AGENDA
Wednesday, March 20, 2013

Pre-Conference Sessions

<table>
<thead>
<tr>
<th>Time</th>
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| 8:00 AM          | Conference Registration Opens  
Baltimore Ballroom Foyer |
| 9:00 – 11:00 AM  | Cancer Screening and Primary Care  
Off-site |
|                  | Presentation on colorectal, cervical and breast cancer screening in the patient-centered medical home to medical residents in family medicine and internal medicine at the University of Maryland.  
Speakers: Timothy A. Munzing, MD, Kaiser Permanente  
Cynthia Heath, CRC Survivor, Colon Cancer Alliance  
Jeffrey M. Rothenberg, MD, MS, Indiana University Health  
Linda J. Kelsey, Breast Cancer Survivor |
| 10:00 AM – 1:00 PM | Evaluation Workshop  
Federal Hill |
|                  | Cosponsored by the Prevent Cancer Foundation and the National Colorectal Cancer Roundtable, the workshop will provide hands-on training for the Roundtable’s Evaluation Toolkit.  
Facilitators: Amy K. Leite Bennett, MPH, Wilder Research  
Julie Atella, MA, Wilder Research |
| 1:00 – 4:00 PM   | Overview of Prevention and Early Detection of Colorectal, Cervical and Breast Cancer  
Baltimore Ballroom A |
|                  | A must for new attendees!  
Moderator: Mary F. Mitchell, American College of Obstetricians and Gynecologists  
Speakers:  
- Natural History and Epidemiology of Breast Cancer  
  Jon M. Greif, DO, FACS, Bay Area Breast Surgeons, Inc.  
- Natural History and Epidemiology of Cervical Cancer  
  Philip Castle, PhD, MPH, Global Cancer Initiative  
- Natural History and Epidemiology of Colorectal Cancer  
  Alan G. Thorson, MD, FACS, Colon and Rectal Surgery, Inc.  
- Cancer Screening in the Primary Care Setting  
  Mona Sarfaty, MD, MPH, FAAFP, Thomas Jefferson University  
- Overcoming Barriers Health Educators Face in Promoting Cancer Screening  
  Kathleen Gamblin, RN, BSN, OCN, Northside Hospital |

Office of the Meeting:  
Guilford, 5th Floor  
All Meeting Rooms on 5th Floor
AGENDA
Wednesday, March 20, 2013

Pre-Conference Sessions

1:00 – 4:00 PM  
**Using Social Media to Increase and Engage Grassroots Advocates in Cancer Screening**

*Baltimor*e Ballroom B

*A discussion of traditional grassroots advocacy and its enhancement through social media to increase the number of advocates, engage them and translate that engagement into action.*

Moderator: Shanna Duncan, MS, Claridad Communications

Discussants:
- Amy O’Connor, MPP, Eli Lilly and Company
- Amanda Davis, MS, Ovarian Cancer National Alliance
- Andrew Bowman, Drinker Biddle & Reath

1:00 – 3:00 PM  
**Pre-Conference Exchange: Sharing Information about State and Tribal Colorectal Cancer Screening Programs**

*Homeland*

*A meeting hosted by the National Colorectal Cancer Screening Network*

Moderators: Jennifer E. Boehm, MPH, Centers for Disease Control and Prevention
- Melissa Leypoldt, RN, Nebraska Cancer Program

3:15 – 5:30 PM  
**American Indian/Alaska Native Meeting to Share Experiences with Cancer Screening Programs in Indian Country**

*Homeland*

*This is an informal meeting to provide an opportunity for attendees who work with breast and cervical or colorectal cancer screening programs in Indian Country to share their experiences. Everybody welcome! No pre-registration necessary.*

5:30 PM  
**Adjourn for the Day**

*Dinner on Your Own*

4:30 – 7:30 PM  
**National Colorectal Cancer Roundtable Task Group Meetings**

*Fells Point*

- **Policy Action Task Group** (4:30 – 6:00 PM)
- **Community Health Center Task Group** and **Family History Task Group** (6:00 – 7:30 PM)

