

Overview of the 2014 *Dialogue for Action™*: Right-Sizing Cancer Screening



Peter Levin, PhD, of Amida Technology Solutions delivers the keynote address on technology and innovation in health care.

About the *Dialogue for Action™*

The *Dialogue for Action* is an annual national conference that convenes stakeholders committed to realizing the lifesaving potential of cancer screening for all communities. The *Dialogue* emphasizes evidence-based cancer screening according to guidelines. All attendees are encouraged to take the dialogue back to their communities and workplaces to promote appropriate screening.

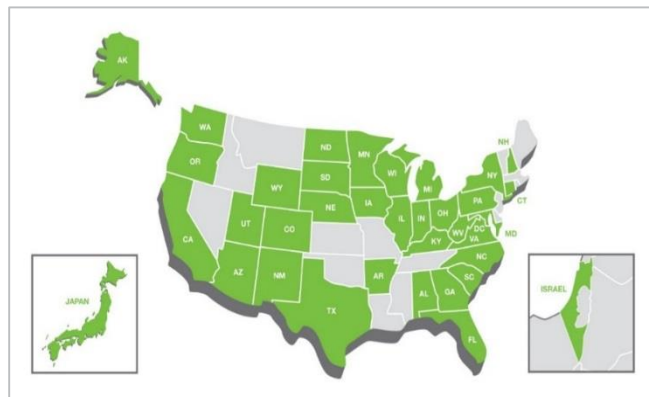
2014 *Dialogue for Action*

Entitled Right-Sizing Cancer Screening, the 2014 conference had more than 210 attendees on March 20-21, 2014 in Baltimore, Maryland.

Who Attended

Cancer screening stakeholders from 33 states and the District of Columbia, 9 American Indian/Alaska tribes and organizations, Japan and Israel gathered at the 2014 *Dialogue*.

Attendees included an array of primary care physicians, medical specialists, nurses and nurse practitioners, quality team members from hospitals and insurance companies, patient navigators, health services researchers, public health professionals, staff of national and state health agencies, advocates and survivors.



Donald Coffey, PhD, of Johns Hopkins University School of Medicine discusses the future of prostate cancer screening with two participants in an Armchair Dialogue.

The 2014 *Dialogue* featured panels discussing:

- Implementation of the Affordable Care Act: Rising to the Opportunity
- Right-Sizing Cancer Screening
- Reducing Disparities in Cancer Screening
- Primary Care in Transition
- Frontiers in Cancer Screening Modalities
- Having the Conversation: Doctors and Patients on Cancer Screening and Prevention
- Mobile Health: How Can It Play a Role in Cancer Prevention and Early Detection?

The 11th Annual Cancer Prevention Laurels Award Luncheon



From left: Richard Wender, MD (NCCRT), Laurie Fenton Ambrose, Susan Dentzer, Olga G. Sanchez, Carolyn "Bo" Aldigé (Prevent Cancer), Thomas K. Weber, MD, FACS, Andrea Roane, Lesli Foster, Monika Samtani, Caitlin Phelps (ACOG)

The Prevent Cancer Foundation created the Cancer Prevention Laurels in 2003 to recognize and celebrate innovators and leaders in cancer prevention and early detection. On March 20, 2014, the following leaders in cancer prevention were recognized for their accomplishments:

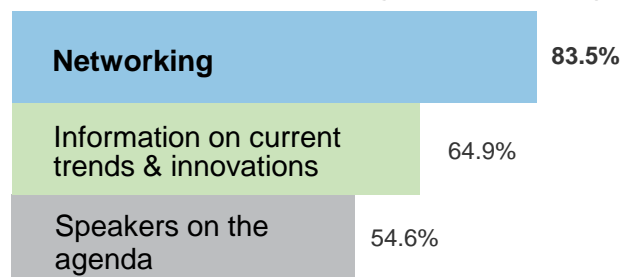
- **National Leadership:** Laurie Fenton Ambrose of the Lung Cancer Alliance
- **Innovative Programs:** Olga G. Sánchez of San Diego State University
- **Advocacy:** Thomas K. Weber, MD, FACS, of the Colon Cancer Challenge Foundation
- **Special Award for Health Policy:** Susan Dentzer of the Robert Wood Johnson Foundation
- **Special Award for Inspiration:** The NewsBabes, news anchors from the Washington, D.C., area

These awards are co-sponsored by Prevent Cancer, the National Colorectal Cancer Roundtable (NCCRT) and the American College of Obstetricians and Gynecologists (ACOG).

The impact of the *Dialogue*

The *Dialogue for Action* is designed to foster a dynamic exchange on the challenges of and opportunities for cancer screening at the local, state and national levels.

Top 3 Reasons for Attending the 2014 *Dialogue*



What participants said:

I liked having the opportunity to network with others on their screening programs face to face and study the posters. I found the speakers to be engaging.

Excellent venue and excellent speakers and posters.

I respect the caliber of the speakers; they are experts in their field of study. I applaud the courage of Prevent Cancer to present both the Pro and Con of the issues; a true dialogue.

Participants are equipped to apply concepts and leverage resources in post-conference cancer screening activities in their communities. In fact:

67%

Plan to contact colleagues met at the *Dialogue* to discuss or collaborate on cancer screening activities

92%

Intend to return in 2015

49%

Intend to implement change in the workplace or community as a result of attending

The *Dialogue* continues on cancer screening! The [online toolkit](#) features the new networking resource guide, speaker presentations, posters and conversation notes. Stay tuned for all new podcasts on *Dialogue* topics.

For more information about the national *Dialogue for Action*, visit www.dialogueforaction.org or contact Jenny Twesten at 703-837-3682 or Jenny.Twesten@preventcancer.org.