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NATIONAL COLORECTAL CANCER ROUNDTABLE

80% in Every Community Conference & 2021 Annual Meeting

PARTICIPANT PROGRAM



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Be sure to visit the virtual exhibitor booths of our Platinum and Gold sponsors on the **Cvent** platform!

Welcome Message

We are delighted to welcome you to the National Colorectal Cancer Roundtable's **2021 80% in Every Community Conference & NCCRT Annual Meeting!** Each year we look forward to bringing together the 150 plus member organizations of the NCCRT to share ideas, innovations, and strategies. We're thrilled to again include the *80% in Every Community Conference*, which means it is open to our 80% Pledge partners and members of the public that are interested in learning the latest science and best practices on colorectal cancer screening. Although we miss the energy and comradery of our in-person event, we're excited to bring together many colorectal cancer screening experts, advocates, and champions from across the nation to learn and share in the virtual format.

This year continues to bring major challenges to our work with the ongoing threat of COVID-19 alongside continued and exacerbated health disparities. At the same time, we remain energized by the challenge of increasing screening rates above their current levels and by the growing support for initiating colorectal cancer screening at age 45. Given this landscape, our theme this year is: *Urgency and Resolve: Sharpening our focus on 80% in Every Community*, and the event features presentations by nationally known experts, thought leaders, and decision-makers on colorectal cancer screening policy and delivery, with opportunities to network and learn from each other. We look forward to exploring how we can best work collaboratively to overcome these challenges, act on new opportunities, and continue our life-saving work.

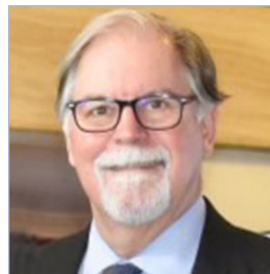
We would like to express our sincere thanks to our sponsors for their generous support, to our steering committee for their strategic guidance, to our meeting planning committee for their expert planning, and to our dedicated staff for organizing this year's meeting. Lastly, we give our sincere thanks to you, our NCCRT members, 80% pledgees, and committed partners for your relentless dedication to increasing colorectal cancer screening in the communities that you serve.

Thank you again for joining us. We look forward to spending the next three afternoons together exploring how we can best work together to make greater progress, prevent more cancers, and save more lives.



Richard C. Wender

Richard Wender, MD
Chair, NCCRT



Robert Smith

Robert Smith, PhD
Vice-Chair, NCCRT

National Colorectal Cancer Roundtable

The National Colorectal Cancer Roundtable (NCCRT) is a coalition of public organizations, private organizations, voluntary organizations, and invited individuals. It was established in 1997 by the American Cancer Society (ACS) and the Centers for Disease Control and Prevention (CDC).

- **Mission:** Reduce the incidence of and mortality from colorectal cancer in the U.S. through coordinated leadership, strategic planning, and advocacy.
- **Goal:** Increase the use of proven colorectal cancer screening tests among the entire population for whom screening is appropriate
- **Core Principles:** Collective action among the member organizations will be more successful in reducing the burden of disease and reducing that burden faster than if we worked alone. The NCCRT will not duplicate or take on roles of member organizations but rather fulfill those roles that would otherwise go undone.

Learn more at nccrt.org.

80% in Every Community

[80% in Every Community](#) is an NCCRT initiative that aims to substantially reduce colorectal cancer as a major public health problem. Nearly 1800 organizations have committed to working toward the shared goal of reaching colorectal cancer screening rates of 80% and higher in communities across the nation. Through dedication, determination, and collective action, we are seeing that 80% and higher screening rates are possible as community health clinics, health plans, employers, counties, and many others are achieving their goals.

But not everyone is benefiting equally. There are still too many communities with lower colorectal cancer screening rates—certain racial and ethnic communities, low-income communities, rural communities, among others. We will continue working to bring down barriers to screening because everyone deserves to live a life free from colorectal cancer. Our mission is not achieved until we see 80% screening rates in every community.