*For Roundtable Members*
# AGENDA

**Thursday, March 21, 2013**

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<th>Time</th>
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<td>7:00 AM</td>
<td><strong>Conference Registration / Exhibits Open and Posters on Display</strong>&lt;br&gt;Continental Breakfast</td>
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<tr>
<td>8:00 AM</td>
<td><strong>Welcome to Day One</strong>&lt;br&gt;- Jan Bresch, Prevent Cancer Foundation&lt;br&gt;- Carolyn R. (“Bo”) Aldigé, Founder and President, Prevent Cancer Foundation</td>
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<tr>
<td>8:15 AM</td>
<td><strong>Keynote Policy Address on Access, Cost and Quality of Health Care: Where We Are Headed</strong>&lt;br&gt;Moderator: Lisa McGovern, Prevent Cancer Foundation&lt;br&gt;- The Honorable John Polanowicz, MBA, Secretary of Health &amp; Human Services, The Commonwealth of Massachusetts</td>
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<td>9:20 AM</td>
<td><strong>25-Minute Break</strong>&lt;br&gt;<strong>Poster Session</strong>&lt;br&gt;<em>Poster presenters will be present to discuss their work.</em></td>
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<td>9:45 AM</td>
<td><strong>Policy Transforming Practice I: Access, Quality and Costs of Health Care</strong>&lt;br&gt;Moderator: Clifford Goodman, PhD, The Lewin Group&lt;br&gt;- <strong>Policy Becoming Practice: How Community Health Centers Will Ensure Access and Quality for Medically Underserved Communities</strong>&lt;br&gt;Seiji Hayashi, MD, MPH, Bureau of Primary Care, Health Resources and Services Administration&lt;br&gt;- <strong>Projections of Costs Associated with Cancer: Implications for Cancer Screening</strong>&lt;br&gt;K. Robin Yabroff, PhD, MBA, National Cancer Institute&lt;br&gt;- <strong>Ensuring the Quality of Health Care in the Coming Years</strong>&lt;br&gt;Joseph Lipscomb, PhD, Rollins School of Public Health and Winship Cancer Institute, Emory University</td>
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| 10:55 AM | **Health Reporting in the Digital Age: Challenges and Opportunities**  
Moderator: Andrea Roane, MA, WUSA 9  
Discussants:  
Jim Brady, Digital First Media  
Liz Scherer, Health Journalist  
Kavitha Cardoza, MS, WAMU Radio |
| 12:00 PM | **Laurels Awards Luncheon**  
Master of Ceremony: David Dubin, Cancer Survivor and Founder, AliveAndKickin  
Carolyn R. (“Bo”) Aldigé, Founder and President, Prevent Cancer Foundation  
Robert A. Smith, PhD, National Colorectal Cancer Roundtable  
Mary F. Mitchell, American College of Obstetricians and Gynecologists |
| 1:30 PM | **Engaging Patients in Their Health Care**  
Moderator: Donald E. Nease, Jr., MD, University of Colorado Anschutz Medical Campus  
- **Engaging Patients When Recommendations Collide: Prostate Cancer Screening**  
  Durado D. Brooks, MD, MPH, American Cancer Society  
- **Strategies for Engaging Patients in Their Health Care: Patient Navigation and Breast Cancer Screening**  
  Lillie D. Shockney, RN, MAS, The Johns Hopkins Breast Center  
- **How to Talk with Patients about HPV and Cervical Cancer Screening in the Primary Care Setting**  
  Jennifer S. Smith, PhD, MPH, University of North Carolina Gillings School of Public Health and Cervical Cancer-Free America |

20 minutes of dialogue with audience
AGENDA
Thursday, March 21, 2013

2:40 PM Policy Transforming Practice: Status of Essential Health Benefits Planning in the States with Focus on Cancer Screening
Moderator: Lisa Hughes, Prevent Cancer Foundation
- Larry R. Lanier, MS, National Patient Advocate Foundation

10 minutes of dialogue with audience

3:00 PM 25-Minute Break
Poster Session

3:25 PM Policy Transforming Practice II: Access, Quality and Costs of Health Care
Moderator: Marilyn J. Schaffner, PhD, RN, CGRN, Medical University of South Carolina
Medical Center
- How to Put Health Care Spending on a Sustainable Path
  Richard C. Wender, MD, National Colorectal Cancer Roundtable and Thomas Jefferson University
- Cancer Screening Evidence, Recommendations and Measures
  Mary Barton, MD, MPP, National Committee for Quality Assurance
- Why Expanding Medicaid is the Smart Decision for Maryland
  Alice Middleton, JD, Maryland Department of Health and Mental Hygiene
- Engaging Employees in Their Own Health and Reducing Health Care Costs: The Lincoln Industries Experience
  Minde R. Stone, CEBS, CMS, GBA, Lincoln Industries

20 minutes of dialogue with audience

4:35 PM The Future of Cancer Screening Guidelines: Reconciling the Benefits and Harms of Cancer Screening
Moderator: Tim E. Byers, MD, MPH, University of Denver
Discussants:
  Robert A. Smith, PhD, National Colorectal Cancer Roundtable and the American Cancer Society
  David F. Yankelevitz, MD, The Mt. Sinai Hospital
  Quyen Ngo-Metzger, MD, MPH, Agency for Healthcare Research and Quality
  Stephen Taplin, MD, MPH, National Cancer Institute

