



NATIONAL COLORECTAL CANCER ROUNDTABLE ANNUAL MEETING
 Building the Bridge Beyond 2018
 DoubleTree Hilton
 Bethesda, MD
 December 6th, 7th and 8th

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Thomas F. Imperiale, MD, AGAF

Richard Wender, MD

And thank you to our Early Age Onset Colorectal Cancer Summit sponsors:

NATIONAL COLORECTAL CANCER ROUNDTABLE MEETING



AGENDA

NATIONAL COLORECTAL CANCER ROUNDTABLE ANNUAL MEETING

Building the Bridge Beyond 2018

DoubleTree Hilton

Bethesda, MD

December 6th, 7th and 8th

Wednesday December 6th, 2017

Pre-Conference Session

2:00 PM to 6:00 PM **Registration**

2:00 PM to 5:00 PM **Optional: NCCRT Website Usability Testing**
Registration Area

NCCRT launched a redesigned www.nccrt.org earlier this fall and we are hoping to get your feedback on the new site. Stop by the registration desk to participate in a usability testing exercise with Brandon Ellis and Teia Atkins of Ghost Note Agency, NCCRT's website vendor. We appreciate your time in helping us to improve our website!

2:00 PM to 3:30 PM **Optional: State and Local Colorectal Cancer Screening Program Information Sharing**
Balance **Session**

Moderated by Heather Dacus, DO, MPH, Director, Bureau of Cancer Prevention and Control, New York State Department of Health

During this interactive and informal session, representatives from state and local CRC 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.

3:00 PM to 4:30 PM **Optional: Beyond 2018 Listening Tour: *Digging Deeper***
Ballroom C

With 2018 one month away, the NCCRT wants to make sure we have a solid plan in place to transition to a new campaign one year from now. Come hear a recap of what you told us in the *Beyond 2018 survey* and help us further understand what you liked and didn't like about 80% by 2018 and what should come next. (Space is limited. Advance sign up required. This session will be repeated during the workshop offerings on Thursday, December 6th at 3:30pm).

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Andrea Coville, CEO, Strategic Counsel, Brodeur Partners

Jerry Johnson, Executive Vice President, Strategic Planning, Brodeur Partners

Janet Pines, Executive Vice President, Strategy & Planning, Brodeur Partners

4:00 PM to 4:45 PM **Optional: National Colorectal Cancer Roundtable Orientation** (Open to old and new attendees alike!)
Ballroom B

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

Mary Doroshenk, MA, Director, NCCRT, Strategic Director, Colorectal Cancer Interventions, American Cancer Society, Inc.

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.

5:00 PM to 6:30 PM **NCCRT Task Group meetings**

Policy Action	Ballroom B
Evaluation and Measurement	Ballroom C
Public Awareness and Social Media	Balance
Community Health Centers	Ballroom A
Family History and Early Onset CRC	Jasmine
Professional Education and Practice Implementation	Insight

6:45 PM to 9:15 PM **NCCRT Steering Committee meeting** (*Open to NCCRT Steering Committee members only*)
Wisdom

Thursday, December 7th, 2017

7:00 AM to 5:00 PM **Registration**

8:00 AM **Networking Breakfast**
Ballroom ABC

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Meeting Start

8:30 AM

Ballroom ABC

General Session Welcome

Robert Smith, Co-Chair, NCCRT, American Cancer Society, Inc.
Opening Remarks and Roundtable Business

8:45 AM

[80% by 2018 Progress Report and Need for Urgency](#)

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

9:15 AM

[Thursday Keynote: Acting with Urgency](#)

Erica Sutton, MD, FACS, Founder/President, Surgery on Sunday Louisville, Inc.;
Associate Professor, University of Louisville School of Medicine
2017 80% by 2018 National Achievement Award Honoree

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

9:40 AM

BREAK

9:55 AM

What do the Data Tell Us?

What can we Learn from the Latest Colorectal Cancer Screening Rate Trends over Time? Where do we need to focus our efforts?

Moderated by Heather Brandt, PhD, University of South Carolina, Arnold School of Public Health, NCCRT 80% by 2018 Evaluation and Measurement Co-Chair

Behavioral Risk Factor Surveillance System

Djenaba A. Joseph, MD, MPH, Medical Director, Colorectal Cancer Control Program,
Centers for Disease Control and Prevention

Healthcare Effectiveness Data and Information Set

Mary Barton, Vice President, Performance Measurement, National Committee for Quality Assurance

[Uniform Data System](#)

Sue Lin, PhD, MS, Director, Quality Division, Office of Quality Improvement, Bureau of Primary Health Care, Health Resources and Services Administration

[Screening Trends by Occupation](#)

Ann Goding Sauer, MSPH, Epidemiologist, Intramural Research, American Cancer Society

10:55 AM

Table Talk Discussions

Key questions:

What deserves our focus in the next 12 months?

