



## AGENDA

### NATIONAL COLORECTAL CANCER ROUNDTABLE ANNUAL MEETING

80% by 2018: What's it going to take?

DoubleTree Hilton

Bethesda, MD

November 20<sup>th</sup> and 21<sup>st</sup>, 2014

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#### Thursday, November 20<sup>th</sup>, 2014

##### Pre-Conference Session

12:30 PM to 1:45 PM **Optional: State and Local CRC Screening Program Information Sharing Session –  
*Juniper Room – 3<sup>rd</sup> Floor***

Moderated by Holly Wolf, PhD, MSPH, Director, Colorectal Cancer Screening Program Network, Co-Chair, NCCRT Policy Action Task Group, Member, NCCRT Steering Committee

During this interactive and informal session, representatives from state and local colorectal cancer screening programs are invited to come and share their struggles, lessons learned and keys to success in their efforts to deliver screening at the community level.

1:00 PM to 1:45 PM **Optional: NCCRT Orientation** (Open to old and new attendees alike!)  
***Harmony Room – 2<sup>nd</sup> Floor***

Richard C. Wender, MD, Chief Cancer Control Officer, American Cancer Society, Inc.  
Chair, National Colorectal Cancer Roundtable  
Mary Doroshenk, MA, Director, National Colorectal Cancer Roundtable

New to either the NCCRT or the annual meeting? Or maybe you've been coming for years and still don't know what anyone does beyond your own task group? Then, this session is for you! Come join NCCRT Chair, Dr. Richard Wender, and NCCRT Director, Mary Doroshenk, as they give an overview of the NCCRT, what we do and how we do it, in hopes of helping attendees get the most out of their involvement with the Roundtable.

##### Meeting Start

2:00 PM ***Members Attend 1st Pre-selected Workshop***



## NATIONAL COLORECTAL CANCER ROUNDTABLE MEETING

2:00 PM – 3:15 PM

**Workshop 1: New Consumer and Physician Market Research: *What do we know about the unscreened, and what will it take to move them to action?***  
***Juniper Room – 3<sup>rd</sup> Floor***

Marc Harwitz, Senior Director, Market Research, American Cancer Society

Join this session for a fascinating look at the unscreened, what makes them a tougher audience than the rest of the population, and what triggers might motivate them to act from a communications perspective.

*Moderated by Angela Hayes, Managing Director, Communications Strategy, American Cancer Society, Inc.*

2:00 PM – 3:15 PM

**Workshop 2: Appalachian Ohio's Colorectal Cancer Success** – Michael D. Sarap MD, FACS  
***Balance Room – 2<sup>nd</sup> Floor***

Learn about how Guernsey County, a small county that sits on the edge of Appalachia, launched an effort that has led to definite improvement in awareness of colorectal cancer screening and real progress in decreasing late stage diagnoses. These improvements have been accomplished with minimal resources, without governmental funding and by fostering relationships with primary care providers and the American Cancer Society.

*Moderated by Richard Wender, MD, Chief Cancer Control Officer, American Cancer Society, Inc., Chair, National Colorectal Cancer Roundtable*

2:00 PM – 3:15 PM

**Workshop 3: Key Policy Issues and their Impact on Colorectal Cancer Screening**  
***Wisdom Room – 2<sup>nd</sup> Floor***

Join three respected experts for a diverse look at policy barriers and facilitators to screening in the new era of health reform.

The Impact of Health Care Reform on Colorectal Cancer Screening and Health Disparities, Michael Preston, PhD, MPH, University of Arkansas Medical Sciences

Impact of state-specific Medicaid reimbursement and eligibility policies on receipt of cancer screening, Dr. Michael T. Halpern of the Division of Health Services and Social Policy Research at RTI International

The Impact of the Affordable Care Act on Community Health Centers, the Fiscal Cliff and What this Means for Preventive Care, John Sawyer, Director of Federal Affairs, National Association of Community Health Centers

*Moderated by Holly Wolf, PhD, MSPH, Director, Colorectal Cancer Screening Program Network, Co-Chair, NCCRT Policy Action Task Group Co-Chair, Member, NCCRT Steering Committee*

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2:00 PM – 3:15 PM

**Workshop 4: Paying for Patient Navigation: Where we were, where we are and where we are going in terms of developing sustainable patient navigation models.**  
***Insight Room – 2<sup>nd</sup> Floor***

We know patient navigation can make a big difference in colorectal cancer screening rates, but how do you pay for it? In this session, attendees will learn about existing models of patient navigation, coupled with practical advice about how to pay for patient navigation programs, particularly as the profession matures and as we move away from a fee-for-service model.