6:30 – 8:00 PM Networking Reception
Baltimore Ballroom Foyer
Join your friends and colleagues and visit the food stations and cash bar.
AGENDA
Friday, March 22, 2013

7:00 AM
Conference Registration / Exhibits Open
Continental Breakfast

8:00 AM
Welcome to Day Two
Carolyn R. (“Bo”) Aldigé, Founder and President, Prevent Cancer Foundation

8:05 AM
Best Practices and Evidence Bases for Effective Cancer Screening and Prevention Programs
Moderator: Marcus Plescia, MD, MPH, Centers for Disease Control and Prevention

• Communicating an Integrated HPV Prevention Message
  Anna R. Giuliano, PhD, Moffitt Cancer Center

• Skin Cancer Prevention Strategies
  Sandra I. Read, MD, Private Practice, Washington, DC

• Good News About Increasing Colorectal Cancer Screening: Results from Three RCTs of Patient Navigation in Safety-Net Health Centers and Managed Care Organizations
  Jonathan N. Tobin, PhD, FACE, FAHA, Clinical Directors Network (CDN)

• Best Practices in Lung Cancer Screening Programs
  Laurie Fenton Ambrose, Lung Cancer Alliance

• Reducing Structural Barriers to Breast, Cervical and Colorectal Cancer Screening in Federally Qualified Health Centers
  Ann Walsh, MHS, CHES, Maryland Department of Health and Mental Hygiene

20 minutes of dialogue with audience

9:30 AM
30-Minute Break
Posters on Display
Hotel Check-Out
### AGENDA
Friday, March 22, 2013

**10:00 AM**

**Concurrent Conversations**

These are facilitated, cross-disciplinary small groups which have experts as resources for structured conversations linked to topics covered earlier in the Dialogue and which lead to recommendations for action to be shared with all participants. A six-month follow-up survey will collect data on related post-Dialogue cancer screening activities of participants.

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<th>Table</th>
<th>Topic</th>
<th>Facilitator</th>
<th>Resource People</th>
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<tr>
<td></td>
<td><strong>2. Increasing Access and Quality and Reducing Costs in Health Care: Opportunities in the Private Sector</strong></td>
<td>Laura S. Benson, RN, MSN, CPHQ, <em>Health Net Federal Services</em></td>
<td>Richard C. Wender, MD, <em>Thomas Jefferson University</em></td>
</tr>
<tr>
<td>Watertable B</td>
<td><strong>3. Increasing Access and Quality and Reducing Costs in Health Care: Opportunities in the Public Sector</strong></td>
<td>Donald E. Nease, Jr., MD, <em>University of Colorado Anschutz Medical Campus</em></td>
<td>Diane M. Dwyer, MD, <em>Maryland Department of Health and Mental Hygiene</em></td>
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<td><strong>4. Reconciling the Benefits and Harms of Cancer Screening</strong></td>
<td>Michelle Tropper, MPH, <em>New York University Cancer Institute</em></td>
<td>Jocelyn Rapelyea, MD, <em>George Washington University</em></td>
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<td>Watertable C</td>
<td><strong>5. Effective Strategies for Cancer Screening in Clinical Practice and Public Health Programs</strong></td>
<td>Elizabeth A. Westbrook, MCHES, <em>Kentucky Cancer Program</em></td>
<td>Laurie Fenton Ambrose, <em>Lung Cancer Alliance</em> Jonathan N. Tobin, PhD, FACE, FAHA, <em>Albert Einstein College of Medicine, Yeshiva University</em></td>
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<td>St. George</td>
<td><strong>6. Communicating the Message of Cancer Screening in the Digital Age</strong></td>
<td>James W. Wood, MPA, <em>Prevent Cancer Foundation</em></td>
<td>Katie Matusik, <em>Colon Cancer Alliance</em></td>
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11:35 AM
Developments in Cancer Screening Modalities
Moderator: Seth N. Glick, MD, Penn Presbyterian Medical Center
- Benefits and Risks of 3D Mammography (Tomosynthesis) and 3D Ultrasound
  Jocelyn Rapelyea, MD, George Washington Imaging and Intervention Center, George Washington University
- Evolution of Spiral CT Lung Cancer Screening as a Public Health Initiative
  James L. Mulshine, MD, Rush University Medical Center
- Current Status of CT Colonography
  Matthew A. Barish, MD, FACR, Stony Brook University Medical Center
- The Future of Prostate Cancer Screening
  Donald S. Coffey, PhD, Johns Hopkins University School of Medicine

20 minutes of dialogue with audience

12:50 PM
Open Microphone and Closing Remarks
- Karen J. Peterson, PhD, Prevent Cancer Foundation

1:00 PM
Program Concludes
Lunch on Your Own