



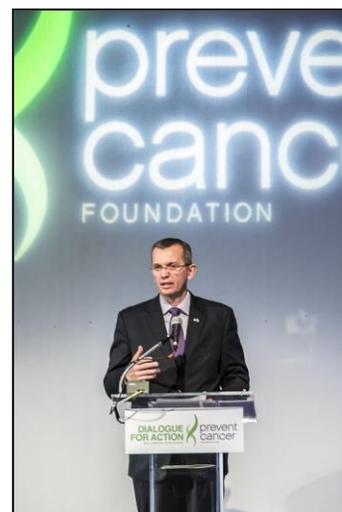
Overview of the 2013 *Dialogue for Action*™

"I liked the mix of policy experts, scientists and state/local government representation...
Overall, excellent variety and high quality information"
-2013 Dialogue Participant

The *Dialogue for Action*™ is an annual national conference that convenes the diversity of stakeholders committed to realizing the lifesaving potential of cancer screening for all communities. In past years, the focus of the *Dialogue* has been on colorectal cancer screening. In 2013, the *Dialogue for Action* expanded to include the mandated guidelines-driven cancer screenings for colorectal, cervical and breast cancers screenings and also covered issues related to other cancer screenings for prostate, lung and skin cancers.

2013 *Dialogue for Action*

On March 20-22, 2013, the Prevent Cancer Foundation held its 15th annual *Dialogue for Action* on Cancer Screening in Baltimore, Maryland. The conference brought together over 200 health professionals from 35 states, the District of Columbia, 6 tribes and Urban Indian Health Organizations and Japan all committed to increasing cancer screening! Participants included primary care physicians (internists, family physicians, osteopaths, physician assistants), obstetrician/gynecologists, nurses and nurse practitioners, medical specialists (gastroenterologists, dermatologists, surgeons and radiologists), quality team members in hospitals and insurance companies, staff from government agencies, nonprofits and advocacy organizations, third-party payers, health educators, researchers and survivors.



Massachusetts HHS Secretary John Polanowicz gives keynote address on Access, Cost and Quality of Health Care: Where We Are Headed.



Attendees discuss cancer screening issues during a break.

The 2013 conference featured a lively agenda with top-notch speakers on timely topics that included ways to communicate an integrated HPV message, put healthcare spending on a sustainable path, reduce structural barriers to screening, ensure the quality of healthcare in the coming years and more! Day one began with an engaging keynote address from the Honorable John Polanowicz, Secretary of Health & Human Services, the Commonwealth of Massachusetts. Access, quality and cost of healthcare were popular topics for several speakers, such as K. Robin Yabroff, PhD, MBA, National Cancer Institute, Richard Wender, MD, Thomas Jefferson University and Alice Middleton, JD, Maryland Department of Health and Mental Hygiene. The *Dialogue* also included thought provoking panel discussions on "The future of Cancer Screening Guidelines: Reconciling the Benefits and the Harms" and "Health Reporting in the Digital Age: Challenges and Opportunities."

The conference offered continuing education credit for physicians, nursing professionals and certified health education specialists.

A *Dialogue for Action*™ on Cancer Screening: Hitting the Targets
Renaissance Baltimore Harborplace Hotel • Baltimore, Maryland • March 20 – 22, 2013



From the left: Mary Mitchell, ACOG, Robert Smith, PhD, NCCRT, Carolyn Aldigé, President and Founder of the Prevent Cancer Foundation, and Laurels recipients Dr. Mulshine, Ms. Corkery DeLuca and Dr. Potter.

Cancer Prevention Laurels

On Thursday, March 21, 2013, the Cancer Prevention Laurels Awards Luncheon recognized and celebrated leaders who advance cancer prevention. This year's award recipients were James L. Mulshine, MD, for national leadership, Michael B. Potter, MD, for innovative programs and Jo-Ellen Corkery De Luca for advocacy. These awards are co-sponsored by the Foundation, the National Colorectal Cancer Roundtable (NCCRT) and the American College of Obstetricians and Gynecologists (ACOG).

Feedback from Participants

Participants reported great satisfaction with the conference. Those who completed the evaluation survey gave the conference high praise: about 92% reported being very satisfied to satisfied with the sessions. Almost 90% said that they attend the *Dialogue* because it provides information on current trends, innovations and updates on cancer screening. Some comments:

- "I always appreciate how accessible the speakers are at this conference and how willing to hear another point of view."
- "This is always my favorite conference to attend all year and wish others emulated it in both style and substance."
- "...The conference certainly inspired innovative thought and debate. This is what generates great healthcare quality!"

Outcomes

The *Dialogue for Action* is designed to foster a dynamic exchange on the challenges of and opportunities for cancer screening at the local, state and national levels. Participants are equipped to apply concepts and leverage resources in post-conference cancer screening activities in their communities.

- Almost 90% reported an improvement in their ability to identify ways to engage patients in their own primary care, especially cancer screening.
- About 92% are better able to list best practices or evidence bases for effective cancer screening and prevention programs.
- As a result of attending *Dialogue*, over half of survey respondents intend to implement change in their workplaces or communities.
- "This conference always gives me the latest information on the direction of preventive medicine in my surrounding states, which is extremely helpful in assessing what I am up against and whether it is a regional or greater problem. I always learn great ideas on what doesn't work, what just takes perseverance to see results and what exacts change.

-2013 *Dialogue* Participant



Speakers Robert Smith, PhD, and Robin Yabroff, PhD, MBA, break from viewing posters to smile for the camera.

For More Information

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