Models that look at sustainability of navigation, Betsy Risendal, PhD, University of Colorado, School of Public Health

Tips for Securing Soft Money to Pay for Navigation: The Role of Grants and Government Funding, Frank Berger, PhD of the Center for Colon Cancer Research, USC , Member, NCCRT Steering Committee

Advice on using Medicaid expansion dollars to pay for navigation, the role of bundled payments and direct reimbursement, Andrea Dwyer, Program Director, Colorado School of Public Health, Co-Chair, NCCRT Evidenced Based Education and Outreach Task Group

*Moderated by Rian Rodriguez, MPH, Director of Patient Navigation, American Cancer Society*

2:00 PM – 3:15 PM

**Workshop 5: The Emerging Roles of DNA stool screening, CT Colonography and other Technologies**  
***Harmony Room 2<sup>nd</sup> Floor***

In this session participants will learn about the latest developments with stool DNA testing, CT Colonography and other up and coming technologies for colorectal cancer screening. Speakers will discuss the current state of the technologies, advantages and unknowns, performance levels, future roles and coverage issues.

Stool DNA, Barry M. Berger, MD FCAP, Chief Medical Officer, Exact Sciences Corporation

CT Colonography, David Kim, MD, Professor (CHS), Vice Chair for Education, Residency Program Director, Department of Radiology, University of Wisconsin School of Medicine and Public Health

Emerging Technologies, Mark B. Pochapin, MD, Director, Division of Gastroenterology, Sholtz-Leeds Professor of Gastroenterology, and Professor of Medicine at NYU Langone Medical Center, Member, NCCRT Steering Committee

*Moderated by Thomas Weber, MD, FAC, NCCRT Chair Emeritus*

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3:15 PM – 3:30 PM	<b>Move to 2nd Pre-selected Task Group Break Out</b>	
3:30 PM – 5:00 PM	Policy Action (Citseko Staples) Evidence-based Education and Outreach (Gregg Walker) Public Awareness & Social Media (Angela Hayes) Community Health Centers (Stephanie Van Winkle) Family History (Kerstin Ohlander) Professional Education and Practice (Debbie Kirkland)	<b>Wisdom Room</b> <b>Balance Room</b> <b>Harmony Room</b> <b>Insight Room</b> <b>Juniper Room</b> <b>Jasmine Room</b>
5:00 PM – 6:30 PM	<b>Reception*</b> <b><i>Blue Star Challenge Awards Presented</i></b>	<b>Ballroom D – 2<sup>nd</sup> Floor</b>

*\*Cash Bar with light appetizers. Thursday night dinner on your own.*

### **Friday, November 21<sup>st</sup>, 2014**

7:30 AM – 8:00 AM	<b>Networking Breakfast</b>	<b>Ballroom B,C&amp;D – 2<sup>nd</sup> Floor</b>
8:00 AM	<b>General Session Welcome</b> Robert Smith, PhD, Senior Director of Cancer Screening, American Cancer Society, Inc. Co-Chair, National Colorectal Cancer Roundtable Opening Remarks Roundtable Business  Richard C. Wender, MD, Chief Cancer Control Officer, American Cancer Society, Inc. Chair, National Colorectal Cancer Roundtable 80% by 2018 Strategic Plan	
9:10 AM	<b>80% by 2018 Challenge: <i>Working Productively with Payers</i></b> <i>Moderated by Richard C. Wender, MD, Chief Cancer Control Officer, American Cancer Society, Inc., Chair, National Colorectal Cancer Roundtable</i>  Charles Fazio, MD, MS, Health Plan Medical Director, HealthPartners Aaron Larrimore, JD, Policy Analyst, National Association of Medicaid Directors Virginia Warren, Chief of the Arizona BCCEDP and CRCCP	
10:25 AM	<b>BREAK</b>	
10:40 – 11:30 AM	<b>Snapshots of Critical Solutions</b> <i>Moderated by Mary Doroshenk, MA, Director, National Colorectal Cancer Roundtable</i>  <b>Steps for Increasing Colorectal Cancer Screening Rates: A Manual for Community Health Centers</b> – Maria Syl D. de la Cruz, MD, Instructor, Department of Family & Community Medicine Jefferson Medical College/Thomas Jefferson University  <b>Improving Access to Specialists for Community Health Center Patients in the Delivery of Colorectal Cancer Screening and Follow up Care: Advice from Model Programs</b> –	

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Durado Brooks, MD, Director of Colorectal and Prostate Cancers, American Cancer Society, Co-Chair, NCCRT Community Health Center Task Group, Member NCCRT Steering Committee

**C5 Case Study: Lessons Learned** -- Steven H. Itzkowitz, MD, FACP, FACG, AGAF Professor of Medicine and Oncological Sciences Director, GI Fellowship Program GI Division, Icahn School of Medicine at Mount Sinai and Co-Chair, New York Citywide Colon Cancer Control Coalition ('C5')

**Finding the best FIT for your CRC screening program: *What everyone needs to know about High Sensitivity FOBT and Why*** – James E. Allison MD, Clinical Professor of Medicine Emeritus UCSF, Division of Gastroenterology UCSF/SFGH

**Increasing Colorectal Cancer Screening in those with Familial Risk** -- Jan Lowery, PhD MPH, Assistant Professor Colorado School of Public Health

**80% by 2018 Target Audience Communications Toolkit** -- Angela Hayes, Managing Director, Communications Strategy, American Cancer Society, Inc.

