coalition / Albany Area Primary Health Care*  
Denise Ballard, MEd, *Southwest Georgia Cancer Coalition*
- [Electronic Health Records in the Emerging Health Care System: What a Medical Practice Will Need](#)  
Donald E. Nease, Jr., MD, *University of Michigan*

Q & A: 15 minutes

**12:45 PM**

*Watertable Ballroom  
A, B & C*

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### **Laurels Awards Luncheon**

Mistress of Ceremonies: Andrea Roane, *WUSA-TV 9*

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

**2:00 PM**

*Baltimore Ballroom A & B*

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### **Panel: Current Issues in CRC Screening Modalities**

Moderator: Laura Seeff, MD, *Centers for Disease Control and Prevention (CDC)*

- **Quality Initiatives for Colonoscopy**  
Marion Nadel, PhD, *Centers for Disease Control and Prevention (CDC)*
- [CT Colonography as CRC Screening: What Issues Concerned CMS and How They Were Addressed](#)  
Brooks D. Cash, MD, FACP, FACG, AGAF, *National Naval Medical Center, Uniformed Services University of the Health Sciences*
- [What Do We Know About Colonoscopy on the Right Side?](#)  
Charles J. Kahi, MD, MSc, FACG, FACP, *Indiana University School of Medicine, Roudebush VAMC*

Q & A: 15 minutes

**3:15 PM**

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### **15-Minute Break**

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## A G E N D A

Thursday, March 24, 2011 (continued)

**3:30 PM**

### Concurrent Conversations

*Federal Hill*

**1A. Utilizing Electronic Health Records for the Promotion of Screening**

Facilitator: Jasmine Greenamy, MPH, *Colon Cancer Alliance*

Resource Person: Donald E. Nease, Jr., MD, *University of Michigan*

*Watertable Ballroom C*

**1B. Medical Homes Now and Implications for Future Practice**

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

Resource People: Richard C. Wender, MD, *Thomas Jefferson University*

Joseph F. Mambu, MD, *Family Medicine, Geriatrics and Wellness, Inc.*

*Watertable Ballroom A*

**1C. Ensuring the Success of Community Health Centers in 2014 and Beyond**

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

Resource People: Jim Hotz, MD, *National Association of Community Health Centers (NACHC)*,

*Southwest Georgia Cancer Coalition / Albany Area Primary Health Care*

Denise Ballard, MEd, *Southwest Georgia Cancer Coalition*

*Watertable Ballroom B*

**1D. Strengthening Relationships Between Primary Care Providers and Medical Specialists**

Facilitator: Erica Childs Warner, MPH, *Prevent Cancer Foundation*

Resource People: Timothy Munzing, MD, *Kaiser Permanente*

Edward J. "Joe" Eyring, II, MD, *Center for Colon and Rectal Disease*

*Fells Point*

**1E. Ready, Set, Go: Nursing Professionals and New Ways to Deliver Preventive Services**

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

Resource Person: Marilyn Schaffner, PhD, RN, GCRN, *Medical University of South Carolina;*

*Columnist for Gastroenterology Nursing (Official Journal of SGNA)*

*Guilford*

**1F. Primary Care at the Community Level: Adopting Evidence-Based Practices**

Facilitator: Michelle Tropper, MPH, *American Cancer Society (ACS)*

Resource Person: Durado Brooks, MD, MPH, *American Cancer Society (ACS)*

**4:40 PM**

### 10-Minute Break

**4:50 PM**

*Baltimore Ballroom A & B*

### [Update: Centers for Disease Control and Prevention \(CDC\) Colorectal Cancer Screening Programs in States, Tribes and Territories](#)

- Faye Wong, MPH, *Centers for Disease Control and Prevention (CDC)*

Q & A: 5 minutes

**5:10 PM**

### [Why the Original "Welcome to Medicare" Was a Failure and What's Been Done to Fix It](#)

- Robert A. Smith, PhD, *American Cancer Society (ACS)*

Q & A: 5 minutes

**5:30 – 7:30 PM**

*Baltimore Ballroom Foyer*

### Networking Reception in the Ballroom Foyer

Join your friends and colleagues. Visit the food stations & the cash bar and browse through posters.

