



AGENDA

NATIONAL COLORECTAL CANCER ROUNDTABLE ANNUAL MEETING
80% by 2018: Showcasing Success
DoubleTree Hilton
Bethesda, MD
November 19th and 20th, 2015

Wednesday, November 18th, 2015

Pre-Conference Session

5:00pm

Optional: National Colorectal Cancer Roundtable Orientation (Open to old and new attendees alike!)

Robert Smith, PhD, Co-Chair, National Colorectal Cancer Roundtable, Vice-President Cancer Screening, American Cancer Society, Inc.

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

Mary Doroshenk, MA, Director, National Colorectal Cancer Roundtable

New to either the National Colorectal Cancer Roundtable (NCCRT) or the NCCRT 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.

6:00 to 7:30pm

Optional: State and Local CRC Screening Program Information Sharing Session

Moderated by Andrea Dwyer, Program Director, Colorado School of Public Health, Co-Chair, NCCRT Evaluation and Measurement Task Group

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.

6:00pm

NCCRT Steering Committee meeting (Open to NCCRT Steering Committee members only)



NCCRT - National Colorectal Cancer Roundtable



@NCCRTNews

NATIONAL COLORECTAL CANCER ROUNDTABLE MEETING

Thursday, November 19th, 2015

Meeting Start

8:00 AM

General Session Welcome

Robert Smith, PhD, Co-Chair, National Colorectal Cancer Roundtable, Vice President of Cancer Screening, American Cancer Society, Inc.

Opening Remarks

Roundtable Business

Richard C. Wender, MD, Chief Cancer Control Officer, American Cancer Society, Inc. Chair, NCCRT

80% by 2018 Progress Report

8:30 AM

Transforming Research into Action: *How can the latest research help sharpen our efforts?*

Public health impact of achieving 80% colorectal cancer screening rates in the United States by 2018, Reinier Meester MS, Researcher, Department of Public Health, Erasmus MC University Medical Center, Rotterdam, the Netherlands

How many people will need to be screened to increase colorectal cancer screening prevalence to 80% by 2018? Stacey Fedewa, Director, Risk Factor Screening and Surveillance, American Cancer Society, Inc.

Hot Spots: Where can colorectal cancer screening interventions have the most impact? Rebecca Siegel, MPH, Director, Surveillance Information, American Cancer Society, Inc.

Moderated by Ann Graham Zauber, PhD, Member and Attending, Department of Epidemiology & Biostatistics, Memorial Sloan Kettering Cancer Center

9:30 AM

Snapshots of Critical Solutions

Moderated by Mary Doroshenk, MA, Director, NCCRT

Proven Interventions for Practice Improvement – Durado Brooks, MD, MPH, NCCRT Community Health Center Task Group, Co-Chair, Director, Cancer Control Intervention, American Cancer Society, Inc., Member, NCCRT Steering Committee

EHR Best Practices Guide: What we know and what we don't know – Michelle Tropper, MPH, Clinical Quality Improvement Coordinator, Health Center Network of New York (HCNNY)

NATIONAL COLORECTAL CANCER ROUNDTABLE MEETING

State level roundtable guide: What can we learn from early leaders in the effort to launch effective colorectal cancer coalitions? – Emily Bell, MPH, Associate Director, NCCRT

What does Medicaid expansion mean for those of screening age? -- Tyler Bysshe, MPH, Research Associate, Milken Institute School of Public Health, George Washington University

Bright spots and challenges: A state by state assessment of state Medicaid programs and colorectal cancer screening activities – Sara Wilensky, JD, PhD, Milken Institute School of Public Health, George Washington University

80% by 2018 tested messages for unscreened Hispanic audiences – Brian Gantt, American Cancer Society, Inc.

10:30 AM

Break and move to pre-selected workshop, which mirror the Critical Solutions panel above

11:00 AM

WORKSHOP #1

Proven interventions for practice improvement

Join three leading experts for a practical look at proven interventions for increasing colorectal cancer screening rates in practice.

