



## ***A Dialogue for Action™* on Colorectal Cancer Screening: Prevention Hits the Headlines**

Renaissance Baltimore Harborplace Hotel • Baltimore, Maryland • March 24 - 26, 2010

# NARRATIVE BIOGRAPHIES

Carolyn R. “Bo” Aldigé.....	2
Mary B. Barton, MD, MPP.....	2
Erica S. Breslau, PhD.....	3
Tim E. Byers, MD, MPH.....	4
Deborah A. Cohen, MD, MPH.....	4
Susan Dentzer.....	4
Mary K. Doroshenk, MA.....	7
Edward J. “Joe” Eyring, II, MD.....	7
Lynda Flowers, JD, MSN, RN.....	8
Seth N. Glick, MD.....	8
Seth A. Gross, MD.....	9
Gary L. Gurian.....	9
Patricia L. “Pat” Hilton, MFA.....	10
Susan K. Hoppough, PhD, RN.....	10
Whitney F. Jones, MD.....	11
Carrie N. Klabunde, PhD.....	12
Usha Menon, PhD, RN.....	13
Robert S. Miller, MD, FACP.....	13
Mary F. Mitchell.....	14
Donald E. Nease, Jr. MD.....	14
Electra D. Paskett, PhD.....	14
Karen J. Peterson, PhD.....	15
Frances B. Phillips, RN, BSN, MHA.....	16
David F. Ransohoff, MD.....	17
Andrea Roane.....	17
June E. Ryan, MPA.....	18
Raquel E. Samson, MPH.....	18
Laura C. Seeff, MD.....	19
Robert A. Smith, PhD.....	20
Eden Stotsky-Himelfarb, BSN, RN.....	20
Alan G. Thorson, MD, FACS.....	21
Michelle Tropper, MPH.....	22
Thomas C. Tucker, MPH, PhD.....	22
Richard C. Wender, MD.....	23
Holly J. Wolf, PhD, MSPH.....	24
Faye L. Wong, MPH.....	25

**CAROLYN R. “BO” ALDIGÉ**

*Ms. Carolyn “Bo” Aldigé* is president of the Prevent Cancer Foundation (formerly the Cancer Research and Prevention Foundation), a national non-profit organization she founded in 1985 in memory of her father, Edward P. Richardson, who died of cancer one year earlier. In the 25 years since its inception, Prevent Cancer has provided more than \$113 million in support of its mission: cancer prevention and early detection through research, education, community outreach and advocacy, and it has become nationally recognized as a leader in the fight against cancer through prevention.

Ms. Aldigé is a member of the board of the National Coalition for Cancer Research, having served for eight years as its president. She also serves on boards of directors/advisors of seven National Cancer Institute-designated Cancer Centers and as a member of the board of four additional non-profit cancer-related organizations. She has been a member of C-Change (formerly the National Dialogue on Cancer) since its inception. She serves on several key committees of this organization, as well as committees and task forces of the American Association for Cancer Research, the American Society of Clinical Oncology, the American Society of Preventive Oncology, the Southwest Oncology Group and the Coalition for a Stronger FDA. She is vice-chairman of the Global Lung Cancer Coalition and a member of the steering committees of the International Digestive Cancer Alliance.

For her many contributions to the Washington, DC, community, Carolyn Aldigé was named a Washingtonian of the Year 1996. She is the only individual who has received Public Service Awards from the American Association for Cancer Research, the American Society of Clinical Oncology and the American Society of Preventive Oncology. She has been honored by numerous non-profit organizations and cancer centers, as well as the National Cancer Institute.

She has provided testimony to both Houses of Congress and federal agencies and has been invited to speak on numerous occasions to laymen’s and professional audiences, both nationally and internationally.

**MARY B. BARTON, MD, MPP**

*Dr. Mary Barton* joined AHRQ in 2006 as the Scientific Director of the United States Preventive Services Task Force and co-lead for the Prevention Portfolio. Her responsibilities include supporting and providing oversight for the methodologic, evidence-review, and recommendation-making work of the USPSTF and Evidence-based Practice Centers upon whose work the Task Force relies. She also oversees the team of medical officers whose work supports the USPSTF.

Dr. Barton is an internist who received an MD from Harvard University as well as a Masters in Public Policy from the Kennedy School of Government at Harvard. She trained in primary care internal medicine at Brigham and Women's Hospital in Boston and completed a general medicine research fellowship at Harvard. Prior to joining AHRQ she was Assistant Professor at Harvard Medical School where she performed clinical epidemiology and health services research related to cancer screening and prevention in terms of access, test performance, and outcomes. Federally funded research projects include: analysis of access to cancer screening for vulnerable populations within managed care systems, benefits and harms of prophylactic mastectomy in women at elevated risk for breast cancer, and the impact of false positive mammography readings. Her most recent research focuses on decision-making around stopping mammography screening in old age, and overuse of pap smears in the elderly. Dr. Barton has a clinical interest in and has presented widely about the performance of the clinical breast examination. She is a member of the American College of Physicians and the Society of General Internal Medicine.

#### **ERICA S. BRESLAU, PHD**

*Dr. Erica Breslau* is a Scientific Program Director in the Applied Cancer Screening Research Branch, Behavioral Research Program, Division of Cancer Control and Population Sciences at the National Cancer Institute (NCI). In her role with the NCI she seeks to promote better health for populations by supporting the uptake of behavioral, social and public health interventions that increase breast and colorectal cancer screening. In this position she serves as a primary interface between NCI and investigators conducting research in this area. She co-leads the extramural colorectal cancer screening in primary care practice, a program designed to improve utilization, delivery and outcomes of colorectal cancer screening. Dr. Breslau directs the evaluation of a six-state demonstration project designed to encourage the adoption and implementation of evidence-based screening interventions among rarely and underscreened populations. Dr. Breslau's research focuses on methods that guide new implementation research and practice into routine clinical practice for cancer care.

Dr. Breslau received a Masters in Public Health from Tulane University, School of Public Health and Tropical Medicine, and a Doctorate in Public Health from The Johns Hopkins Bloomberg School of Public Health.

**TIM E. BYERS, MD, MPH**

*Dr. Tim Byers* has held the position of Professor at the University of Colorado since 1995. He is now the Interim Director of the University of Colorado Comprehensive Cancer Center and Associate Dean for Public Health Practice at the Colorado School of Public Health. He was formerly Chief of the Chronic Disease Prevention Branch of the Nutrition Division at the Centers for Disease Control and Prevention in Atlanta. Dr. Byers is an expert in cancer prevention research. He has worked in various settings in clinical medicine, public health, and academic medicine. He has a particular interest in epidemiologic studies of the role of early detection, diet, and nutrition in the prevention of cancer, and in the application of disease prevention in community settings. He has published over 300 papers in peer-reviewed scientific journals. His current research includes epidemiologic and clinical studies of nutrients as protective factors in prostate, colon, breast, and lung cancer, studies of cancer treatment decision-making by patients and physicians, studies of cancer genetics, and studies to promote the early detection of cancers of the breast and colorectum.