**11:30 AM – 11:45 AM BREAK**

11:45 AM– 12:30 PM **Networking Lunch** *Ballroom B,C&D – 2<sup>nd</sup> Floor*

12:30 – 1:00 PM **Keynote: Special Guest Congressman Donald Payne, Jr. (NJ-10th) Reflections on 80% by 2018 and the Challenge to the NCCRT**  
*Introduction by Mark B. Pochapin, MD, Director, Division of Gastroenterology, Sholtz-Leeds Professor of Gastroenterology, and Professor of Medicine at NYU Langone Medical Center, Member, NCCRT Steering Committee*

**1:00 PM – 1:10 PM Move to your pre-selected Critical Solutions Workshop**

1:10 PM – 2:20 PM **Workshop 1: Steps for Increasing Colorectal Cancer Screening Rates: A Manual for Community Health Centers**  
*Balance Room – 2<sup>nd</sup> Floor*

Maria Syl D. de la Cruz, MD, Instructor, Department of Family & Community Medicine Jefferson Medical College/Thomas Jefferson University

Mona Sarfaty, MD, MPH, Associate Professor, Thomas Jefferson University; Director, Program for Climate and Health, Center for Climate Change Communication, George Mason University

This session will introduce participants to a new NCCRT resource: “Steps for Increasing Colorectal Cancer Screening Rates: A Manual for Community Health Centers.” The manual provides instructions to enable Community Health Centers to implement expert-endorsed processes for improving colorectal cancer screening and follow-up care – one step at a time. This session will go over how to use the manual, give a high level overview of specific sections and introduce participants to the many resources in the appendix. The session will include an interactive element to help attendees use this

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resource when they get back home, as well as seek participant advice about distribution, packaging and future directions.

1:10 PM – 2:20 PM

**Workshop 2: Improving Access to Specialists for Community Health Center Patients in the Delivery of Colorectal Cancer Screening and Follow up Care: Advice from Model Programs**  
***Wisdom Room – 2<sup>nd</sup> Floor***

Durado Brooks, MD, Director of Colorectal and Prostate Cancers, American Cancer Society, Co-Chair, NCCRT Community Health Center Task Group, Member, NCCRT Steering Committee

James Hotz, MD, National Association of Community Health Centers, Co-Chair, Community Health Centers Task Group, Member, NCCRT Steering Committee

Lynn Buttterly, MD, Director, New Hampshire Colorectal Cancer Screening Program, Dartmouth – Hitchcock Medical Center, Member, NCCRT Steering Committee

This session will introduce participants to a new NCCRT resource: “Improving Access to Specialists for Community Health Center Patients in the Delivery of Colorectal Cancer Screening and Follow up Care: *Advice from Model Programs.*” The report examines the common features of four model programs that have demonstrated success in delivering colorectal cancer (CRC) screening and follow up care to uninsured, underinsured, and low-income adults in their respective communities. The session will include an interactive element to help attendees use this resource when they get back home, as well as seek participant advice about distribution, packaging and future directions.

1:10 PM – 2:20 PM

**Workshop 3: C5: Lessons Learned**  
***Insight Room- 2<sup>nd</sup> Floor***

Steven H. Itzkowitz, MD, FACP, FACG, AGAF Professor of Medicine and Oncological Sciences Director, GI Fellowship Program GI Division, Icahn School of Medicine at Mount Sinai and Co-Chair, New York Citywide Colon Cancer Control Coalition (‘C5’)

Mari Carlesimo, JD, Director of the Cancer Prevention Program (CPP), New York City Department of Health and Mental Hygiene, Member, NCCRT Steering Committee and Director, New York Citywide Colon Cancer Control Coalition (‘C5’)

The New York City’s C5 coalition stands out as a coalition that has been able to develop and support a high functioning colorectal cancer screening system that has achieved high rates of colorectal cancer screening. This session will examine a number of things the city has done right: assessing its capacity at the start, engaging health care systems, enlisting the help of patient navigators, overcoming access issues and having high profile champions. The session will include an interactive element to help attendees use this resource when they get back home, as well as seek participant advice about distribution, packaging and future directions.