Working with Providers to Reduce Intra System Screening Variation – Jennifer Weiss, MD, MS, Assistant Professor, Division of Gastroenterology and Hepatology, Department of Medicine, University of Wisconsin School of Medicine and Public Health

Ohio Academy of Family Physicians (OAFP) Colorectal Cancer Screening Improvement Program – Kate Mahler, Deputy Executive Vice President, OAFP

Stop CRC: Lessons learned from a Direct Mail approach to Colorectal Cancer Screening – Gloria D. Coronado, PhD, Mitch Greenlick Endowed Senior Investigator in Health Disparities Research, Kaiser Permanente Center for Health Research

Moderated by Durado Brooks, MD, MPH, NCCRT Community Health Center Task Group, Co-Chair, Director, Cancer Control Intervention, American Cancer Society, Inc., Member, NCCRT Steering Committee

WORKSHOP #2

EHR colorectal cancer screening best practices guide: What we know and what we don't know

This workshop will look at a new tool commissioned by the NCCRT and the National Association of Community Health Centers that documents best practices and workflows for colorectal cancer screening in electronic health records, while also documenting remaining challenges, particularly around the collection of family history.

NATIONAL COLORECTAL CANCER ROUNDTABLE MEETING

Michelle Tropper, MPH, Clinical Quality Improvement Coordinator, Health Center Network of New York (HCNNY)

Dennis J. Ahnen, MD, AGAF, FACG, Professor of Medicine, University of Colorado School of Medicine, Director of Genetics Clinic Gastroenterology of the Rockies, NCCRT Family History Co-Chair, NCCRT Steering Committee

Moderated by Meg Meador, MPH, C-PHI, Director of Clinical Integration and Education, National Association of Community Health Centers (NACHC)

WORKSHOP #3

State level roundtable guide: What can we learn from early leaders in the effort to launch effective state-based colorectal cancer coalitions?

This workshop examines a new NCCRT tool that presents different visions, structures, strategies, and lessons learned for launching effective state-based colorectal cancer coalitions. We'll hear from two early leaders in state coalition efforts to promote colorectal cancer control efforts and who offer two very different approaches to success.

Emily Bell, MPH, NCCRT Associate Director

Jane E. Korn, MD, MPH, Medical Director, Health Promotion and Chronic Disease Division, Minnesota Department of Health, Minnesota Cancer Alliance

Whitney Jones, MD, Kentucky Cancer Foundation

Moderated by Thomas K. Weber MD FACS, Chair Emeritus, National Colorectal Cancer Roundtable, Professor of Surgery, State University of New York Health Sciences Center

WORKSHOP #4

Bright spots and challenges: A state by state assessment of state Medicaid programs and colorectal cancer screening activities

This workshop will present a new state by state review of Medicaid agencies documenting existing state Medicaid activities to increase colorectal cancer screening. This review puts the spotlight on both promising practices and existing barriers. We will also get a sneak peek at a new ACS CAN/NCCRT study that looks at the state by state impact of Medicaid expansion on the 50 to 64 population.

Tyler Bysshe, MPH, Research Associate, Milken Institute School of Public Health, George Washington University

Sara Wilensky, JD, PhD, Milken Institute School of Public Health, George Washington University

Moderated by Katie (Catherine) McMahon, MPH, Principal, Policy Development – Prevention, American Cancer Society Cancer Action Network, Inc.

Workshop #5

80% by 2018 tested messages for uncreened Hispanic audiences

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Hispanics in the US have been identified as one of the five target audiences in the effort to get to 80% by 2018. Join this session for a look at unscreened Spanish speakers in the US, what keeps them from getting screened and what triggers might motivate them to act from a communications perspective.

Ricardo A. Lopez, President, Hispanic Health Research, Inc.

Ronald Myers, DSW, PhD, Director, Kimmel Cancer Center Cancer Prevention and Control, Director, Department of Medical Oncology, Division of Population Science, Professor, Department of Psychiatry and Human Behavior, Thomas Jefferson University

Randa Sifri, MD, Associate Professor, Department of Family and Community Medicine Sidney Kimmel Medical Center, Thomas Jefferson University

Moderated by Brian Gantt, Senior Consultant, Marketing Research, American Cancer Society, Inc.