**DEBORAH A. COHEN, MD, MPH**

*Dr. Deborah Cohen*, who received her MD from the University of Pennsylvania, her MPH from UCLA and her BA from Yale University, is a researcher in the area of the built environment and health and is the co-author of *Prescription for a Healthy Nation, A New Approach to Improving Our Lives by Fixing Our Everyday World* published by Beacon Press. She is Board Certified in Public Health and Preventive Medicine and currently a Senior Natural Scientist at the RAND Corporation. Most recently her research studies have been focused in on the role of the built environment in physical activity and dietary behaviors, but she has also done extensive work in STD/HIV control and alcohol policy. She has served on several advisory panels for the National Institutes of Health (NIH) and was a Fulbright Senior Scholar in Brazil. She is the Principal Investigator of several studies to assess how local neighborhoods influence physical activity and dietary behaviors, including studies on the role of parks in population physical activity.

**SUSAN DENTZER**

*Ms. Susan Dentzer* is the Editor-in-Chief of *Health Affairs*, the nation's leading journal of health policy, and a former on-air analyst on health with *The NewsHour with Jim Lehrer* on the Public Broadcasting Service (PBS).

Ms. Dentzer assumed the job of Editor-in-Chief on May 1, 2008, after a decade as the on-air health correspondent for *The NewsHour. Health Affairs*, which has been called the nation's health policy "Bible," is a peer-reviewed journal that appears bimonthly in

print with additional online entries published weekly at [www.healthaffairs.org](http://www.healthaffairs.org). The journal and Web site, based in Bethesda, MD, are published by Project Hope, the health education and humanitarian assistance organization that operates programs in 36 countries around the world.

At *The NewsHour*, Ms. Dentzer led a unit dedicated to providing in-depth coverage of health care, health policy and Social Security. The unit, begun in 1998, was funded by grants from the Henry J. Kaiser Family Foundation, and, beginning in 2005, from the Robert Wood Johnson Foundation.

Ms. Dentzer is the recipient of multiple awards. In 2007, she received the American Society on Aging National Media Award for a two-part series on our current understanding of the causes of Alzheimer's Disease, efforts under way to speed treatments to patients, and the enormous burden faced by caregivers of Alzheimer's patients. The unit's December 2005 and April 2005 pieces, "Wounded Soldier" and "Wounded Warrior," about a paralyzed and brain damaged soldier who was severely wounded in Iraq, won the 2005 Award for Excellence in Health Care Journalism from the Association of Health Care Journalists. The same pieces also earned both a CINE Golden Eagle and New York Festival award.

Ms. Dentzer's October 2004 Health Unit piece, "Osteoporosis," received a first-place Gracie Allen award for public television news from American Women in Radio and Television. Her two-part investigative series on importation of prescription drugs, broadcast in March 2004, earned a second-place prize for radio and television programming from the American Health Journalists Association. Coverage in 2002 of the "Eden Alternative" approach to nursing home reform garnered a 2003 Gabriel Award from the Catholic Academy for Communication Arts Professionals. And a 1999 report on schizophrenia earned the 2000 Robinson Electronic Media Award from the American Psychiatric Association.

Prior to joining *The NewsHour* in 1998, Ms. Dentzer was chief economics correspondent and economics columnist for *U.S. News & World Report*, where she served from 1987 to 1997. In a series of columns and stories for *U.S. News*, she reported extensively on the debate over reforming and partially "privatizing" Social Security and over such health policy issues as regulation of managed care. Before joining *U.S. News*, Ms. Dentzer was at *Newsweek*, where she was a senior writer covering business news until 1987. Ms. Dentzer's work in television has included appearances as a regular analyst or commentator on CNN and *The McLaughlin Group*.

Ms. Dentzer's writing has also earned her several fellowships. A Nieman Fellow at Harvard University for the 1986-87 academic year, she studied health economics and other disciplines. A U.S.-Japan Leadership Program Fellow in 1991, Ms. Dentzer conducted research on U.S.-Japan economic relations and the effects of the aging Japanese population.

Ms. Dentzer is a member of the Council on Foreign Relations. She also serves on the Board of Directors of the International Rescue Committee (IRC), the nonprofit organization that works in relief, rehabilitation, protection, post-conflict development and resettlement services for those uprooted or affected by violent conflict and oppression worldwide. At IRC, Dentzer heads the Board's Health Committee, which oversees the organization's health programs in 25 countries. In February 2008, she traveled to Syria and Jordan as part of an IRC delegation reviewing the situation of Iraqi refugees who have fled to these countries as a result of the ongoing war in Iraq.

Ms. Dentzer is also a member of the Board of Directors of the Global Health Council, the world's largest membership organization of groups involved in global health, serving as Secretary on the Board and head of the board's Nominating Committee. She serves on the Kaiser Commission on Medicaid and the Uninsured as well as the advisory board of the California Health Benefits Review Committee and is a member of the National Advisory Committee for the Robert Wood Johnson Foundation's Investigator Awards in Health Policy Research. Ms. Dentzer is also on the board of directors of the Friends of the National Institute for Nursing Research.

A graduate of Dartmouth, Ms. Dentzer holds an honorary Master of Arts degree from Dartmouth and an honorary doctorate of humane letters from Muskingum College, New Concord, OH. She is a member of the Board of Overseers of Dartmouth Medical School. Previously, she served on the Dartmouth College Board of Trustees from 1993 to June 2004 and was the first woman ever to serve as Chair of Dartmouth's board from 2001 to 2004. She is also a former trustee of the Dartmouth-Hitchcock Medical Center, having served in that capacity until 2004. In 2007 she received the Dartmouth Alumni Award, the highest honor given to Dartmouth alumni for service to the college.

Ms. Dentzer, her husband and their three children live in the Washington, DC, area.



**MARY K. DOROSHENK, MA**

*Ms. Mary Doroshenk* is currently the Manager of the National Colorectal Cancer Roundtable, an organization co-founded by the ACS and the CDC to bring like-minded organizations together for the purpose of increasing colorectal cancer screening rates. Ms. Doroshenk took this position after serving as a senior analyst on the Health Policy team of the American Cancer Society's National Government Relations Department, since July of 2000. In this capacity, Ms. Doroshenk managed all cancer site issues for the policy team with a special focus on colorectal cancer. Ms. Doroshenk came to the American Cancer Society after working for seven years on Capitol Hill, where she worked for Democratic Whip David Bonior.

Prior to her tenure on Capitol Hill, Ms. Doroshenk worked as a fund-raising consultant for the firm, Bonner and Associates, now known as the Bonner Group.

Ms. Doroshenk holds an undergraduate degree in English from the College of William and Mary and a Masters in Writing from Johns Hopkins University.