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How can we each create urgency in our own organizations?
How can the Roundtable help?

11:20 AM

Table Talk Reports

11:40 AM

NETWORKING BREAK

12:10 PM

Lunch in plenary

1:00 PM

What Does Success Look Like?

Moderated by: Gloria D. Coronado, PhD, Mitch Greenlick Endowed Senior Investigator in Health Disparities Research, Kaiser Permanente Center for Health Research, NCCRT Steering Committee

CDC's Colorectal Cancer Control Program: *Let's look at the data*
Faye L. Wong, MPH, Chief, Program Services Branch
Division of Cancer Prevention and Control

Virginia Cooperative Extension: *Employer Spotlight*
Carlin Rafie, PhD, RD, Assistant Professor/Extension Specialist, Department of Human Nutrition, Foods, and Exercise, College of Agriculture and Life Sciences, Virginia Polytechnic Institute and State University

[Advocate Illinois Masonic Medical Center: How One Hospital System Embraced CRC Screening](#)

Andrew Albert, MD, MPH, Medical Director - Digestive Health Program

1:45 PM

[After 2018 What Should Come Next?](#)

Lessons Learned from the Million Hearts Campaign

Introduced by Emily Bell, MPH, Associate Director, NCCRT, American Cancer Society, Inc.

Janet S. Wright, MD, FACC, Executive Director, Million Hearts, Department of Health and Human Services

2:10 PM

Neighbor Talk

What 80% by 2018 success are you most proud of?

What is one thing you would like to see in the post-80% by 2018 effort?

Turn to a partner and share your impressions from the previous two sessions. After 10 to 15 minutes of discussion, we'll take as many comments/questions/solutions we can for 20 minutes.

2:50 PM

[Snapshots of Critical Solutions](#)

Mary Doroshenk, MA, Director, NCCRT, Strategic Director, Colorectal Cancer Interventions, American Cancer Society, Inc.

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3:15 PM

Break and move to workshops

3:30 PM – 5:00 PM

Workshops

WORKSHOP #1 Harmony

Familial, Hereditary, and Early Age Onset Colorectal Cancer: A Module Designed to Assist Primary Care Clinician's in the Identification of Individuals at Increased Risk and Facilitate Earliest Possible Stage Diagnosis

Given the growing concern of the NCCRT about poor screening for those with a family history of CRC and the growing problem of early onset CRC, the NCCRT has commissioned this new primary care clinician's module that aims to improve the ability of primary care clinicians to systematically collect, document, and act on a family history of CRC and adenomas polyps, while also educating clinicians on the need for more timely diagnostic testing for young adults who present with alarm signs or symptoms of CRC and ensuring that those patients receive a proper diagnostic work up. Come get a sneak peek at the preliminary recommendations from this module.

[Moderated by Heather Hampel, MS, LGC, National Association of Genetic Counselors, NCCRT Steering Committee](#)

Emily Edelman, MS, CGC, Associate Director, Clinical & Continuing Education, The Jackson Laboratory

Therese Ingram, MA, Senior Instructional Designer & Technologist, Clinical and Continuing Education, The Jackson Laboratory

WORKSHOP #2 Insight

Guide and Workbook for State Level Colorectal Cancer Coalitions/Roundtables

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

Moderated by Sarah Shafir, Strategic Director, State and National Systems, American Cancer Society, Inc.

[Caleb Levell, Program Manager, NCCRT](#)

[Shauntay L. Davis, MPH, Program Director, Comprehensive Cancer Control Program, California Department of Public Health](#)

[Katie Bathje, MA, LPCC, Program Director, Kentucky Cancer Consortium](#)

WORKSHOP #3

Hospital Systems Colorectal Cancer Screening Change Package

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Balance

The NCCRT has commissioned a new best practices guide for hospital and health systems in support of CRC screening, featuring case studies from systems that are leading the way. Come hear what hospitals and health systems have to tell us about getting leadership buy-in, strategies that work, working with the community and other strategies from the health system perspective.

Moderated by Michael Potter, MD, NCCRT Professional Education & Practice Task Group Co-Chair, University of California, San Francisco

[Tamara O'Shaughnessy, Managing Director – Research, QNA Group](#)

[Andrew Albert, MD, MPH, Advocate Illinois Masonic Medical Center](#)

[Deaconess Health System:](#)

- Debra Wilson, Deaconess Clinic
- Amanda Bohleber, MD, Medical Director, Deaconess Clinic

WORKSHOP #4 Wisdom

Evaluation Toolkit: How to Evaluate Colorectal Cancer Screening and Awareness Initiatives?

