



## AGENDA

### NATIONAL COLORECTAL CANCER ROUNDTABLE ANNUAL MEETING

Theme: **80% by 2018**

**DoubleTree Hilton**

**Bethesda, MD**

**November 21 & 22, 2013**

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#### Thursday, November 21, 2013

##### Pre-Conference Session

1:00 PM to 2:00 PM     **Optional NCCRT Orientation** (Open to old and new attendees alike!)  
*Harmony Room*

##### Meeting Start

2:15 PM                 **Members Attend 1st Pre-selected Workshop**

2:15 PM – 3:30 PM     Workshop 1: State and Local CRC Screening Program Information Sharing Session –  
*Moderated by Holly Wolf, PhD, MSPH, Director, Colorectal Cancer Screening Program  
Network, NCCRT Steering Committee*  
**Lavender Room**

2:15 PM – 3:30 PM     Workshop 2: An introduction to MIYO: Draw from an existing library to create high  
quality materials for the people you serve – Maggie Fairchild and Dr. Joe Steensma,  
CIH, MPH, Health Communication Laboratory, Washington University in St. Louis  
*Moderated by Mary Doroshenk, MA, Director, NCCRT, American Cancer Society, Inc.*  
**Gardenia Room**

2:15 PM – 3:30 PM     Workshop 3: How health insurers can use data to address disparities issues: A Case  
Study from HealthPartners – Patrick Courneya, MD, Health Plan Medical Director,  
HealthPartners  
*Moderated by Durado Brooks, MD, MPH, Director of Colorectal and Prostate Cancers,  
American Cancer Society, Inc., NCCRT Steering Committee*  
**Orchid Room**

2:15 PM – 3:30 PM     Workshop 4: What are the mechanisms through which we can influence quality? – Paul  
Cotton, Director of Federal Affairs, NCQA  
*Moderated by Richard Wender, MD, Chief Cancer Control Officer, American Cancer  
Society, Inc., Chair, National Colorectal Cancer Roundtable*  
**Lilac Room**



## NATIONAL COLORECTAL CANCER ROUNDTABLE MEETING

- 2:15 PM – 3:30 PM Workshop 5: A Sneak Peak at the New American Cancer Society Survivorship Guidelines with a special look at colorectal cancer survivors – Dr. Robert Smith, PhD, Senior Director of Cancer Screening, American Cancer Society, Inc.  
*Moderated by Thomas Weber, MD, FAC, NCCRT Chair Emeritus*  
**Harmony Room**
- 3:30 PM – 3:45 PM **Move to 2<sup>nd</sup> Pre-selected Workshop**
- 3:45 PM – 5:00 PM Workshop 1: Evaluation Workshop: A step by step guide to program evaluation – Andrea Dwyer, Program Director CPCRN, University of Colorado Cancer Center  
*Moderated by Richard Wender, MD, Chief Cancer Control Officer, American Cancer Society, Inc., Chair, National Colorectal Cancer Roundtable*  
**Gardenia Room**
- 3:45 PM – 5:00 PM Workshop 2: Northwestern's CRC Patient Education Materials Library: A look at Northwestern's comprehensive library of materials in English, Spanish, Chinese and Vietnamese – Michael Wolf, PhD, MPH, Associate Professor of Medicine, Northwestern University Feinberg School of Medicine  
*Moderated by Thomas Weber, MD, FAC, NCCRT Chair Emeritus*  
**Lavender Room**
- 3:45 PM – 5:00 PM Workshop 3: FluFIT and FluFOBT Programs: Tips and Tools for Successful Implementation – Durado Brooks, MD, MPH, Director of Colorectal and Prostate Cancers, American Cancer Society, Inc. and Debbie Kirkland, Director of Prevention and Early Detection, American Cancer Society, Inc.  
*Moderated by Karen Peterson, PhD, NCCRT Steering Committee, Prevent Cancer Foundation*  
**Lilac Room**
- 3:45 PM – 5:00 PM Workshop 4: Quality Assurance and the emerging role of Specialty Registries: What lessons can existing programs share? – Irving Pike, MD, FACG, FASGE, President, GIGUIC, Lynn Butterly, MD, PI, New Hampshire Colonoscopy Registry, Michael Weinstein, MD, Chair, AGA Registry Board  
*Moderated by Robert Smith, PhD, Senior Director of Cancer Screening, American Cancer Society, Inc., Co-Chair, National Colorectal Cancer Roundtable*  
**Orchid Room**
- 3:45 PM – 5:00 PM Workshop 5: An assessment of remaining regulatory gaps in the coverage of preventive services with a special look at high risk populations -- Katie Keith, JD, MPH, Trimpa Group, LLC  
*Moderated by Mary Doroshenk, MA, Director, NCCRT, American Cancer Society, Inc.*  
**Harmony Room**
- 5:00 PM – 6:30 PM **Reception\*** **Ballroom D**