**EDWARD J. "JOE" EYRING, II, MD**

*Dr. Edward J. "Joe" Eyring* is a board-certified colon and rectal surgeon as well as a board-certified general surgeon. He received his bachelor's degree in political science at Emory University, and his MD from the University of Tennessee Memphis. Dr. Eyring is currently a speaker at the national level on colon cancer, media campaigns for public education on the prevention of colon cancer, as well as colorectal surgical procedures.

The previous fellowship director of the UHPI Colorectal Fellowship, Dr. Eyring sits on the volunteer clinical faculty at the University of Utah College of Nursing and Family Practice Residency programs. He is involved as a co-investigator in an NIH study on rectal cancer, as well as the past chairman of the Utah Cancer Action Network. Dr. Eyring is also an active participant as a principal investigator in more than 20 Phase 2/Phase 3 studies and writing of research protocols.

Dr. Eyring sits on the American Cancer Society Executive Board for the State of Utah, and has received the American Cancer Society's Sword of Hope.

He is a business entrepreneur who has started and run five successful businesses, all health-care related. He sits on the nonprofit Logue Foundation, which provides low-income housing for the homeless. He is an active participant in ultra marathons and 24-hour mountain bike racing. He has also been a member of the national Dialogue for Action Review Committee for the past three years.

**LYNDA FLOWERS, JD, MSN, RN**

*Ms. Lynda Flowers* is a Senior Strategic Policy Advisor for the Health Team in the Public Policy Institute (PPI) at AARP. Ms. Flowers' work is focused on issues related Medicaid, Racial and Ethnic Disparities, and Public Health. Ms. Flowers has held senior policy positions with the National Academy for State Health Policy and the Medical Assistance Administration (Medicaid) of the Government of the District of Columbia. Before going to DC Medicaid, Ms. Flowers worked on immigration and Medicaid issues at the National Conference of State Legislatures. Ms. Flowers received her undergraduate degree in nursing from the University of Wisconsin, her master's degree in nursing administration from Georgetown University and her JD from Golden Gate University.

**SETH N. GLICK, MD**General information:

1. M.D. degree Temple University Medical School 1975
2. Residency -Diagnostic Radiology Hahnemann Hospital 1975-1978
3. Fellowship - Gastrointestinal Radiology Hospital of the Univ. of Pennsylvania 1978-1979
4. Attending Radiologist -Hahemann University Hospital 1979-2001
5. Clinical Professor of Radiology - University of Pennsylvania 2001-present
6. Attending Radiologist -Penn Presbyterian Medical Center 2001-present

Activities on colorectal cancer:

1. American College of Radiology Committee on Colorectal Cancer 1989-present (committee chair 1999-2007)
2. National Colorectal Cancer Roundtable Member 1999-present (member Bylaws committee 2001-present—co-chair 2006-present and member Task force on Competencies and Standards 2001-present)
3. Colon Cancer Alliance Scientific Advisory Board 1998-present
4. Agency for Health Care Policy and Research- Screening for Colorectal Cancer Guidelines Panel 1994-1997
5. American Cancer Society Advisory Committee-Screening for Colorectal Cancer Guidelines 1997, 2007
6. American College of Surgeons Commission on Cancer Colorectal Disease Site Team 2001-present
7. Member of working group for the development of CT colonography 2001-2007

Also participated in multiple task forces, panels and workshops related to colorectal cancer in conjunction with NIH, CDC, and CRFA (now Prevent Cancer Foundation), including White Paper Review Committee 2002.



**SETH A. GROSS, MD**

*Dr. Seth Gross* is currently the Director of Advanced Endoscopy at Norwalk Hospital/Yale University School of Medicine. Dr. Gross graduated with a BS degree from Binghamton University, and attended the Sackler School of Medicine, where he earned an MD. He did his Internal Medicine residency at North Shore University Hospital/NYU School of Medicine. Dr. Gross went on to do his Gastroenterology fellowship at Mayo Clinic in Jacksonville, FL. He is active in national committees serving on the training committee of the ACG and the public relations committee of the ASGE. His areas of interest include colon cancer, gastrointestinal malignancies, endoscopic ultrasound, double balloon enteroscopy, GERD, Barrett's esophagus and ablation.

**GARY L. GURIAN**

*Mr. Gary Gurian* has served as a Director of C-Change since February, 2004. In this capacity, Mr. Gurian provides administrative oversight to C-Change's multi-sector Access to Quality Cancer Care, Clinical Trials, Prevention and Early Detection and State, Tribe and Territory Comprehensive Cancer and Tobacco Control initiatives.

Prior to joining C-Change, he served as Vice President for Public and Governmental Affairs for the Coalition of National Cancer Cooperative Groups. In this capacity Mr. Gurian worked with federal and state policymakers to improve the quality of life and survival of cancer patients through increased participation in cancer clinical trials. He also served as Regional Director for the U.S. Department of Health and Human Services (HHS), responsible for promoting the department's policies and initiatives in the Mid-Atlantic States and Washington, DC. Prior to his appointment to HHS, Mr. Gurian served as Pennsylvania's Deputy Secretary for Public Health Programs where he was responsible for the planning, administration and coordination of the State Health Department's wide range of public health programs. This included the development and delivery of communicable and chronic disease control, drug and alcohol treatment and prevention and family health program services. Mr. Gurian was also administratively responsible for the Pennsylvania Department of Health's network of district offices, associated county-based health centers and state-certified City and County Health Departments.

During his tenure in Pennsylvania, Mr. Gurian worked with the National Dialogue on Cancer [NDC], now C-Change, serving as staff assistant to Governor Tom Ridge, Chairman of the NDC's State Cancer Plans Team. In addition, he served as Chairman of NDC's Prevention Team from 1999 to 2000.

Mr. Gurian was the first Director of the Montgomery County Health Department (1990-1995), facilitating the development of this local health department. He was also the Director of Allentown City Health Bureau for ten years (1980-1990). Mr. Gurian began his public health career in 1972 with the Peoria County Health Department, followed by a seven-year tenure with the Illinois Department of Public Health in which he served in various field level and administrative posts, primarily in the communicable and chronic disease control program arena.

Mr. Gurian received his Bachelor of Science Degree from Bradley University and a Master's Degree from the University of Illinois in Springfield (formerly Sangamon State University). He resides in Allentown, PA, with his wife Barbara; they are proud parents of two adult children -- Rachael and Rhett.

#### **PATRICIA L. "PAT" HILTON, MFA**

*Ms. Patricia Hilton* received her BFA degree from the Art Academy of Cincinnati and an MFA degree from Indiana State University. Leveraging her background in planning, project management, training and graphic facilitation. Patricia Hilton founded her own company, Patricia Hilton Applied Arts, to help organizations develop and enhance their performance. She supports the work of organizations in strategic planning, improving performance, and developing and delivering effectively sequenced projects and sessions. She uses graphical templates to increase transfer of knowledge and information and serves to graphically record meeting proceedings for the purpose of helping participants create a visual and cognitive connection with information. Ms. Hilton has managed various aspects of program planning, development, implementation, evaluation, and process improvement during her tenure with the Baldrige National Quality Program at the National Institute of Standards in Technology; the National Training Center, a project of the Centers for Disease Control and Prevention; the Mary Babb Randolph Cancer Center; and through engagements with a variety of other government and non-profit organizations.