See the [80% in Every Community 2020 Sizzle Reel](#)

See the [80% in Every Community Disparities Video](#)





The 80% in Every Community National Achievement Awards

The NCCRT is seeking nominations for the 2022 80% in Every Community National Achievement Awards, a competitive recognition program that seeks to highlight colorectal cancer screening success stories. Nominations for individuals, organizations, and self-nominations are accepted. The top nominee will receive a \$3,000 donation to support their efforts. The nominations deadline is **November 19th, 2021**. [Learn more and submit a nomination.](#)

The 80% in Every Community Strategic Plan

The [80% in Every Community Strategic Plan](#) (2020-2024) provides a focused, action-oriented roadmap for stakeholders, collaborators, and cross-sectored partners. The plan provides a variety of recommended activities that all stakeholders can use to help define, prioritize, and accomplish their goals. Guided by a problem statement and inspirational vision and bounded by the core values of collaboration and health equity, the strategic plan emphasizes four strategic focus areas:

- Assess and Build Capacity in Communities
- Catalyze Healthcare Systems
- Mobilize at Public Touch Points
- Break Down Policy Barriers

The NCCRT Resource Center

The [NCCRT Resource Center](#) offers partners the opportunity to identify, select, and ultimately adopt evidence-based innovations and tools to increase quality colorectal cancer screening in a range of settings and populations. The Resource Center hosts NCCRT resources as well as external partner resources to enhance our partners' ability to access tools and materials from successful

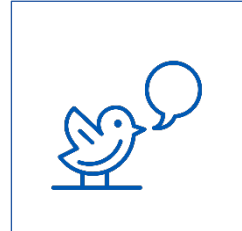
interventions that are being implemented in a variety of settings, coupled with evaluation tools, as available, that will help them assess that work.

Tips for Engagement

Here are some helpful tips to get the most out of the meeting.

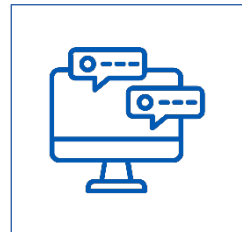
Engage on Social Media!

- Tweet using [#NCCRT2021](#) and [#80inEveryCommunity](#) and tag [@NCCRTnews](#).



Explore and Engage in the Event Virtual Space!

- Use **the Q&A feature** to ask questions.
- Use **the Chat feature** to comment and interact.
- NCCRT members — **join us for networking at 4:00 PM EST on Day 1 and Day 2!**
- During breaks, visit the virtual exhibitor booths hosted by **our Platinum and Gold sponsors.**
- **Find out background information about the speakers** from the bios in this program.
- This event is being recorded and will be shared afterward.
- **Please stay for the entire program!**



Tips for Maximizing Your Online Experience

Use the Best Internet Connection You Can

- Using a wired internet connection is best because it is the most resistant to failure.
- Using a WiFi connection is more reliable than a cellular connection (3G/4G/LTE).

Close Applications to Free Up Computing Power

- Virtual meetings can demand significant memory and processing power from your computer.
- Close unused applications during the session to free up your computing power.
(e.g., Word, Excel, Outlook, VPN, and especially weather apps and other browser tabs).

Access the Conference Site

- Click on the conference link in your conference email and enter your first and last names.
- Enter the email address that you used to register for the conference.
- Enter your verification code – you will receive a verification code via phone and email.
- Logging in will grant you access to the conference site for 24 hours.
- When the time expires, simply repeat the steps above.

Prepare for Participating

- Block off your calendar to minimize distractions while you watch key sessions.
- Make the most of your time. Explore the online platform before the conference begins.
- Familiarize yourself with the layout of the conference apps.
- Have snacks close by so you won't miss anything while fetching food.

During the Conference

- When you join the conference, you have the option to make your profile visible to other participants by clicking on your initials in the upper right corner of the menu and changing your settings.
- During the conference, take short physical breaks to stand and stretch. Take care of yourself!
- Plan for replays by taking notes of sessions you want to watch again later.

Planning Committee

April Barry, MSW

Pennsylvania Department of Health

Lynn Butterly, MD

Dartmouth-Hitchcock Medical Center

Gloria D. Coronado, PhD

Kaiser Permanente Center for Health Research

Anjee Davis, MPPA

Fight Colorectal Cancer

Casey Eastman, MPH

Washington State Department of Health

Nikki Hayes, MPH

Centers for Disease Control and Prevention

Candace Henley, MPH

The Blue Hat Foundation

Elizabeth Holtsclaw, MA

American Cancer Society

Ashley Lach, MHA

American Cancer Society

Xavier Llor, MD, PhD

Yale School of Medicine

Michael Potter, MD

University of California, San Francisco

Lisa Richardson, MD, MPH

Centers for Disease Control and Prevention

Allison Rosen, MS

UTHealth

Annie Thibault, MS

Colorectal Cancer Prevention Network

Michelle Tropper, MPH

Health Efficient

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Chair of the National Colorectal Cancer Roundtable

