AGENDA

Wednesday, March 21, 2012
Pre-Conference Sessions

**8:00 AM**
Conference Registration Opens
Baltimore Ballroom Foyer

**9:00 – 10:00 AM**
CRC Screening in Primary Care Practice
Baltimore Ballroom Foyer

*Presentation for medical residents in family medicine and internal medicine at the University of Maryland on the patient-centered medical home and CRC screening*

Speaker: Timothy A. Munzing, MD, *Kaiser Permanente*

**10:00 AM – 1:00 PM**
Evaluation Workshop
Maryland Ballroom B

*The workshop will provide hands-on training for the National Colorectal Cancer Roundtable’s Evaluation Toolkit.*

Facilitators: Cheryl Holm-Hansen, PhD, *Wilder Research*
Amy K. Leite Bennett, MPH, *Wilder Research*

**1:00 – 4:00 PM**
Overview of Colorectal Cancer Prevention and Early Detection
Baltimore Ballroom B

*A must for new attendees!*
Moderator: Mary F. Mitchell, *American College of Obstetricians and Gynecologists*

- **Natural History, Prevention and Epidemiology of Colorectal Cancer**
  Alan G. Thorson, MD, FACS, *Creighton University and the University of Nebraska, Nebraska C.A.R.E.S, Nebraska Comprehensive Cancer Control Program*

- **Colorectal Cancer Screening Guidelines and Procedures**
  Seth A. Gross, MD, *Norwalk Hospital Gastroenterology Consultants*

- **Increasing Colorectal Cancer Screening in Primary Care**
  Donald E. Nease, Jr., MD, *University of Colorado Anschutz Medical Campus*

- **Overcoming Challenges to Health Educators in Promoting Colorectal Cancer Screening**
  Eden R. Stotsky-Himelfarb, BSN, RN, *Johns Hopkins Hospital Department of Surgical Nursing*
AGENDA

Wednesday, March 21, 2012 (continued)

Pre-Conference Sessions

1:00 – 3:00 PM
Baltimore Ballroom A

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

3:15 – 5:15 PM
Baltimore Ballroom A

American Indian/Alaska Native Information-Sharing Meeting
Attendees interested in colorectal cancer screening in Indian Country are encouraged to attend!
Moderator: Ruth K. Hummingbird, BBA, Cherokee Nation Comprehensive Cancer Control
- Ahniwake Rose, MA, National Congress of American Indians

5:00 PM

Adjourn for the Day
Dinner on Your Own

4:30 – 7:30 PM

National Colorectal Cancer Roundtable Task Group Meetings

- Policy Action Task Group (4:30 – 6:00 PM)
- Professional Education / Practice Task Group (6:00 – 7:30 PM)
- Blue Star / Awareness Task Group (6:00 – 7:30 PM)

For Roundtable Members
AGENDA

Thursday, March 22, 2012
Day 1 of the Conference

7:00 AM
Baltimore Ballroom Foyer
Conference Registration / Exhibits Open
Continental Breakfast

8:00 AM
Maryland Ballroom A & B
Welcome to Day One
Carolyn R. (“Bo”) Aldigé, Founder and President, Prevent Cancer Foundation
Attendees will text answers to survey for immediate analysis.

8:25 AM
Maryland Ballroom A & B
Keynote Panel: Health Care of the Future: Keeping Quality Up and Costs Down
Moderator: Susan Dentzer, Editor-in-Chief, Health Affairs
- Richard J. Baron, MD, MACP Center for Medicaid and Medicare Services Center for Innovation
- Richard L. Snyder, MD, Independence Blue Cross
- J. Sanford (“Sandy”) Schwartz, MD, University of Pennsylvania Perelman School of Medicine and Wharton School

10:00 AM
Baltimore Ballroom Foyer
30-Minute Break
Poster Session
Poster presenters will be present to discuss their work.

10:30 AM
Maryland Ballroom A & B
What It Will Take to Keep Increasing CRC Screening Rates
Moderator: Erica Childs Warner, MPH, Prevent Cancer Foundation
- Getting to 80% CRC Screening Rates: A View from the Centers for Disease Control and Prevention
  Marcus Plescia, MD, MPH, Centers for Disease Control and Prevention
- Why Screening Rates Can’t Improve Much More without Aligning the Incentives for Primary Care Physicians
  Richard C. Wender, MD, Thomas Jefferson University
- What We Now Know About Language, Health Literacy and Culture in Clinical Care: Reaching the Hard-to-Reach
  Cathy D. Meade, PhD, RN, FAAN, H. Lee Moffitt Cancer Center and Research Institute
AGENDA

Thursday, March 22, 2012 (continued)
Day 1 of the Conference

11:40 AM
Maryland Ballroom A & B
A Survivor’s Perspective on Prevention and Early Detection
Moderator: Karen J. Peterson, PhD, Prevent Cancer Foundation
    • Robert (“Bob”) Baker, United Ostomy Associations of America, Inc.