#### **SUSAN K. HOPPOUGH, PHD, RN**

*Dr. Susan Hoppough* is Director of Research & Innovation and Grants Manager for Saint Mary's Health Care in Grand Rapids. Her responsibilities include oversight of clinical trials and federal grants at Saint Mary's, the IRB and community research collaborative agreements with VAI/TGen and MSU. She is a graduate of Michigan State University with a Master's in Nursing and a PhD in Family Studies, specializing in underserved populations. Dr. Hoppough was awarded a research grant by the national Susan G. Komen Foundation to study the effects of culturally specific breast health information

on the screening practices of Vietnamese women. Dr. Hoppough serves on a variety of community collaborative groups and boards including the West Michigan Science and Technology Initiative and ClinXus. She is a past member of the Board of Directors of the Michigan Cancer Consortium and the Michigan Cancer Consortium advisory committees for breast, cervical and colorectal cancer. Dr. Hoppough has presented at the Intercultural Cancer Council Biennial Symposium in Washington, DC; the Susan G. Komen Mission Conference in Washington, DC; the Great Lakes Chapter of the Society of Public Health Educators; and Breast Imaging conferences in Michigan. Dr. Hoppough represented Michigan at the National Comprehensive Cancer Control Leadership Institute, Phase III Pilot at the CDC in November of 2005. In addition, Dr. Hoppough was awarded a Health Research and Education Trust (HRET) Cultural Competence Fellowship for 2006. In the May issue of Business Review West Michigan, Dr. Hoppough was recognized as one of the Top Women in Health Care in west Michigan.

#### **WHITNEY F. JONES, MD**

*Dr. Whitney Jones* is a native of Louisville, KY, and a Waggener High School Graduate. Dr. Jones graduated with honors and a BA in psychology from the University of Louisville in 1983, after which he attended the University of Louisville School of medicine from 1983 to 1987, a member of the Alpha Omega Alpha honor society.

He served his internship and residency at The University of Texas Southwestern Medical Center at Dallas in Internal Medicine and was appointed chief administrative medical resident and a clinical instructor on the faculty of Internal Medicine in 1990. During his chief residency he was a visiting instructor at the Harvard Medical School's Brigham and Women's Hospital as well as the University of Alabama at Birmingham.

He continued in Dallas for his formal training in Digestive Diseases until 1993, including a visiting scholarship in therapeutic endoscopy at Nichai Dai University in Tokyo, Japan. He was named the Wilson-Cooke fellow in advanced therapeutic endoscopy at the University of Toronto's Wellesley Hospital in 1993 and completed his postdoctoral training in 1994.

In 1994, he was appointed the Director of Therapeutic Endoscopy and Endoscopic Oncology at the University of Louisville. In 2000 he formed Midwest Gastroenterology Associates, PLLC. He is currently a Clinical Professor of Medicine at the University of Louisville where he remains an active in education, research and patient care. His practice interests include prevention and treatment of gastrointestinal cancers, pancreatic and biliary diseases.

He has authored numerous scientific articles, reviews and abstracts, and presented at a variety of national and international scientific meetings. He belongs to numerous local and national professional societies including the Kentucky Medical Association, American College of Gastroenterology, American Gastroenterology Association, and the American Society for Gastrointestinal Endoscopy.

In 2004 Dr. Jones founded Good Health Ideas, Inc., dba The Colon Cancer Prevention Project. The non-profit organization is dedicated to increasing colon cancer screening rates on Kentucky and surrounding communities. In 2008, he was appointed by the governor to, the Kentucky Colon Cancer Screening Program Advisory Committee, and subsequently elected to chair the group.

His personal interests include tennis, agriculture, cooking, travel and anything to do with his two boys, Nikolas 4 and Keaton 6.

#### **CARRIE N. KLABUNDE, PHD**

*Dr. Carrie Klabunde* is an epidemiologist in the Health Services and Economics Branch of the National Cancer Institute's (NCI) Division of Cancer Control and Population Sciences. She has held this position since 1997. Dr. Klabunde received her Ph.D. in health policy and management from the University of North Carolina at Chapel Hill, and MHS. and MBA. degrees in health services and business administration from the University of Florida. Since 1995, she has conducted research to evaluate the organization and delivery of cancer screening, with an emphasis on screening delivery in primary care practice. She has expertise in designing and implementing probability sample surveys that assess health care provider knowledge, attitudes, recommendations, and practices regarding cancer screening. She has directed state and national surveys on a variety of cancer screening topics, and is the NCI scientific coordinator for the Cancer Control Supplement to the National Health Interview Survey, which includes a detailed item set on cancer screening. She co-leads an evaluation project to improve uptake of colorectal cancer screening in the Medicare population. Since 1997, Dr. Klabunde has co-chaired work groups on quality assurance, performance evaluation, and participation rates for the International Cancer Screening Network. She serves as NCI representative to the National Colorectal Cancer Roundtable, and is the NCI coordinator and scientific lead for the upcoming NIH State of the Science Conference on Enhancing Use and Quality of Colorectal Cancer Screening. She has published extensively on a variety of cancer control topics, particularly the utilization and delivery of colorectal cancer screening in the United States.

**USHA MENON, PHD, RN**

**Dr. Usha Menon** is the Pamela Kidd Distinguished Researcher Professor in the College of Nursing and Health Innovation at Arizona State University. She has a joint appointment in the Mayo Clinic Cancer Center, AZ. Her research focuses on the development and testing of tailored interventions to increase cancer screening behavior. A major emphasis of this research has been on increasing early detection among aging and vulnerable populations and the reduction of health disparities in cancer prevention. She has been funded by the National Institutes of Health and other national foundations such as the Susan G. Komen Foundation. Dr. Menon teaches across nursing curricula including graduate elective courses in conducting interventions with diverse populations, and conducting integrative literature reviews. In previous academic roles she has served as: the Co-Director of the Community Engagement & Research Core of the Center for Clinical Translational Sciences, Co-PI of the Cancer Education and Career Development Program to train pre and post doctoral fellows across biological and behavioral cancer control research, and Co-PI of the P60 Center for the Elimination of Health Disparities at the University of Illinois-Chicago. Dr. Menon chaired and taught three Nursing Research Institutes nationally for the Oncology Nursing Society/Foundation, mentoring junior faculty to develop programs of research in oncology nursing. She is the 2006 recipient of the first *Investigator with a Brilliant Future Award* from the American Academy of Nursing/Council for the Advancement of Nursing Science. Dr. Menon is a recognized expert in behavior change theory and interventions and is a frequent consultant and speaker to national and international groups of researchers, clinicians, and community members.