# A G E N D A

Friday, March 25, 2011

<b>6:30 – 7:15 AM</b> <i>Watertable Ballroom C</i>	<b>Yoga Class</b> Lori Murphy, <i>Hatha Yoga Teacher</i>
<b>7:00 AM</b> <i>Baltimore Ballroom Foyer</i>	<b>Continental Breakfast</b>
<b>8:00 AM</b> <i>Baltimore Ballroom A &amp; B</i>	<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>Keynote – Making Change Happen: Flip the Switch for Your Organization</b> <i>Direct the Rider, Motivate the Elephant and Shape the Path for CRC Screening</i> <ul style="list-style-type: none"> <li>Dan Heath, co-author of two <i>New York Times</i> bestsellers, <i>Switch: How to Change Things When Change Is Hard</i> and <i>Made to Stick</i></li> </ul> Q & A: 20 minutes
<b>9:15 AM</b> <i>Baltimore Ballroom Foyer</i>	<b>30-Minute Break</b>
<b>9:45 AM</b>	<b>Book Signing with Mr. Heath</b> <i>Hotel Check-Out</i>
<b>9:45 AM</b> <i>Federal Hill</i>	<b>Switch Workshops</b>
<i>Watertable Ballroom C</i>	2A. <b>Deliver the Message to Increase Colorectal Cancer Screening</b> Facilitator: Patricia Bonifer-Tiedt, MS, ScM, <i>Alexandria, VA</i>
<i>Watertable Ballroom A</i>	2B. <b>Deliver the Message to Increase Colorectal Cancer Screening</b> Facilitator: Erica Breslau, PhD, MPH, <i>National Cancer Institute</i>
<i>Watertable Ballroom B</i>	2C. <b>Using Specific Circumstances of Our Times to Increase Colorectal Cancer Screening</b> Facilitator: Carrie N. Klabunde, PhD, <i>National Cancer Institute</i>
<i>Fells Point</i>	2D. <b>Using Specific Circumstances of Our Times to Increase Colorectal Cancer Screening</b> Facilitator: June E. Ryan, MPA, <i>Nebraska Department of Health and Human Services</i>
<i>Guilford</i>	2E. <b>Optimizing Community Resources to Increase Colorectal Cancer Screening</b> Facilitator: Mary Doroshenk, MA, <i>National Colorectal Cancer Roundtable</i>
	2F. <b>Optimizing Community Resources to Increase Colorectal Cancer Screening</b> Facilitator: Franklin G. Berger, PhD, <i>Center for Colon Cancer Research at University of South Carolina</i>

## A G E N D A

Friday, March 25, 2011 (continued)

<b>11:15 AM</b>	<b>15-Minute Break</b>
<b>11:30 AM</b> <i>Baltimore Ballroom A &amp; B</i>	<b>Health Care Disparities: The Case in Indian Country</b> Moderator: Ruth K. Hummingbird, BBA, <i>Cherokee Nation Comprehensive Cancer Control Program</i> <ul style="list-style-type: none"> <li>Charlene Avery, MD, <i>Indian Health Service</i></li> </ul> Q & A: 5 minutes
<b>11:50 AM</b>	<b>Update: National Institutes of Health (NIH) Report – State of the Science on Colorectal Cancer Screening</b> <ul style="list-style-type: none"> <li>Carrie N. Klabunde, PhD, <i>National Cancer Institute</i></li> </ul> Q & A: 5 minutes
<b>12:10 PM</b>	<b>Health Care Reform 101</b> Moderator: Mona Shah, MPH, <i>American Cancer Society - Cancer Action Network</i> <ul style="list-style-type: none"> <li>Katherine J. Hayes, JD, <i>The George Washington University School of Public Health and Health Services</i></li> </ul> Q & A: 15 minutes
<b>1:00 PM</b>	<b>Open Microphone and Closing Remarks</b> <ul style="list-style-type: none"> <li>Karen J. Peterson, PhD, <i>Prevent Cancer Foundation</i></li> </ul>
<b>1:15 PM</b> <i>Baltimore Ballroom Foyer</i>	<b>Program Concludes</b> <i>Box Lunches Available per Order on Registration Form</i>