12:00 PM
Baltimore Ballroom A & B
Laurels Awards Luncheon
Mistress of Ceremonies: Andrea Roane, WUSA-TV 9
    • Carolyn R. (“Bo”) Aldigé, Founder and President, Prevent Cancer Foundation, and Robert A. Smith, PhD, National Colorectal Cancer Roundtable and the American Cancer Society

1:30 PM
Maryland Ballroom A & B
Cancer Screening in Primary Care: Problems and Prospects
Moderator: Jeffery M. Rothenberg, MD, MS, Indiana University Health
    • Practical Innovations that Integrate Cancer Prevention and Early Detection into Primary Care
      Jennifer Elston-Lafata, PhD, Virginia Commonwealth University
    • Improving Cancer Screening in Federally Supported Health Centers
      Seiji Hayashi, MD, MPH, Health Resources and Services Administration
    • Screening in Primary Care: How do Physicians and Systems Address Patient Preferences and Co-Morbidity?
      David Haggstrom, MD, MAS, Richard L. Roudebush Veterans Affairs Medical Center, Indiana University School of Medicine

2:40 PM
Maryland Ballroom A & B
The Health Care Reform Law before the Supreme Court: Implications of the Oral Arguments
    • Ian Millhiser, JD, Center for American Progress

3:00 PM
Baltimore Ballroom Foyer
30-Minute Break
Poster Session
Poster presenters will be present to discuss their work.
# AGENDA

Thursday, March 22, 2012 (continued)
Day 1 of the Conference

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<th>Time</th>
<th>Room</th>
<th>Session</th>
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<tbody>
<tr>
<td>3:30 PM</td>
<td>Maryland Ballroom A &amp; B</td>
<td><strong>Cutting-Edge Issues in Implementing CRC Screening Strategies:</strong></td>
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<td>Stool-Based Tests and Colonoscopy</td>
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<td>Moderator: Tim E. Byers, MD, MPH, University of Colorado School of Public Health</td>
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<td>- <strong>Convincing Physicians There is No One “Best” CRC Screening Test: The Proof and the Benefits of FIT</strong></td>
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<td>James E. Allison, MD, FACP, AGAF, University of California, San Francisco and Kaiser Permanente Northern California</td>
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<td>- <strong>Nurses’ Hands on the Colonoscope: Ensuring Quality and Reducing Costs</strong></td>
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<td>Monica Van Dongen, MSN, CRNP, Johns Hopkins Gastroenterology &amp; Hepatology</td>
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<td>- <strong>Comparing Costs of CRC Screening Strategies</strong></td>
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<td>Peter E. Alperin, MD, Archimedes, Inc.</td>
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<td>4:40 PM</td>
<td>Maryland Ballroom A &amp; B</td>
<td><strong>Health Care Reform, Essential Health Benefits and Colorectal Cancer Screening</strong></td>
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<td>Moderator: Mary K. Doroshenk, MA, National Colorectal Cancer Roundtable</td>
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<td>- David Woodmansee, American Cancer Society Cancer Action Network</td>
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<td>5:00 PM</td>
<td>Maryland Ballroom A &amp; B</td>
<td><strong>Interactive Exercise: When “Screening” Becomes “Diagnostic”: What We Can Do to Help Plug This Gap</strong></td>
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<td>Facilitator: Mary K. Doroshenk, MA, National Colorectal Cancer Roundtable</td>
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<td>Mr. Woodmansee will be available to small groups as they brainstorm and short-list action steps.</td>
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<td>6:15 – 8:00 PM</td>
<td>Baltimore Ballroom Foyer</td>
<td><strong>Networking Reception in the Ballroom Foyer</strong></td>
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<td>Join your friends and colleagues and visit the food stations and cash bar; browse through the posters and exhibits and discuss your social media issues at the Social Media Advice booth.</td>
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# AGENDA