**ROBERT S. MILLER, MD, FACP**

**Dr. Robert S. Miller** is a medical oncologist in the Breast Cancer Program at the Johns Hopkins Kimmel Cancer Center based at Green Spring Station. He joined Johns Hopkins in 2009 after 17 years in community practice in California. In addition to the clinical care of breast cancer patients, he is interested in medical informatics and the use of electronic health records (EHRs) to improve the quality of oncology care and patient-provider communication. He completed an internship and residency in internal medicine at the University of California, San Francisco, a postdoctoral fellowship in medical oncology at Stanford University, and a graduate certificate in biomedical informatics at Oregon Health and Science University. He is a member of the American Society of Clinical Oncology (ASCO) Board of Directors, the ASCO EHR Workgroup, and the Physicians' EHR Coalition.



**MARY F. MITCHELL**

*Ms. Mary Mitchell* is senior director of professionalism and gynecologic practice at the American College of Obstetricians and Gynecologists in Washington, DC.

She oversees the College's document development and project management in the areas of gynecology, primary care, and ethics. She frequently represents the College in liaison relationships, such as with the U.S. Preventive Services Task Force and the National Colorectal Cancer Roundtable. She is a member of the planning committee for the 2010 *Dialogue for Action* and was a member of the planning committee for the 2009 Fecal Occult Blood Testing Summit held by the National Colorectal Cancer Roundtable.

**DONALD E. NEASE, JR., MD**

*Dr. Donald Nease* is an Associate Professor of Family Medicine at the University of Michigan Medical School. He completed medical school at the University of Kansas and residency at the Medical University of South Carolina in Charleston. Dr. Nease's research is largely conducted within primary care research network practices in Michigan and has focused on improving the quality of health care in primary care most notably in the areas of Cancer Prevention and Depression. Dr. Nease's recent research includes a National Cancer Institute funded study on the feasibility of implementing a computerized reminder system in 13 community primary care practices in Michigan and a national study on Improving Depression Care, jointly conducted in 18 American Academy of Family Physicians and American College of Physicians research network practices. Dr. Nease serves as Vice Chair of the Michigan Primary Care Consortium, a collaborative public/private partnership created to improve the system of delivery of prevention services and the management of chronic disease in primary care settings throughout Michigan.

Dr. Nease serves on the Medical Advisory Board of Cielo MedSolutions, LLC, a technology company focused on providing clinical information systems and support to primary care practices.

**ELECTRA D. PASKETT, PHD**

*Dr. Electra D. Paskett* became the Marion N. Rowley Professor of Cancer Research in the Division of Epidemiology in the College of Public Health, Associate Director for Population Sciences and Co-Program Leader of the Cancer Control Program in the Comprehensive Cancer Center of the Ohio State University (OSU) in January 2002. She is also Director of the Diversity Enhancement Program at the James Cancer Hospital, and Chair of the Cancer Control and Health Outcomes Committee of Cancer and



Leukemia Group B. She received her doctorate in epidemiology from the University of Washington. Her current work focuses on intervention research directed at cancer prevention, early detection and survivorship issues specifically among underserved populations. Dr. Paskett successfully competed for an NCI-funded P50, Center for Population Health and Health Disparities, to examine why rates of cervical cancer are high in Appalachia Ohio and is the Principal Investigator of the Ohio Patient Navigator Research Program. She also received funding from the Breast Cancer Research Foundation for the OSU Evelyn Lauder Breast Cancer Prevention through Nutrition Program and is co-director of the OSU Livestrong Survivorship Center of Excellence. Dr. Paskett was elected as a Fellow to the American Association for the Advancement of Science in 2004. She is the current President of the American Society of Preventive Oncology. She is also Deputy Editor of the journal *Cancer, Epidemiology, Biomarkers & Prevention*, and was the first chair of the newly created Cancer Forum of the American Public Health Association.

#### **KAREN J. PETERSON, PHD**

*Dr. Karen J. Peterson* has experience in social science applications to health and medicine. She has served on academic faculties, conducted research in the U.S. and West Africa and worked in public health. Her interests focus on divisions of labor in health and medicine. Currently, she is Vice President of Programs at Prevent Cancer Foundation. Before joining the Foundation seven years ago, she was the head of educational development and evaluation for disease prevention education at the national headquarters of American Red Cross. She has served as tenured Associate Professor of Sociology at Drake University and as Adjunct Associate Professor of Sociology at Georgetown University.

At the Foundation, Dr. Peterson has expanded the *Dialogue for Action to Increase Colorectal Cancer Screening* from its beginnings as an annual national conference to include projects with states and tribes, as a way to build capacity for CRC screening. Soon after joining the Foundation, she led a successful effort to secure a five-year \$1.54 million cooperative agreement with the Centers for Disease Control and Prevention. Since 2002, the Foundation has worked with 17 states and 10 American Indian/Alaska Native teams on *Dialogue* projects. A first-ever *Dialogue* in ovarian cancer was held in Utah in 2007.

Dr. Peterson has extensive experience in instructional design of training and education and in communication of complex research and policy issues to professional audiences and the public. She is co-editor of *How to Increase Colorectal Cancer Screening Rate in Practice: A Primary Care Clinician's Evidence-Based Toolbox and Guide*, a National

Colorectal Cancer Roundtable project that provides primary care providers with tools and techniques to increase guidelines-driven CRC screening. She currently serves on the NCCRT Steering Committee.

Dr. Peterson received her master's and doctoral degrees in Sociology and a Certificate in African Studies from Northwestern University and her BA cum laude from Indiana University.

**FRANCES B. PHILLIPS, RN, BSN, MHA**

*Ms. Frances Phillips* was appointed Deputy Secretary for Public Health Services for the Maryland Department of Health and Mental Hygiene on December 1, 2008. The Deputy Secretary for Public Health Services oversees the Infectious Disease and Environmental Health, Family Health, and Laboratories administrations, along with the Department's Office of Preparedness and Response and the Office of the Chief Medical Examiner.

Prior to her appointment, Ms. Phillips served for 15 years as Health Officer for Anne Arundel County, MD, a suburban jurisdiction of approximately 500,000 population. She also held the position of City Health Officer for the municipality of Annapolis, MD. Ms. Phillips directed this local public health agency with comprehensive programs in community health, emergency preparedness, infectious disease control, environmental health, mental health and addictions treatment. Ms. Phillips is a registered nurse with clinical nursing experience in pediatrics, orthopedics, emergency medicine and quality assurance. She holds a baccalaureate degree in community health nursing from The Catholic University of America and a master's degree in health care administration from The George Washington University. She is a visiting lecturer at the University of Maryland's University College Graduate School of Management Technology, holds advanced certification in Smart Growth, and was a Scholar (1996) in the National Public Health Leadership Institute.

In 2004, Ms. Phillips served as Acting Fire Chief for Anne Arundel County. As Chief, she commanded a combined volunteer and professional workforce of 1350 firefighters and EMS personnel. She also directed the County's Emergency Management Office responsible for local disaster planning, response and mitigation.

Ms. Phillips is Past President of the Maryland Association of County Health Officers and serves in leadership positions on numerous national, state and local boards and commissions.