*\*Thursday night dinner on your own.*

## NATIONAL COLORECTAL CANCER ROUNDTABLE MEETING

Friday, November 22, 2012

- 7:30 AM – 8:00 AM      **Networking Breakfast**                      *Ballroom B, C & D*
- 8:00 AM                      **General Session Welcome**  
Robert Smith, PhD, Senior Director of Cancer Screening, American Cancer Society, Inc.  
Co-Chair, National Colorectal Cancer Roundtable  
Roundtable Business
- Richard Wender, MD, Chief Cancer Control Officer, American Cancer Society, Inc.  
Chair, National Colorectal Cancer Roundtable  
*Opening Remarks*  
*Statement of Meeting Goals*
- 9:00 AM                      **Keynote Address**  
Howard Koh, MD, Assistant Secretary for Health
- Introduction by Durado Brooks, MD, MPH, Director of Colorectal and Prostate Cancers,  
American Cancer Society, Inc.; Community Health Center Task Group Chair
- Additional remarks by Ronald Vender, MD, American College of Gastroenterology and  
Don Weaver, MD, National Association of Community Health Centers
- Questions & Answers
- 10:00 AM                      **Break**
- 10:15 AM                      **Critical Solutions: Getting to 80%**  
Moderated by Mary Doroshenk
- Practical tools for a systematic approach to screening: NCCRT “How to” Guide – Richard  
Wender, MD, Chief Cancer Control Officer, American Cancer Society, Inc.
- How can EMRs be improved to better facilitate screening, including family history? –  
Tamara O’Shaughnessy, Vice President, Account Services, Aeffect Inc.
- Will Medicaid have the capacity to fully deliver on the promise of screening? – Holly  
Wolf, PhD, MSPH, Director, Colorado Colorectal Cancer Screening Program
- Addressing policy barriers that can increase colorectal cancer screening in American  
Indian and Alaskan Native communities – Holly Wolf PhD, MSPH, Director, Colorado  
Colorectal Cancer Screening Program and Latashia Warren, MPH, MSW, LCSW,  
University of Colorado Cancer Center
- How can we make monitoring colonoscopy quality the norm? – Robert Smith, PhD,  
Senior Director of Cancer Screening, American Cancer Society, Inc.

## NATIONAL COLORECTAL CANCER ROUNDTABLE MEETING

11:30 AM– 12:20 PM	<b>Networking Lunch</b>	<b><i>Oz Restaurant</i></b>
12:20 PM – 12:30 PM	<b><i>Move to your pre-selected Task Group breakout</i></b>	
12:30 PM – 2:00 PM	<b>Task Group Breakouts</b>	
	Policy Action	<b><i>Insight Room</i></b>
	Evidence-based Education and Outreach	<b><i>Wisdom Room</i></b>
	Public Awareness & Social Media	<b><i>Balance Room</i></b>
	Professional Education and Practice	<b><i>Jasmine Room</i></b>
	Community Health Centers	<b><i>Lavender Room</i></b>
	Family History	<b><i>Lilac Room</i></b>
2:00 PM – 2:15 PM	<b><i>Move to General Session</i></b>	<b><i>Ballroom B, C &amp; D</i></b>
2:15 PM	<b>Insights into the media coverage on the cost of colonoscopy: The intersection of charges, information, value, and quality</b> Moderated by Richard Wender, MD, Chief Cancer Control Officer, American Cancer Society, Inc.	
	Cost and quality transparency provisions in the Affordable Care Act – Karen Pollitz, Senior Fellow, Kaiser Family Foundation	
	What can improved information about health care prices realistically achieve? – Lynn Quincy, Senior Health Policy Analyst, Consumers Union	
	Cost, charges, insurance coverage and payments – Bruce Pyenson, FSA, MAAA, Milliman Inc.	
	Bundled Colonoscopy payment: Can we bundle colonoscopy in a better way to promote quality-driven health care? – Joel V. Brill, MD AGAF, American Gastroenterological Association	
3:30PM - 4:00 PM	<b>Wrap up</b>	
4:30PM	<b>Adjourn</b>	