Friday, March 23, 2012
Day 2 of the Conference

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>7:00 AM</td>
<td>Conference Registration / Exhibits Open</td>
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<td>Continental Breakfast</td>
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<td>8:00 AM</td>
<td>Welcome to Day Two</td>
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<td></td>
<td>Carolyn R. (“Bo”) Aldigé, Founder and President, Prevent Cancer Foundation</td>
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<td>8:05 AM</td>
<td>Innovations and Best Practices in Cancer Screening</td>
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<td>Moderator: Anita Mitchell, Washington Colon Cancer S.T.A.R.S.</td>
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<td>• New Evaluation Toolkit from the National Colorectal Cancer Roundtable</td>
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<td>Tamar Wallace, Jay Monahan Center for Gastrointestinal Health</td>
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<td>• Building the Hopi Office of Prevention and Intervention for Cancer Support Services One Part at a Time: 1996 to the Present</td>
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<td>Lorencita (“Lori”) Joshweseoma, MPH, The Hopi Tribe</td>
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<td>• Reducing Disparities in Colorectal Cancer Prevention Using a Culturally Tailored Patient Navigator Program in a Community Health Center</td>
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<td>Sanja Percac-Lima, MD, PhD, Massachusetts General Hospital, Chelsea Healthcare Center</td>
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<td>• Cross-Cultural Communication and Colorectal Cancer Screening</td>
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<td>Rena J. Pasick, DrPH, University of California, San Francisco</td>
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<td>9:30 AM</td>
<td>30-Minute Break</td>
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<td>Posters on Display</td>
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<td>Hotel Check-Out</td>
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# AGENDA

Friday, March 23, 2012 (continued)

Day 2 of the Conference

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<tr>
<th>Time</th>
<th>Location</th>
<th>Concurrent Conversations</th>
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| 10:00 AM | **Federal Hill**   | 1. Keeping Quality Up and Costs Down: Preparing for Tomorrow’s Challenge to Increase CRC Screening Rates  
Facilitator: Catherine Knowles, JD, *Office of Congressman John A. Culberson* (TX-07)  
|        | **Watertable C**   | 2. Keeping Quality Up and Costs Down: Preparing for Tomorrow’s Challenge to Increase CRC Screening Rates  
Facilitator: Diane M. Dwyer, MD, *Maryland Department of Health and Mental Hygiene*  
Resource Person: David Haggstrom, MD, MAS, *Richard L. Roudebush Veterans Affairs Medical Center, Indiana University School of Medicine*  |
|        | **Watertable A**   | 3. “The Best Screening Test is the One That Gets Done:” Putting the Stool-Based Testing Discussion Between Primary Care Physicians and Patients Back on the Table  
Facilitator: June E. Ryan, MPA, *Nebraska Department of Health and Human Services*  
Resource Person: James E. Allison, MD, FACP, AGAF, *University of California, San Francisco and Kaiser Permanente Northern California*  |
|        | **Fells Point Room** | 4. Today’s Progress: Applying What We Know about Language, Health Literacy and Culture in Clinical Care to Increase CRC Screening  
Facilitator: Lina Jandorf, MA, *Mount Sinai School of Medicine*  
Resource Person: Cathy D. Meade, PhD, RN, FAAN, H. Lee Moffitt Cancer Center and Research Institute and Rena J. Pasick, DrPH, *University of California, San Francisco*  |
|        | **Guilford Room**  | 5. Strengthening Cancer Screening and Awareness Programs  
Facilitator: Michelle Tropper, MPH, *New York University Cancer Institute*  
Resource Person: Sanja Percac-Lima, MD, PhD, *Massachusetts General Hospital, Chelsea Healthcare Center*  |
|        | **Maryland Ballroom A & B** | 6. New Tools and Strategies for CRC Screening: "Using All Parts of the Buffalo" to Get to 80% Rates  
Facilitator: Eileen K. Steinberger, MD, *Maryland Department of Health and Mental Hygiene*  
Resource Person: Marcus Plescia, MD, MPH, *Centers for Disease Control and Prevention*  |
| 11:30 AM | **Maryland Ballroom A & B** | Perspectives on Cancer Screening in the Media: Sharing Impressions  
Moderator: Karen J. Peterson, PhD, *Prevent Cancer Foundation*  
- Jakob D. ("Jake") Jensen, PhD, *The University of Utah*  
- Robert A. Smith, PhD, *American Cancer Society*  
- Anjelica Q. “Anjee” Davis, MPPA, *Fight Colorectal Cancer*  
- Marla L. Clayman, PhD, MPH, *Northwestern University Feinberg School of Medicine*  |
| 1:00 PM  | **Baltimore Ballroom Foyer** | Program Concludes  
Box Lunches Available per Order on Registration Form |