**DAVID F. RANSOHOFF, MD**

*Dr. David Ransohoff* is an internist (gastroenterology, University of Chicago) and clinical epidemiologist (research methodology, Yale University) with longstanding interest in improving the methods used to evaluate diagnostic tests, particularly for screening. He and clinical epidemiology mentor Alvan Feinstein wrote one of the first papers about methodologic challenges in evaluating diagnostic tests (NEJM, 1978). After years of research on conventional tests for cancer and other diseases, he extended his work, starting 10 years ago, to include molecular tests, after being introduced to this area by EXACT Sciences (stool DNA markers for colon cancer; NEJM, 2004) and by a sabbatical supported by the NCI. At The University of North Carolina at Chapel Hill, Dr. Ransohoff directs a faculty development program in translational research, and he works closely with staff and investigators in NCI's Division of Cancer Prevention and other NCI groups on topics related to molecular markers for cancer. *Areas of expertise:* Clinical epidemiology, methodology for evaluating diagnostic tests, cancer screening, and internal medicine.

**ANDREA ROANE**

*Ms. Andrea Roane* is now in her 29th year with W\*USA TV 9. She currently co-anchors 9 NEWS NOW from 5-7 am and 9-10 am. During her career, Ms. Roane has covered a wealth of hard news stories, from politics, the arts, education and sports to women's health issues. She has interviewed newsmakers, entertainers, and politicians, including Archbishop Desmond Tutu, Hillary Rodham Clinton, former Defense Secretary William Cohen, David Rockefeller, Michael J. Fox, Danny Glover, Magic Johnson and author Mary Higgins Clarke. She covered the 1996 Republican and Democratic conventions and the 1988 GOP convention. Ms. Roane was recently selected as a distinguished annual honoree by the ASAE & The Center for Association Leadership's Greater Washington Network, which recognized Ms. Roane's outstanding work within the community and the region as a "leader and trailblazer deserving of recognition."

Ms. Roane is best known to viewers for her passionate reporting on breast health issues and promoting the importance of early detection in the fight against breast cancer through the *Buddy Check 9* program which was launched in partnership with the Prevent Cancer Foundation in 1993. Ms. Roane was named one of *Washingtonian Magazine's* sixteen "Washingtonians of the Year" in 2006 for her continued work on breast cancer awareness.

Ms. Roane's commitment to women's health and community service has been recognized with many awards, locally and nationally. Ms. Roane co-chairs the Kennedy Center Community and Friends Board and is a board member of the National

Museum of Women In The Arts. She is also a member of the Howard University Hospital Cancer Advisory Board and Trustee of the Catholic University of America. Ms. Roane is a member of the Sovereign Military Order of Malta (Federal Association); the Women's Forum of Washington. She is a lifetime member of both the NAACP and the National Council of Negro Women.

#### **JUNE E. RYAN, MPA**

*Ms. June Ryan* has been involved in planning continuing education programs for nurses, nursing home administrators, physicians, social workers and others for over 40 years. She worked as an adjunct faculty member at the University of Pennsylvania Department of Psychiatry for about ten years where she participated in developing training programs and focus group formats for long term care nurses and other care providers. As Program Manager for Nebraska C.A.R.E.S, Ms. Ryan has an understanding of the state's comprehensive cancer control program goals, strategies and methods as well as the needs of the partners. She has participated in the national *Dialogue for Action* for the past seven years and has been on the planning committee in the past. Ms. Ryan worked for the Pennsylvania Department of Health, the Pennsylvania Department of Public Welfare, as a hospital administrator and as a health care consultant prior to joining the Nebraska Department of Health and Human Services.

She has extensive knowledge about state governmental programs and resources, political environments and public policy.

#### **RAQUEL E. SAMSON, MPH**

*Ms. Raquel Samson* has over twelve years of experience in public health with an emphasis on reproductive health. She has expertise in project management and implementation, program monitoring and reporting, team building and budget management. Additionally, Ms. Samson is experienced in conducting outreach and education programs and has extensive experience as a practice administrator and has managed programs with multiple local, state and federal grant awards. She excels in program marketing and is a dynamic media spokesperson.

Ms. Samson joined Primary Care Coalition (PCC) in 2007, as Project Manager for the Susan G. Komen Community Academic Partnership where her responsibilities included oversight and implementation of a culturally competent breast health patient navigation program. Her efforts supported an increase in breast cancer screening and referral at three of the Montgomery Cares clinics. In 2009, she became the Associate

Director for the Center for Health Improvement where she provides administrative and project management oversight for multiple Center grants. She is tasked with the development and maintenance of systems to promote communication between PCC programs, PCC and DHHS, and PCC and community-based providers.

Ms. Samson received an MPH from the Tulane University School of Public Health and Tropical Medicine, a BA in History from The City College of New York. From 1997-1999, she was a Peace Corps Volunteer, working on maternal child health issues, in Ouarzazate, Morocco. She is fluent in Berber, a language of the High Atlas Mountains.

### **LAURA C. SEEFF, MD**

*Dr. Laura Seeff* is the Acting Branch Chief for the Comprehensive Cancer Control Branch in the Division of Cancer Prevention and Control (DCPC) at the Centers for Disease Control and Prevention (CDC). Prior to taking on this position in October 2009, she was the Associate Director for Colorectal Cancer Programs, designed and led CDC's Colorectal Cancer Screening Demonstration Program, and was the medical director for CDC's new Colorectal Cancer Control Program. She came to CDC (in DCPC) in 1998 through the Epidemic Intelligence Service (EIS) program and has conducted colorectal cancer health services research, including measuring screening test prevalence, barriers to screening, and cost and availability of screening. She led a CDC study to estimate the national capacity to provide colorectal cancer screening to all eligible persons in the U.S., replicated in 15 states, currently being updated nationally and in 14 additional states. She was appointed as the CDC *ex-officio* member of the National Commission on Digestive Diseases and serves on several national committees, including the steering committee of the National Colorectal Cancer Roundtable, where she co-chairs its Policy-Action Task Group. She led CDC's Colorectal Cancer Screening Demonstration Program from 2004-2009 and initiated CDC's expanded Colorectal Cancer Control Program in 2009.

Prior to joining CDC in 1998, Dr. Seeff was an Internal Medicine faculty member at the Emory University School of Medicine, where she mentored Internal Medicine residents, delivered primary care to adult patients at Grady Memorial Hospital, and established and directed a colorectal cancer screening program and integrated it into the primary care curriculum. She attended medical school at Georgetown University School of Medicine and completed her Internal Medicine residency training at the Emory University School of Medicine. She and her husband have three children.