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Steering Committee Co-Chair

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Laura Makaroff, DO

ACS Permanent Representative

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Xavier Llor, MD, PhD

Michael Sapienza

Allison Rosen, MS

Annie Thibault, MS

Keith Winfrey, MD, MPH

Staff



Emily Bell, MPH
Director
Colorectal Cancer Interventions



Kaitlin Sylvester, MPA
Director
Programs and Partnerships



Caleb Levell, MA
Strategic Director
National Partnerships and Roundtables

Agenda

Time	Monday, November 15th, 2021
12:30 to 1:30 PM ET	<i>Log in, browse our conference platform, meet our sponsors, and chat hello to your colleagues and friends!</i>
1:00 to 1:05 PM	<i>NCCRT Members-Only Welcome</i>
1:05 to 1:30 PM	<i>Opening Remarks and Roundtable Business</i> <i>Robert Smith, PhD, Vice President Cancer Screening, American Cancer Society, Inc.; Co-Chair, NCCRT</i>
1:30 to 2:10 PM	<i>80% in Every Community Conference Welcome & Campaign Progress Report</i> <i>Richard C. Wender, MD, Chair of Family Medicine and Community Health, Perelman School of Medicine, University of Pennsylvania; Chair, NCCRT</i> <i>Survivor Welcome</i> <i>Yla Flores, Colon Cancer Survivor</i> <i>American Cancer Society CEO Remarks</i> <i>Karen Knudsen, MBA, PhD, CEO of the American Cancer Society</i>
2:10 to 3:00 PM	<i>Panel Session: Screening at 45: Implementing the USPSTF recommendation and reaching the newly eligible for colorectal cancer screening</i> <i>Moderator:</i> <i>Steven Itzkowitz, MD, FACP, FACG, AGAF, Professor of Medicine, Oncological Sciences, and Medical Education, Icahn School of Medicine at Mount Sinai; NCCRT Family History & Early-age Onset CRC Strategic Priority Team Co-chair</i> <i>Timeline for Implementation:</i> <i>Anna Schwamlein Howard, JD, Principal, Policy Development, Access to and Quality of Care, American Cancer Society Cancer Action Network</i>

Time	Monday, November 15th, 2021
3:00 to 3:10 PM	<p>Advocacy Progress: Alexandra Miller, Senior Director of Community Engagement, Colorectal Cancer Alliance</p> <p>What do we know about 45-49-year-olds? Stacey Fedewa, PhD, MPH, Senior Principal Scientist, Surveillance Research, American Cancer Society, Inc.</p> <p>Reaching the Young Eligible: Heather Hampel, MS, CGC, Professor, Department of Internal Medicine; Associate Director, Division of Human Genetics; The Ohio State University; NCCRT Family History & Early-age Onset CRC Strategic Priority Team Co-chair</p>
3:10 to 4:00 PM	<p>Transition Break</p> <p>Panel Session: Navigating through COVID-19: Adapting to meet the new normal in health care to deliver colorectal cancer screening</p> <p>Moderator: Lisa Richardson, MD, MPH, Director, Division of Cancer Prevention and Control, Centers for Disease Control and Prevention, NCCRT Steering Committee</p> <p>Screening and Outcomes During COVID-19: Rachel Issaka, MD, MAS, Assistant Professor, Gastroenterology and Hepatology, Clinical Research Division, Fred Hutch</p> <p>Lincoln County Health Center - Newport, Oregon: Jaraka Carver, LPN, Panel Coordinator, Lincoln Community Health Center</p> <p>Virginia Mason Franciscan Health - Washington State: Michael T. Anderson, MHA, CPHQ, Division Vice President, Quality and Population Health</p> <p>Penn Medicine - Philadelphia, Pennsylvania: Shivan Mehta, MD, MBA, MSHP, Associate Chief Innovation Officer, Penn Medicine; Assistant Professor of Medicine and Health Policy, University of Pennsylvania</p>
4:00 to 4:45 PM	<p>Member Networking (Optional)</p> <ol style="list-style-type: none"> 1. Continue the Conversation from Day 1: Screening at 45 2. Continue the Conversation from Day 1: CRC Screening during COVID-19 3. Brainstorm Session: Re-envisioning the 80% Pledge. Bring your ideas to inform NCCRT's plans to relaunch the pledge for 80% in Every Community! 4. Round Robin Sharing: CRC Screening at the Regional, State, and Local Level