12:30 PM ***Workshops end and move to lunch***

12:40 PM **Lunch in plenary**

1:35 PM **Thursday Keynote**

Forging your own path: The plan to lift screening rates in Mississippi
Interview with Roy J. Duhé, Professor of Pharmacology and Toxicology, Professor of Radiation Oncology, Associate Director for Cancer Education, University of Mississippi Medical Center Cancer Institute

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

2:00 PM **Links of Care Panel: Early reflections on the Links of Care Pilot project**

Suzanne Lagarde, MD, MBA, FACP, Chief Executive Officer, Fair Haven Community Health Center, Connecticut

Julia Williams, RN, Chief Nursing Officer, Beaufort Jasper Hampton Comprehensive Health Services, Inc., South Carolina

Chris Singer, RN, CPHQ, Chief Operating Officer, West Side Community Health Services, St. Paul, Minnesota

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

3:15 PM ***Break and move to Task Group Break Outs***

3:30 PM – 5:00 PM **Policy Action (Citseko Staples)**
Evaluation and Measurement (Debbie Kirkland)

NATIONAL COLORECTAL CANCER ROUNDTABLE MEETING

Public Awareness and Social Media (Colleen Fitzwater)
Community Health Centers (Morgan Devon)
Family History (Kerstin Ohlander)
Professional Education and Practice (Emily Bell)
Quality Assurance (Gregg Walker)

5:00 PM – 6:30 PM **Reception*** **Plenary**

**Cash bar (no credit cards accepted). Light appetizers. Thursday night dinner on your own.*

Friday, November 20th, 2015

7:30 AM – 8:00 AM **Networking Breakfast**

8:00 AM **Morning Welcome**

Update on draft USPSTF Recommendations on Colorectal Cancer Screening
Robert Smith, PhD, Co-Chair NCCRT, Vice President, Cancer Screening, American Cancer Society, Inc.

8:30 AM **Friday Keynote**

Reporter, critic, survivor: Hear how Roma Torre found her voice.
Roma Torre, NY1 anchor and theater critic

Introduction by Mark Pochapin, MD, Director, Division of Gastroenterology, NYU Langone Medical Center

9:00 AM **Video of Distinguished State Leadership Award to Governor Earl Ray Tomblin**

Comments by Christopher Stadelman, Director of Communications, West Virginia Office of the Governor

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

9:30 AM ***Move to Pre-selected workshops***

9:45 AM – 11:15 AM **Workshop 1: **Family, faith and health: Effective interventions for reaching African Americans****

African Americans have been identified as one of the five target audiences in the effort to get to 80% by 2018. Join this workshop to learn about effective interventions to improve colorectal cancer screening among African Americans.

Ronald Myers, DSW, PhD, Director, Kimmel Cancer Center Cancer Prevention and Control, Director, Department of Medical Oncology, Division of Population Science, Professor, Department of Psychiatry and Human Behavior, Thomas Jefferson University

NATIONAL COLORECTAL CANCER ROUNDTABLE MEETING

Joseph E. Ravenell, MD, MS, Assistant Professor of Medicine and Population Health, Center for Healthful Behavior Change, Director of Diversity in Research, New York University (NYU) Cancer Institute, Co-Director, Bellevue Hospital Resistant Hypertension Program, NYU School of Medicine

Delmonte Jefferson, Executive Director, National African American Tobacco Prevention Network (NAATPN)

Moderated by Mari Carlesimo, JD, Senior Director, Cancer Prevention Program, Bureau of Primary Care Information Project, NYC Department of Health and Mental Hygiene, Member, NCCRT Steering Committee

9:45 AM – 11:15 AM

Workshop 2: The latest communication strategies: Trends and tools

During this workshop, speakers will present the latest in communications in science and trends, including new methods of communications such as social media, and close with the presentation of some very practical new tools.

Bradford W. Hesse, PhD, Chief, Health Communication and Informatics Research Branch, Behavioral Research Program, Division of Cancer Control and Population Sciences

Nikki Spencer, MIYO Project Manager, Health Communication Research Laboratory, Brown School of Social Work, Washington University in St. Louis

Kanako Kashima, Research Assistant, Comprehensive Cancer Control, George Washington University Cancer Institute

Moderated by Jasmine Greenamyre, MPH, Chief Operating Officer, Colon Cancer Alliance, Member, NCCRT Steering Committee

9:45 AM – 11:15 AM

Workshop 3: Strategies for implementing the best FIT program in primary care

This workshop will examine and discuss options and strategies for stool-based testing, the evidence behind various tests and practical ways to put it into practice.