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1:10 PM – 2:20 PM

**Workshop 4: Finding the best FIT for your CRC screening program: *What everyone needs to know about High Sensitivity FOBT and Why.***  
***Lavender Room – 3<sup>rd</sup> Floor***

James E. Allison MD, Clinical Professor of Medicine Emeritus UCSF, Division of Gastroenterology UCSF/SFGH

*Moderated by Michael B. Potter, MD, Professor of Clinical Family and Community Medicine, University of California, San Francisco, Co-Chair, NCCRT Professional Education and Practice Task Group*

The goal of this session is review the science of stool testing and the properties of different tests, including those that have met a quality threshold for screening. We will save time for an interactive session, in which Dr. Potter will facilitate an informal discussion about making practical use of the information presented in clinical practice.

1:10 PM – 2:20 PM

**Workshop 5: Increasing Colorectal Cancer Screening in those with Familial Risk**  
***Orchid Room – 3<sup>rd</sup> Floor***

Jan Lowery, PhD MPH, Assistant Professor Colorado School of Public Health

*Moderated by Dennis Ahnen, MD; VA Eastern Colorado Medical Center, Co-Chair, NCCRT Family History Task Group and Paul Schroy, MD, MPH; Boston University School of Medicine, Section of Gastroenterology, Co-Chair NCCRT Family History Task Group*

This session will focus on the state of screening for those with a familial risk of colorectal cancer, gaps and inconsistencies in current screening guidelines, and recommended research priorities to improve screening rates in these high risk populations. The data is being prepared for publication. We'll save time for an interactive session about how attendees can use this new publication when they get back home, as well as seek participant advice about distribution and future directions.

1:10 PM – 2:20 PM

**Workshop 6: 80% by 2018 Target Audience Communications Toolkit**  
***Lilac Room – 3<sup>rd</sup> Floor***

Angela Hayes, Managing Director, Communications Strategy, American Cancer Society, Inc.

*Moderated by Anjee Davis, MPPA, President, Fight Colorectal Cancer, Co-Chair, NCCRT Public Awareness & Social Media Task Group and David Greenwald, MD, American College of Gastroenterology (ACG), Division of Gastroenterology, Montefiore Medical Center, Co-Chair NCCRT Public Awareness & Social Media Task Group*

The goal of this session is to introduce users to the new 80% by 2018 Communication Toolkit, which provides effective messaging and advice about reaching three key populations if we are to get to 80% screening rate by 2018: The newly insured, the

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insured unworried well and low socio economic populations. The session will include an interactive element to help attendees use this resource when they get back home, as well as seek participant advice about distribution, packaging and future directions.

### How do you take this home and make it useful?

2:20PM – 2:25 PM	<b>Move to General Session</b>	<b>Ballroom B,C&amp;D – 2<sup>nd</sup> Floor</b>
2:25 PM – 2:45 PM	<b>Distinguished National Leadership Award</b> <i>Presented by Richard C. Wender, MD, Chief Cancer Control Officer, American Cancer Society, Inc., Chair, National Colorectal Cancer Roundtable</i>	
	Presentation to Howard K. Koh, MD, MPH 14th Assistant Secretary for Health (former) US Department of Health and Human Services Professor of the Practice of Public Health Leadership Harvard School of Public Health	
2:45 PM – 3:25 PM	<b>Hot Topics: Select Updates from NCCRT Members</b> Moderated by Jasmine Greenamyre, COO, Colon Cancer Alliance, Member, NCCRT Steering Committee	
	Early Age Onset Colorectal Cancer Summit 2015 and the Never Too Young Coalition: <i>United in Conquering Colorectal Cancer in Young Adults</i> Stephanie C. Guiffre, MPA, Prevention & Research Director, Colon Cancer Alliance Thomas Weber, MD, FAC, NCCRT Chair Emeritus	
	FDA FIT oversight, Anjee Davis, President, Fight CRC, Co-Chair, NCCRT Public Awareness Task Group and Durado Brooks, MD, Director of Colorectal and Prostate Cancers, American Cancer Society, Co-Chair, NCCRT Community Health Center Task Group, Member, NCCRT Steering Committee	
	Screening for Colorectal Cancer: Optimizing Quality, Marion Nadel, PhD, Senior Epidemiologist, Centers for Disease Control and Prevention, Co-Chair, NCCRT Quality Assurance Task Group	
3:25PM - 3:30 PM	<b>Wrap up</b> <i>Richard Wender, MD, Chief Cancer Control Officer, American Cancer Society, Inc., Chair, NCCRT Steering Committee</i>	
3:30PM	<b>Adjourn</b>	



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*We would like to thank the following sponsors:*