Time	Tuesday, November 16th
12:30 to 1:45 PM ET	<i>Log in, browse our conference platform, meet our sponsors, and chat hello to your colleagues and friends!</i>
1:00 to 1:05 PM	<i>NCCRT Members-Only Welcome</i>
1:05 to 1:45 PM	<i>Strategic Priority Team Snapshots: Key points and Takeaways</i> <i>Join the six Strategic Priority Team co-chairs to hear highlights from their team's October/November discussion session and learn about each team's scope of work for the upcoming year.</i>
1:45 to 1:50 PM	<i>Welcome to Day 2 Public Sessions: 80% in Every Community Conference</i>
1:50 to 2:40 PM	<i>Panel Session: Ensuring Follow Up to Abnormal Stool Tests: Overview of the problem, the policy landscape, and the best practices from the field</i> <i>Moderator:</i> Francis R. Colangelo, MD, MS-HQS, FACP, Director, Outcomes Office, Allegheny Health Network, NCCRT Steering Committee <i>Overview of the Problem & Clinical Implications:</i> Folasade P. May, MD, PhD, MPhil, Director, Melvin and Bren Simon Gastroenterology Quality Improvement Program; Associate Director, UCLA Kaiser Permanente Center for Health Equity <i>Policy Landscape:</i> Molly McDonnell, Director of Advocacy, Fight Colorectal Cancer <i>NCCRT Best Practices Brief:</i> Michelle Tropper, MPH, Director of Clinical Programs, HealthEfficient <i>Health Center:</i> Rina Ramirez-Alexander, MD, Chief Medical Officer and Kathleen Felezzola, Director of Nursing, Zufall Health
2:40 to 3:00 PM	<i>Break</i>
3:00 to 4:00 PM	<i>Concurrent Session 1: The Critical Role of Primary Care: Updates to the NCCRT Steps Manual and Leveraging the Power of Professional Societies to Advance Colorectal Cancer Screening</i> <i>Moderator:</i> Keith L. Winfrey, MD, MPH, FACP, Chief Medical Officer, NOELA Community Health Center, NCCRT Steering Committee

Time	Tuesday, November 16th
	<p>Newly Updated Steps Guide for Increasing CRC Screening: A Manual for Primary Care Practices: Michelle Tropper, MPH, Director of Clinical Programs, HealthEfficient</p> <p>Health Center Case Study: Robby Amin, MD, Clinical Liaison, Horizons: South Georgia's Cancer Coalition</p> <p>Primary Care System Case Study: James T. Rogers, MD, Mercy Health System, Springfield, Missouri</p> <p>American Association of Medical Assistants: Donald A. Balasa, JD, MBA, CEO and Legal Counsel, AAMA, and Deborah Novak, Vice President, AAMA</p>
3:00 to 4:00 PM	<p>Concurrent Session 2: Achieving On-time Screening for Colorectal Cancer: Findings from recent market research and leveraging digital strategies</p> <p>Moderator: Allison Rosen, MS, Project Director, Center for Health Promotion & Prevention Research, UTHealth School of Public Health, NCCRT Steering Committee</p> <p>Topic Overview and TikTok Video 1M Views: Allison Rosen, MS, Project Director, Center for Health Promotion & Prevention Research, UTHealth School of Public Health, NCCRT Steering Committee</p> <p>Findings from NCCRT Market Research on the Newly Eligible: Michelle Aubertine, MBA, Project Manager, KS&R</p> <p>Leveraging Social Media for Screening and Cancer Awareness: Laura DePeters, BA, Managing Director, Social, Content & Paid Media, American Cancer Society, Inc.</p> <p>SU2C and Hip Hop Public Health Collaboration: Renee Nicholas, Vice President of Advocacy and Strategic Collaborations, Stand Up to Cancer; and Lori Benson, MA, DrPH Candidate, Executive Director and CEO, Hip Hop Public Health</p>
	Networking (Optional)
4:00 to 4:45 PM	<ol style="list-style-type: none"> 1. Continue the Conversation: Ensuring Follow Up to Abnormal Stool Tests 2. Conversation on Health Equity and Colorectal Cancer 3. Conversation on Early Age Onset Colorectal Cancer