Durado Brooks, MD, MPH, NCCRT Community Health Center Task Group, Co-Chair, Director, Cancer Control Intervention, American Cancer Society, Inc., Member, NCCRT Steering Committee

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

Michael Potter, MD, NCCRT Professional Education and Practice Task Group Co-Chair, Professor, Family and Community Medicine and Associate Director for Practice Based Research, Community Engagement Program, Clinical and Translational Science Institute, UCSF

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Moderated by Durado Brooks, MD, MPH, NCCRT Community Health Center Task Group, Co-Chair, Director, Cancer Control Intervention, American Cancer Society, Inc., Member, NCCRT Steering Committee

9:45 AM – 11:15 AM **Workshop 4: Everything you need to know about colonoscopy copays, including how one health plan made the switch to waiving copays**

Join three public health leaders for a better understanding of the colonoscopy copay issue, as well as what's being done to address it.

Colorectal cancer screening: What's covered and what's not and how to code – Joel Brill, MD, Chair, Payor Policy Workgroup, American Gastroenterological Association

Update on federal and state efforts to remove cost sharing for colorectal cancer screening – Caroline Powers, Director, Federal Relations, American Cancer Society Cancer Action Network, Inc.

Health plan leadership: Case study on how Gateway Health plan removed copays for colonoscopies following positive FIT tests – Marnie Schilken, MPH, Gateway HealthSM, Director, Population Health Strategies, Quality Improvement

Moderated by Citseko Staples, Senior Specialist, American Cancer Society Cancer Action Network, Inc.

9:45 AM – 11:15 AM **Workshop 5: Young Adult Colorectal Cancer: A Growing Cancer Control Challenge**

Join this workshop for a look at incidence, trends, and the real life impact of early onset colorectal cancer, as well as what can be done about it.

Rebecca Siegel, MPH, Director, Surveillance Information, American Cancer Society, Inc.

Thomas K. Weber MD FACS, Chair Emeritus, National Colorectal Cancer Roundtable, Professor of Surgery, State University of New York Health Sciences

Dennis J. Ahnen, MD, AGAF, FACG, Professor of Medicine, University of Colorado School of Medicine, Director of Genetics Clinic Gastroenterology of the Rockies, NCCRT Family History Co-Chair, NCCRT Steering Committee

Stephanie C. Guiffre, MPA, Director of the Never Too Young Coalition, Colon Cancer Alliance

11:15 AM to 11:30 AM ***Move to General Session***

11:30 AM – 12:15 PM **Lightning Round: 80% by 2018 Success Stories: Select Updates from NCCRT Members**

NATIONAL COLORECTAL CANCER ROUNDTABLE MEETING

Marnie Schilken, MPH, Gateway HealthSM, Director, Population Health Strategies, Quality Improvement – One health plan’s leadership role in removing colonoscopy copays

Erica Childs Warner, MPH, Senior Director, Evaluation & Outreach, Prevent Cancer Foundation – Promoting 80% by 2018 through grant awards

Heather Dacus, DO, MPH, Director, Bureau of Chronic Disease Control, New York State Department of Health– Working with individual FQHCs on EHRs and screening registries

Frank Berger, PhD of the Center for Colon Cancer Research, University of South Carolina, Member, NCCRT Steering Committee – Raising funds for colorectal cancer control in a tough environment

Sarah Shafir, Strategic Director, State and National Systems, American Cancer Society, Inc., 80% by 2018 Forum

Moderated by Andrea Dwyer, Program Director, Colorado School of Public Health, Co-Chair, NCCRT Evaluation and Measurement Task Group

12:15 to 12:30 PM

Wrap up

Richard Wender, MD, Chief Cancer Control Officer, American Cancer Society, Inc., Chair, NCCRT

12:30PM

Adjourn

We would like to thank the following sponsors: