

A G E N D A

Tuesday, March 22, 2011

Pre-Conference Session

Office of the Meeting:

Mt. Washington Room, 5th Floor

All Meeting Rooms on 5th Floor

5:30 – 10:00 PM **National Colorectal Cancer Roundtable**

Homeland

Policy Action Task Group Meeting

For Roundtable Members

Wednesday, March 23, 2011

Pre-Conference Sessions

7:30 AM – 12:00 PM **National Colorectal Cancer Roundtable**

Homeland

Policy Action Task Group Meeting

For Roundtable Members

8:00 AM

Baltimore Ballroom Foyer

Conference Registration Opens

10:00 AM – 12:00 PM **Social Media Information Exchange**

Watertable Ballroom A & B

Facilitator: Raquel E. Samson, MPH, *The Primary Care Coalition of Montgomery County, MD*

Discussants: Rafael Furst, *Prevent Cancer Foundation Board*

Brian Cooley, Co-Founder, *Wicked PR*

Jim Wood, *Prevent Cancer Foundation*

10:00 AM – 12:00 PM **[Family Medicine Residents: Getting Ready for a Healthier Tomorrow](#)**

Watertable Ballroom C

Convener: Timothy Munzing, MD, *Kaiser Permanente*

Discussant: Anita Mitchell, *Washington Colon Cancer S.T.A.R.S.*

12:00 PM

Lunch on Your Own

A G E N D A

Wednesday, March 23, 2011 (continued)

Pre-Conference Sessions

1:00 – 4:00 PM

Baltimore Ballroom A

Overview of Colorectal Cancer Prevention and Early Detection

A must for new attendees!

Moderator: Mary Mitchell, *American College of Obstetricians and Gynecologists*

- [Natural History, Prevention and Epidemiology of Colorectal Cancer](#)
Thomas C. Tucker, PhD, MPH, *University of Kentucky, Markey Cancer Center, Kentucky Cancer Registry*
- [Colorectal Cancer Screening Guidelines and Procedures](#)
David Greenwald, MD, *American Society for Gastrointestinal Endoscopy*
- [Overcoming Barriers to Colorectal Cancer Screening in Primary Care](#)
Donald E. Nease, Jr., MD, *University of Michigan*
- [Overcoming Challenges to Health Educators in Promoting Colorectal Cancer Screening](#)
Eden Stotsky-Himelfarb, BSN, RN, *Johns Hopkins Hospital Department of Surgical Nursing*

1:00 – 3:00 PM

Baltimore Ballroom B

[Pre-Conference Exchange: Sharing Information about State Colorectal Cancer Screening Programs](#)

A meeting hosted by the National Colorectal Cancer Screening Network

Moderator: Holly J. Wolf, PhD, MSPH, *University of Colorado School of Public Health*

3:00 – 5:00 PM

American Indian/Alaska Native Information-Sharing Meeting

Attendees interested in colorectal cancer screening in Indian Country are encouraged to attend!

Moderators: Dee Ann DeRoin, MD, MPH, *National Indian Women's Health Resource Center*

Ruth K. Hummingbird, BBA, *Cherokee Nation Comprehensive Cancer Control Program*

- [Health Care Reform in Indian Country](#)
JT Petherick, JD, MPH, *Cherokee Nation*

5:00 PM

Sessions Adjourn for the Day

Dinner on Your Own

5:00 – 6:30 PM

Watertable Ballroom C

Federal Hill

National Colorectal Cancer Roundtable Task Group Meetings

- **Blue Star / Awareness Task Group**
- **Professional Education / Practice Task Group**

For Roundtable Members

8:00 – 9:15 PM

Baltimore Ballroom B

Movie Night

View PSAs, film clips and documentaries on colorectal cancer screening from a variety of groups around the U.S. and Canada.

A G E N D A

Thursday, March 24, 2011

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

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*

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

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

15-Minute Break

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

Baltimore Ballroom A & B

- 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 Networking Reception in the Ballroom Foyer

Baltimore 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

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| <p>6:30 – 7:15 AM <i>Watertable Ballroom C</i></p> | <p>Yoga Class Lori Murphy, <i>Hatha Yoga Teacher</i></p> |
| <p>7:00 AM <i>Baltimore Ballroom Foyer</i></p> | <p>Continental Breakfast</p> |
| <p>8:00 AM <i>Baltimore Ballroom A & B</i></p> | <p>Welcome to Day Two</p> <ul style="list-style-type: none"> Carolyn R. “Bo” Aldigé, Founder and President, <i>Prevent Cancer Foundation</i> |
| <p>8:05 AM</p> | <p>Keynote – Making Change Happen: Flip the Switch for Your Organization <i>Direct the Rider, Motivate the Elephant and Shape the Path for CRC Screening</i></p> <ul style="list-style-type: none"> 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> <p>Q & A: 20 minutes</p> |
| <p>9:15 AM <i>Baltimore Ballroom Foyer</i></p> | <p>30-Minute Break</p> <p>Book Signing with Mr. Heath <i>Hotel Check-Out</i></p> |
| <p>9:45 AM <i>Federal Hill</i></p> | <p>Switch Workshops</p> |
| <p><i>Watertable Ballroom C</i></p> | <p>2A. Deliver the Message to Increase Colorectal Cancer Screening Facilitator: Patricia Bonifer-Tiedt, MS, ScM, Alexandria, VA</p> |
| <p><i>Watertable Ballroom A</i></p> | <p>2B. Deliver the Message to Increase Colorectal Cancer Screening Facilitator: Erica Breslau, PhD, MPH, <i>National Cancer Institute</i></p> |
| <p><i>Watertable Ballroom B</i></p> | <p>2C. Using Specific Circumstances of Our Times to Increase Colorectal Cancer Screening Facilitator: Carrie N. Klabunde, PhD, <i>National Cancer Institute</i></p> |
| <p><i>Fells Point</i></p> | <p>2D. Using Specific Circumstances of Our Times to Increase Colorectal Cancer Screening Facilitator: June E. Ryan, MPA, <i>Nebraska Department of Health and Human Services</i></p> |
| <p><i>Guilford</i></p> | <p>2E. Optimizing Community Resources to Increase Colorectal Cancer Screening Facilitator: Mary Doroshenk, MA, <i>National Colorectal Cancer Roundtable</i></p> |
| <p><i>Guilford</i></p> | <p>2F. Optimizing Community Resources to Increase Colorectal Cancer Screening Facilitator: Franklin G. Berger, PhD, <i>Center for Colon Cancer Research at University of South Carolina</i></p> |

A G E N D A

Friday, March 25, 2011 (continued)

11:15 AM 15-Minute Break

11:30 AM Health Care Disparities: The Case in Indian Country

Baltimore Ballroom A & B

Moderator: Ruth K. Hummingbird, BBA, *Cherokee Nation Comprehensive Cancer Control Program*

- Charlene Avery, MD, *Indian Health Service*

Q & A: 5 minutes

11:50 AM Update: National Institutes of Health (NIH) Report – State of the Science on Colorectal Cancer Screening

- Carrie N. Klabunde, PhD, *National Cancer Institute*

Q & A: 5 minutes

12:10 PM [Health Care Reform 101](#)

Moderator: Mona Shah, MPH, *American Cancer Society - Cancer Action Network*

- Katherine J. Hayes, JD, *The George Washington University School of Public Health and Health Services*

Q & A: 15 minutes

1:00 PM Open Microphone and Closing Remarks

- Karen J. Peterson, PhD, *Prevent Cancer Foundation*
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1:15 PM Program Concludes

Baltimore Ballroom Foyer

Box Lunches Available per Order on Registration Form