**ROBERT A. SMITH, PHD**

*Dr. Robert A. Smith* is a cancer epidemiologist and Director of Cancer Screening at the National Office of the American Cancer Society (ACS) in Atlanta, GA. He also is Adjunct Professor of Epidemiology at the Rollins School of Public Health, Emory University School of Medicine, and Adjunct Professor of Hematology/Oncology at the Winship Cancer Center, Emory University School of Medicine. His primary research interests are cancer epidemiology, evaluation of cancer prevention and early detection programs, multi-chronic disease models of preventive care, and quality assurance in the delivery of health services. He received his PhD from the State University of New York at Stony Brook in 1983. Prior to joining the staff at the ACS, he held positions with the Boston University School of Public Health, and the United States Centers for Disease Control. He is the author of over 200 peer-reviewed scientific articles, reports, and book chapters, and a frequent lecturer on issues related to cancer prevention and early detection. He serves on many international and national government and professional advisory committees and working groups, including the National Colorectal Cancer Roundtable, for which he is the Co-Chair. He also was among the founding members of Cervical Cancer Action, an international community of organizations and individuals dedicated to working collaboratively to eliminate cervical cancer deaths worldwide. Among his awards and honors, Dr. Smith is an Honorary Fellow of the Society of Breast Imaging, and in 2004 he was recognized by the National Breast Cancer Awareness Month Board of Sponsors for Outstanding Advances in Breast Cancer. That year he also received the Cancer Prevention Laurel for Outstanding National Leadership from the Cancer Research and Prevention Foundation (now the Prevent Cancer Foundation).

**EDEN STOTSKY-HIMELFARB, BSN, RN**

*Ms. Eden Stotsky-Himelfarb* is a Nurse Clinician in the Department of Surgery at The Johns Hopkins Hospital. She is also a twelve and a half year survivor of stage III rectal cancer. Eden is a graduate of The Johns Hopkins University with a Bachelor of Science in Nursing after earning a Bachelor of Science in Public Affairs from Indiana University. She worked for six and half years as a Health Educator for the Johns Hopkins Colon Cancer Center before becoming a Registered Nurse. She is currently part of the Gastrointestinal Surgical Oncology Group at Johns Hopkins where she works with patients who have a variety of gastrointestinal cancers, including colorectal cancer. Eden assisted in bringing the *Dialogue for Action* to Maryland in 2005 and was an integral part in the development and implementation of the Baltimore City Colorectal Cancer Screening Demonstration Program. She also co-authored a chapter in the American Cancer Society's *Complete Guide to Colorectal Cancer* entitled "Taking Care of Practical Matters: Work, Insurance, and Money" and is currently working on a book chapter entitled "Coping with Colorectal Cancer." A past member of the Board of



Directors of the Ulman Cancer Fund for Young Adults, she currently volunteers for the organization and is on the Planning Committee for the Johns Hopkins Pediatric Oncology Camp Sunrise. One of her most favorite projects is the *One Bite at a Time* cookbook created for cancer patients and their families and friends. Since being diagnosed with colorectal cancer at the age of 26, her goal has been to spread the word about the importance of being screened for colorectal cancer at the appropriate age.

### **ALAN G. THORSON, MD, FACS**

Dr. Alan G. Thorson received his BS in Agricultural Economics in 1974 and a BA in University Studies/International Relations in 1976 from the University of Nebraska at Lincoln, NE. He obtained his MD from the University of Nebraska College of Medicine, Omaha, NE, in 1979. He completed his Residency in General Surgery at the University of Nebraska Medical Center in 1983, served as Chief Resident in General Surgery at the University of Nebraska Medical Center in 1983-1984 and completed his Residency in Colon and Rectal Surgery at the University of Minnesota in 1984-1985.

He has been Clinical Associate Professor, Surgery at the University of Nebraska, Omaha, NE, since 1993; the Director, Residency Training Programs, Section of Colon and Rectal Surgery at Creighton University School of Medicine, also in Omaha, since 1988; and Associate Faculty, Center for Practice Improvement and Outcomes Research since 1997 at Creighton University School of Medicine.

Dr. Thorson holds medical staff appointments at the following in Omaha: Nebraska Methodist Hospital, Alegent Immanuel Medical Center, Children's Memorial Hospital, Alegent Archbishop Bergan Mercy Hospital, Nebraska Health System and Clarkson Hospital/University Hospital, Creighton University Medical Center, Alegent Lakeside Hospital; and Alegent Midlands Community Hospital, Papillion, NE. He is licensed to practice in Iowa and Nebraska. He is active in a number of professional organizations and medical societies and has held numerous appointments including president of the Metropolitan Omaha Medical Society, president of the Nebraska Medical Association, Quality Assessment and Safety Committee, 2001 to present of the American Society of Colon and Rectal Surgeons. Dr. Thorson has held numerous positions with the American Cancer Society local, regional and national level including his current position of National President of the American Cancer Society.

Dr. Thorson has made dozens of presentations and poster presentations locally, throughout Nebraska, nationally and internationally. He is well-published (65 or more articles, 18 book chapters, numerous abstracts, and five videotapes).

Dr. Thorson serves as the Every Woman Matters Advisory Committee Colon Cancer Subcommittee Chairman, the Chair of Nebraska C.A.R.E.S and Chair of the Douglas Sarpy Colorectal Cancer Task Force.

#### **MICHELLE TROPPER, MPH**

*Ms. Michelle Tropper* is the Division Director, Strategic Health Initiatives for the American Cancer Society, Eastern Division, encompassing New Jersey and New York. Ms. Tropper plays a prominent role in helping the American Cancer Society to establish and develop strategic relationships with major health systems in the Division. She also spearheaded the development of Working Well, the assessment tool currently being used to guide the organization's efforts in cancer control with corporations.

Currently Ms. Tropper represents the American Cancer Society, Eastern Division, on the Governor's Task Force for prevention, detection and treatment in New Jersey. She also serves as chairperson for the state's Colorectal Cancer Workgroup and is a member of the Evaluation Committee for the state's Comprehensive Cancer Control Plan.

Ms. Tropper earned her bachelor's degree from the State University of New York at Binghamton and her Master's in Public Health from the University of Medicine and Dentistry in New Jersey School of Public Health.

#### **THOMAS C. TUCKER, MPH, PHD**

*Dr. Thomas Tucker* is an Associate Professor in the Department of Epidemiology at the College of Public Health; Associate Director for Cancer Control and Senior Director for Cancer Surveillance at the Markey Cancer Center Cancer Control Program; and the Director at Kentucky Cancer Registry. He completed his master's degree in public health at the University of Michigan and his doctoral degree in Medical Sociology at the University of Kentucky. He is an Associate Professor and past Chair of the Department of Epidemiology in the College of Public Health at the University of Kentucky and he is the Associate Director for Cancer Control and Prevention at the Markey Cancer Center. In addition, he is the Senior Director for Cancer Surveillance at the Markey Cancer Center, and he is the Director of the Kentucky Cancer Registry.

Dr. Tucker is the past President of the North American Association of Central Cancer Registries. He has also served as a member of the National Coordinating Council for Cancer Surveillance in the U.S. and the Canadian Council of Cancer Registries.