This latest version of the evaluation toolkit is intended to help organizations and communities evaluate a wide variety of interventions designed to increase awareness and use of CRC screening. The toolkit will help you learn the seven basic steps to evaluation, whether you are working to increase community demand for CRC screening, encouraging health care providers to recommend screenings, or trying to implement policy, systems, or environmental (PSE) changes.

[Andrea \(Andi\) Dwyer, The Colorado School of Public Health, University of Colorado Cancer Center, NCCRT Steering Committee, NCCRT Evaluation and Measurement Task Group Co-Chair \(Presenter/Moderator\)](#)

April D. Barry, LSW, MSW, Public Health Program Administrator, Pennsylvania Department of Health, Bureau of Health Promotion and Risk Reduction, NCCRT Evaluation and Measurement Task Group Co-Chair

[Heather Dacus, DO, MPH, Director, Bureau of Cancer Prevention and Control, New York State Department of Health, Member, NCCRT Steering Committee](#)

[Heather Brandt, PhD, University of South Carolina, Arnold School of Public Health, NCCRT 80% by 2018 Evaluation and Measurement Co-Chair](#)

WORKSHOP #5 Jasmine

Beyond 2018 Listening Tour: Digging Deeper

With 2018 one month away, the NCCRT wants to make sure we have a solid plan in place to transition to a new campaign one year from now. Come hear a recap of what

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you told us in the *Beyond 2018 survey* and help us further understand what you liked and didn't like about 80% by 2018 and what should come next. (Space is limited. Advance sign-up is required. This is a repeat of the "Beyond 2018 Listening Tour" held during the pre-conference session).

Andrea Coville, CEO, Strategic Counsel, Brodeur Partners

Jerry Johnson, Executive Vice President, Strategic Planning, Brodeur Partners

Janet Pines, Executive Vice President, Strategy & Planning, Brodeur Partners

WORKSHOP #6 Orchid

Patient Navigation: *Presentation of the Replication Manual for the NHCRCSP Patient Navigation Model*

Are you working to improve or launch a patient navigation program? Come learn from one of the nation's leading patient navigation experts with a step-by-step look at what it takes to implement a successful, game changing CRC screening navigation program.

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

5:00 PM – 6:30 PM Ballroom ABC

Reception*

**Cash bar (no credit cards accepted). Light appetizers. Dinner on your own.*

Friday, December 8th, 2017

7:30 AM – 8:00 AM Ballroom ABC

Networking Breakfast

8:00 AM

Landscape Panel: *How the landscape of our work is changing and what that means going forward*

Moderated by Joseph E. Ravenell, MD, MS, Associate Professor, NYU School of Medicine, NCCRT Steering Committee

*A DC Insiders Take on Where Things Stand with Health Care
Jennifer Young, Founder, Tarplin, Downs & Young, LLC*

CDC and Public Health: What's Changing and What are our Opportunities to Advance CRC Screening?

Lisa Richardson, MD, MPH, Director, Division of Cancer Prevention and Control, Centers for Disease Control and Prevention, NCCRT Steering Committee

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[Emerging Challenges: What Colorado Learned by Having Honest Conversations with the Unscreened](#)

Andrea (Andi) Dwyer, The Colorado School of Public Health, University of Colorado Cancer Center, NCCRT Steering Committee, NCCRT Evaluation and Measurement Task Group Co-Chair

8:55 AM

Award to Senator Thomas Alexander, South Carolina

Introduction by Frank Berger, PhD, Director, Center for Colon Cancer Research, University of South Carolina

9:15 AM

Friday Keynote: Stage IV Survivor Becomes an Advocate

Julienne Gede Edwards

Grassroots Advocacy Manager, Fight Colorectal Cancer

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

9:40 AM

Move to workshops

9:55 to 11:15 AM

Workshops

WORKSHOP #1 Harmony

Taking Your Work Serving the Underserved to the Next Level

This workshop moves beyond describing the challenges of reaching the underserved to showcasing innovative solutions, including using systems change to increase CRC screening in a multi-ethnic community; providing an example of how local health departments can team up with academics on community engagement; and going to emergency departments to reach rural residents who don't have a primary care provider.

Joseph Ravenell, MD, MS, Associate Professor of Population Health and Medicine; Associate Dean for Diversity Affairs and Inclusion at NYU School of Medicine; NCCRT Steering Committee (*Presenter/Moderator*).

Karen E. Kim, MD, Professor of Medicine, Dean, Faculty Affairs, Associate Director, Cancer Disparities, the University of Chicago Medicine Comprehensive Cancer Center

[Jenna Hatcher, RN, PhD, MPH, Director of Diversity and Inclusion, University of Kentucky, College of Nursing](#)

WORKSHOP #2 Balance

How to Assure Follow Up Colonoscopy for Positive FIT from the Process Side

Fecal immunochemical testing is the most commonly used method for CRC screening worldwide. However, its effectiveness is frequently undermined by failure to obtain follow-up colonoscopy after positive test results. Take a look at what the evidence tells

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us and get some practical advice for making sure patients get the life-saving follow up they need.

