

## AGENDA

Wednesday, March 21, 2012  
Pre-Conference Sessions

**Office of the Meeting:**  
Mt. Washington Room, 5<sup>th</sup> Floor  
All Meeting Rooms on 5<sup>th</sup> Floor

### 8:00 AM **Conference Registration Opens**

*Baltimore Ballroom Foyer*

### 9:00 – 10:00 AM

*Off-site*

### **CRC Screening in Primary Care Practice**

*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

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

### 10:00 AM – 1:00 PM

*Maryland Ballroom B*

### **Evaluation Workshop**

*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

*Baltimore Ballroom B*

### **Overview of Colorectal Cancer Prevention and Early Detection**

*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*

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**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*

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**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**

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**Adjourn for the Day**

*Dinner on Your Own*

**4:30 – 7:30 PM**

*Watertable B*

*Watertable A*

*Watertable C*

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**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*

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## AGENDA

Thursday, March 22, 2012

Day 1 of the Conference

**7:00 AM**

*Baltimore Ballroom Foyer*

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### Conference Registration / Exhibits Open

*Continental Breakfast*

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**8:00 AM**

*Maryland Ballroom A & B*

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### Welcome to Day One

- Carolyn R. (“Bo”) Aldigé, Founder and President, *Prevent Cancer Foundation*  
*Attendees will text answers to survey for immediate analysis.*
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**8:25 AM**

*Maryland Ballroom A & B*

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### 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*
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**10:00 AM**

*Baltimore Ballroom Foyer*

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### 30-Minute Break

### Poster Session

*Poster presenters will be present to discuss their work.*

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**10:30 AM**

*Maryland Ballroom A & B*

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### 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*
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## AGENDA

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

**11:40 AM**

*Maryland Ballroom A & B*

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### **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*

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### **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*

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### **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*

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### **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*

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### **30-Minute Break**

### **Poster Session**

*Poster presenters will be present to discuss their work.*

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## AGENDA

Thursday, March 22, 2012 (continued)

Day 1 of the Conference

**3:30 PM**

*Maryland Ballroom A & B*

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### **Cutting-Edge Issues in Implementing CRC Screening Strategies: Stool-Based Tests and Colonoscopy**

Moderator: Tim E. Byers, MD, MPH, *University of Colorado School of Public Health*

- [Convincing Physicians There is No One “Best” CRC Screening Test: The Proof and the Benefits of FIT](#)

James E. Allison, MD, FACP, AGAF, *University of California, San Francisco and Kaiser Permanente Northern California*

- [Nurses’ Hands on the Colonoscope: Ensuring Quality and Reducing Costs](#)

Monica Van Dongen, MSN, CRNP, *Johns Hopkins Gastroenterology & Hepatology*

- [Comparing Costs of CRC Screening Strategies](#)

Peter E. Alperin, MD, *Archimedes, Inc.*

**4:40 PM**

*Maryland Ballroom A & B*

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### [Health Care Reform, Essential Health Benefits and Colorectal Cancer Screening](#)

Moderator: Mary K. Doroshenk, MA, *National Colorectal Cancer Roundtable*

- David Woodmansee, *American Cancer Society Cancer Action Network*

**5:00 PM**

*Maryland Ballroom A & B*

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### **Interactive Exercise: When “Screening” Becomes “Diagnostic”: What We Can Do to Help Plug This Gap**

Facilitator: Mary K. Doroshenk, MA, *National Colorectal Cancer Roundtable*

*Mr. Woodmansee will be available to small groups as they brainstorm and short-list action steps.*

**6:15 – 8:00 PM**

*Baltimore Ballroom Foyer*

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### **Networking Reception in the Ballroom Foyer**

*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.*

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## AGENDA

Friday, March 23, 2012

Day 2 of the Conference

**7:00 AM**

*Baltimore Ballroom Foyer*

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### Conference Registration / Exhibits Open

*Continental Breakfast*

**8:00 AM**

*Maryland Ballroom A & B*

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### Welcome to Day Two

- Carolyn R. ("Bo") Aldigé, Founder and President, *Prevent Cancer Foundation*

**8:05 AM**

*Maryland Ballroom A & B*

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### Innovations and Best Practices in Cancer Screening

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

- [New Evaluation Toolkit from the National Colorectal Cancer Roundtable](#)  
*Tamar Wallace, Jay Monahan Center for Gastrointestinal Health*
- [Building the Hopi Office of Prevention and Intervention for Cancer Support Services One Part at a Time: 1996 to the Present](#)  
*Lorencita ("Lori") Joshweseoma, MPH, The Hopi Tribe*
- [Reducing Disparities in Colorectal Cancer Prevention Using a Culturally Tailored Patient Navigator Program in a Community Health Center](#)  
*Sanja Percac-Lima, MD, PhD, Massachusetts General Hospital, Chelsea Healthcare Center*
- **Cross-Cultural Communication and Colorectal Cancer Screening**  
*Rena J. Pasick, DrPH, University of California, San Francisco*

**9:30 AM**

*Baltimore Ballroom Foyer*

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### 30-Minute Break

*Posters on Display*

*Hotel Check-Out*

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## AGENDA

Friday, March 23, 2012 (continued)

Day 2 of the Conference

**10:00 AM**

### Concurrent Conversations

*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)*

Resource Person: Mona Shah, MPH, *American Cancer Society Cancer Action Network*

*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*

*Watertable B*

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 People: Cathy D. Meade, PhD, RN, FAAN, *H. Lee Moffitt Cancer Center and Research Institute* and Rena J. Pasick, DrPH, *University of California, San Francisco*

*Fells Point 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*

*Guilford Room*

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**

### Perspectives on Cancer Screening in the Media: Sharing Impressions

*Maryland Ballroom A & B*

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**

### Program Concludes

*Baltimore Ballroom Foyer*

*Box Lunches Available per Order on Registration Form*