Dr. Tucker chaired the committee which established certification standards for population-based cancer surveillance programs in North America. He is actively engaged in population-based cancer research at the state, national and international levels. His research includes examination of variations in the patterns of care for stage III colorectal cancer in Kentucky, an exploration of human growth factors as they relate to colon cancer, studies of factors related to the high cervical cancer incidence and mortality in Appalachian Kentucky, and exploration of methods for estimating the completeness of case ascertainment in population-based cancer registries. He is the Principle Investigator for the National Cancer Institute's Surveillance Epidemiology and End Results (SEER) program in Kentucky and the Principal Investigator for the Centers for Disease Control and Prevention's (CDC) National Program of Cancer Registries in Kentucky.

Dr. Tucker is an active contributor to the cancer control literature. His articles appear in publications such as: *The Journal of the National Cancer Institute*, *Archives of Internal Medicine*, *Oncology*, *Cancer Epidemiology Biomarkers and Prevention*, *Primary Care and Cancer* and *The Journal of Registry Management*. He received the American Association of Community Cancer Center's Award for outstanding contributions, the University of Kentucky's O'Donnell Award for Outstanding Achievement as a Graduate Student, and the North American Association of Central Cancer Registry's highest honor, the Calum Muir Award for lifetime contributions to the science of cancer surveillance.

### **RICHARD C. WENDER, MD**

*Dr. Richard Wender* is Alumni Professor and Chair of the Department of Family and Community Medicine at Thomas Jefferson University in Philadelphia. A graduate of Princeton University and the University of Pennsylvania School of Medicine, Dr. Wender directed the Family Practice residency program at Thomas Jefferson for ten years, became Vice Chair of the Department in 1995 and Chair in 2002.

In addition to being a practicing family doctor, Dr. Wender's major area of academic focus has been cancer prevention and screening. Dr. Wender has been a volunteer leader at multiple levels of the American Cancer Society (ACS). He served as President of the American Cancer Society from 2006-07, becoming the first primary care clinician to serve as National President in the 93-year history of ACS.

From 2006-08, Dr. Wender co-chaired the ACS task force on Access to Care and helped launch that organization's national campaign of health care access. Dr. Wender was a co-investigator of an NCI-funded study of tailored interventions to increase colorectal cancer screening. Dr. Wender is the editor of *How to Increase Colon Cancer Screening*

*Rates in Practice* a Toolbox and Guide produced by the National Colorectal Roundtable, ACS and Thomas Jefferson University. He is the recipient of the American Cancer Society's St George Medal, and National Divisional Award, and the Cancer Prevention Laurel for National Leadership from the Cancer Research and Prevention Foundation (now Prevent Cancer Foundation).

Dr. Wender has lectured and written extensively about the role of primary care clinicians in preventive care. Improving access to high quality care remains the central focus of his career.

### **HOLLY J. WOLF, PHD, MSPH**

**Dr. Holly Wolf** is Director of the Colorado Colorectal Screening Program and principal investigator, project epidemiologist and/or project manager for several research and public health service programs focused on cancer prevention and control at the University of Colorado Cancer Center and the School of Public Health. She is an assistant professor in Community and Behavioral Health and a full member of the University of Colorado Comprehensive Cancer Center. She is a past Chair for the Colorado Cancer Coalition and a current executive committee of the Coalition as well as a member of the Colorectal Task Force and Surveillance and Evaluation Subcommittee. For the past several years, she has provided leadership to increase colorectal screening rates in Colorado by collaborating on CDC-funded research interventions to increase public awareness using telephone-based or mail-based education messages in partnership with a managed care organization, with several health care providers and with insurers, assisting with capacity studies, by participating in the Colorado Colorectal Task Force to foster a comprehensive approach to colorectal screening, and most recently by establishing the statewide endoscopic colorectal screening program for the medically underserved. She is also the University of Colorado's Principal Investigator for Colorado's award for the CDC Colorectal Cancer Control Program. Dr. Wolf chairs the national state colorectal screening program network with three co-chairs. Other research activities include those at the Specialized Center of Research Excellence in Lung Cancer to identify biomarkers to predict lung cancer risk and the CDC-sponsored population-based CONCORD/Patterns of Care study to assess the quality of stage and treatment data in cancer registries, ascertain delivery of care for breast, prostate and colon cancer and explain differences in cancer survival between Europe and North America.

Dr. Wolf received a BA in Biology from Wellesley College, her MS and PhD in Bacteriology from the University of Wisconsin, and her MSPH from the University of Colorado Health Sciences Center. She has 18 years of experience in drug discovery and

development in the pharmaceutical industry as a research scientist, director of research and project manager. She joined the Department of Preventive Medicine & Biometrics at UCHSC and the cancer prevention and control effort in Colorado in 2001.

#### **FAYE L. WONG, MPH**

*Ms. Faye Wong* has been at the Centers for Disease Control and Prevention (CDC) for over 25 years and worked in several divisions within the National Center for Chronic Disease Prevention and Health Promotion. Since January, 2007, she has been Chief of the Program Services Branch in the Division of Cancer Prevention and Control (DCPC). In this position, Ms. Wong provides leadership direction and manages the National Breast and Cervical Cancer Early Detection Program which provides screening for low income, under-and uninsured women in all 50 states, DC, 12 tribes/tribal organizations, and five U.S. territories. Ms. Wong was on the original management team that helped establish this national screening program when it was first funded by Congress in 1990. In late Spring 2009, CDC's new Colorectal Cancer Control Program was added to the branch portfolio of responsibilities; 22 states and four tribe/tribal organizations have been awarded funding. Ms. Wong provides strategic leadership within DCPC to address national health reform and the potential changing role for public health and screening programs.

Just prior to returning to DCPC, Ms. Wong was director of the CDC's VERB™ Campaign for six years. This award-winning national paid media campaign was based on social marketing principles and aimed to increase physical activity among tweens (youth 9-13 years). The campaign was highly successful in doing so through using a branding approach that presented physical activity to tweens as fun, about exploration and discovery, and being with friends. Before the VERB Campaign, Ms. Wong was director of the National Diabetes Education Program (NDEP), a jointly sponsored program of the CDC and NIH. She provided the strategic leadership to conceptualize and establish the partnership-based model of the NDEP which has served the program well for a decade.

Ms. Wong has had a long career in public health at the Federal (CDC), State (OR) and local (rural Flagstaff, AZ; inner city Detroit, MI) level in particular in the creation, growth, and management of new programs and media campaigns. She has developed and managed programs in maternal and child health nutrition, school nutrition, chronic disease nutrition, pediatric and pregnancy nutrition surveillance, the early detection of breast and cervical cancer, colorectal cancer control, comprehensive cancer control, media campaigns (youth physical activity, diabetes control), and other areas of public health. Ms. Wong has given numerous presentations on these and other topics at a

wide range of professional meetings nationally.

In addition, Ms. Wong was President of the American Public Health Association in 2001-2002. She was the first Asian American and public health nutritionist to hold this prestigious position of national public health leadership.