[Kevin Selby, MD, Kaiser Permanente Division of Research](#)

Gloria D. Coronado, PhD, Mitch Greenlick Endowed Senior Investigator in Health Disparities Research, Kaiser Permanente Center for Health Research, NCCRT Steering Committee

[Frank Colangelo, MD, FACP, Chief Quality Officer, Premier Medical Associates](#)

Moderated by: Jason A. Dominitz, MD, MHS, FASGE, AGAF National Program Director for Gastroenterology Department of Veterans Affairs, Co-Chair, VA CSP #577, CONFIRM, Acting GI Section Chief, VA Puget Sound Health Care System, Professor of Medicine, Division of Gastroenterology, University of Washington School of Medicine

WORKSHOP #3 Wisdom

Motivating the Unscreened

During this workshop, speakers will present the latest in communication science and trends, including how to use micro-messaging, stages of change and motivational interviewing to get the unscreened on the pathway to screening.

Moderated by Anjee Davis, President, Fight Colorectal Cancer, NCCRT Steering Committee, NCCRT Public Awareness Co-Chair

[Michael T. Quinn, PhD, Senior Research Scientist, Department of Medicine, The University of Chicago](#)

[Lee Aase, Director, Mayo Clinic Social Media Network](#)

WORKSHOP #4 Insight

Making the Sausage: A Look Under the Hood at How Some States Passed Legislation to Bring Down Barriers to Screening, as Well as the Latest on Colorectal Cancer Screening Dollars and Sense

We know that getting legislation passed can have a huge impact on issues we care about, but how the heck do you get anything passed in today's tough political environment and what can you tell policy makers about program costs? Come learn from leaders who were able to get legislation through and then, hear from CDC about some of the latest data we have on cost.

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

[Michael Keck, Arkansas Government Relations Director, American Cancer Society Cancer Action Network, Inc.](#)

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[Whitney Jones, MD, Kentucky Cancer Foundation](#)

Florence Tangka, PhD, MS, Health Economist, Centers for Disease Control and Prevention

Sujha Subramanian, PhD, RTI International

WORKSHOP #5 Jasmine

Centers of Excellence: A Strategic Look at Cancer Centers and Colorectal Cancer Screening

Come hear from four leaders who have shown how cancer centers can use their stature in the community to increase CRC screening rates. Learn about the incredible work underway, hear about how they have leveraged the role of cancer centers in screening and gain some practical advice along the way.

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

Ernest Hawk, MD, MPH, MD Anderson, Vice President, Division Head Cancer Prevention and Population Sciences

[Electra Paskett, PhD, The Ohio State University, Marion N. Rowley Professor of Cancer Research, Director of the Division of Cancer Prevention and Control](#)

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

WORKSHOP #6 Juniper

Screening Options Broken Down: The Latest on DNA Stool Screening, CT Colonography and Other Technologies

In this session participants will learn about the latest developments with stool DNA testing, CT colonography and other up and coming technologies for CRC screening. Speakers will discuss when these methodologies make the most sense, patient selection, practice implementation, quality metrics, the latest on coverage, advantages and unknowns.

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

[CT Colonography: Cecilia Brewington, MD, UT Southwestern](#)

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Emerging Technologies: Mark B. Pochapin, MD, Director, Division of Gastroenterology, Sholtz-Leeds Professor of Gastroenterology, and Professor of Medicine at NYU Langone Medical Center (*Moderator/Presenter*)

11:15 AM
Ballroom ABC

Return to General Session

11:30 AM

Lightning Round: 80% by 2018 Success Stories from Around the Table

Moderated by Steven H. Itzkowitz, MD, FACP, FACG, AGAF, New York Citywide Colon Cancer Control Coalition (“C5 Coalition”), NCCRT Steering Committee

Southeastern Regional Cancer Coalition Update

Frank Berger, PhD, Director, Center for Colon Cancer Research, University of South Carolina

One Health Plan’s Decision to Waive Copays

Traci Ferguson, MD, WellCare

Open Table for Colonoscopy

Karen E. Kim, MD, Professor of Medicine, Dean, Faculty Affairs, Associate Director, Cancer Disparities, the University of Chicago Medicine Comprehensive Cancer Center

March 2018 Colorectal Cancer Awareness Event

Anjee Davis, President, Fight Colorectal Cancer, NCCRT Steering Committee and Public Awareness Task Group Co-Chair

12:15 to 12:30 PM

Wrap up

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

12:30 PM

Adjourn