Time	Wednesday, November 17th
12:30 to 1:00 PM ET	<i>Log in, browse our conference platform, meet our sponsors, and chat hello to your colleagues and friends!</i>
1:00 to 1:05 PM	<i>Welcome to Day 3: 80% In Every Community Conference</i>
1:05 to 2:00 PM	<p><i>Keynote: Leading the Focus on Health Equity – The Association of Black Gastroenterologists and Hepatologists</i></p> <p><i>Pascale M. White, MD, Assistant Professor of Medicine, Department of Medicine, Division of Gastroenterology and Director of the Gastroenterology Clinic, Icahn School of Medicine at Mount Sinai; Board Member and Co-founder, the Association of Black Gastroenterologists and Hepatologists</i></p> <p><i>Breakout Group Discussions</i></p>
2:00 to 2:55 PM	<p><i>Concurrent Session 3: Strategies to Promote Colorectal Cancer Screening in Underrepresented Communities</i></p> <p><i>Moderator:</i> <i>Annie Thibault, MS, Director, Colorectal Cancer Prevention Network, NCCRT Steering Committee</i></p> <p><i>Findings from NCCRT's New Market Research on Reaching Black and African American Adults for CRC Screening:</i> <i>Michelle Aubertine, MBA, Project Manager, KS&R</i></p> <p><i>Evidence-Based and Innovative Approaches for Promoting CRC Screening among Latino and Multi-Ethnic Communities in Southern California:</i> <i>Anne Escaron, PhD, MPH, Research and Evaluation Manager, AltaMed Health Services</i></p> <p><i>Multilevel Interventions to Promote CRC Screening among Native American Communities in Arizona - Accelerating Colorectal Cancer Screening and Follow-up through Implementation Science (ACCSIS) Program Grantee:</i> <i>Jennifer Hatcher, RN, MPH, PhD, Associate Director for Community Outreach & Engagement, The University of Arizona Cancer Center</i></p>

Time	Wednesday, November 17th
2:00 to 2:55 PM	<p>Concurrent Session 4: Progress Update: Developments following the NCCRT's Action Plan to Address the Rising Burden of Colorectal Cancer in Younger Adults</p> <p><i>The NCCRT convened a national Summit with key thought leaders and national stakeholders in November 2017 to discuss the causes of early-onset colorectal cancer and clinical challenges to mitigating the burden of this disease. Research priorities were identified and included evaluating the role of novel risk factors, understanding natural history, and elucidating ways to implement evidence-based practices for identifying and managing at-risk persons. This session will provide an update on recent progress related to each of these priorities and opportunities for engagement.</i></p> <p>Moderators: Andrea (Andi) Dwyer, The Colorado School of Public Health, University of Colorado Cancer Center; and Paul C. Schroy, MD, MPH, Emeritus Professor of Medicine, Boston University School of Medicine; NCCRT Family History & Early-age Onset CRC Strategic Priority Team Co-chair</p> <p>Caitlin C. Murphy, PhD, MPH, CPH, Associate Professor Health Promotion & Behavioral Sciences, UTHealth School of Public Health</p> <p>Peter S. Liang, MD, MPH, Professor, Department of Medicine, Professor, Department of Population Health, NYU Grossman School of Medicine</p> <p>Joshua Demb, PhD, Postdoctoral Scholar, University of California, San Diego</p>
2:55 - 3:00 PM	Adjourn

Pre-Conference Sessions Information for Sharing

- NCCRT Strategic Priority Team Meetings took place between October 6 to November 4, 2021. Summaries will be shared in the Strategic Priority Team Snapshots session on Tuesday, November 16 from 1:05-1:45 PM ET.
- Slides from the November 3 pre-meeting session, *What Do the Data Tell Us: What Can We Learn from the Latest Colorectal Cancer Screening Rate Trends Over Time?*, are [available to download](#).

Speakers

Robby Amin, MD



Robby Amin, MD, is the Clinical Liaison for the CDC-funded Georgia Colorectal Cancer Control Program's (GCRCCP) Southwest Georgia area. He serves on the Partnership Council for GCRCCP with Horizons (South Georgia's Regional Cancer Coalition), Georgia CORE, Albany Area Primary Health Care, East Georgia Health Care, and Augusta University. Dr. Amin was born and raised in Michigan and graduated from the University of Michigan. He studied Biology and Sociology with a concentration in Health and Aging before attending medical school. Having always had a passion for aiding the

underserved, Dr. Amin founded Teach4Detroit and the Foundation for a New Tomorrow with the goals of helping to ensure equity and equality in education and healthcare. He is in the process of applying for residency and plans to specialize in Oncology.

Michael T. Anderson, MHA, CPHQ



Michael T. Anderson, MHA, CPHQ serves as the Division Vice President for Quality and Population Health for Virginia Mason Franciscan Health. Michael is responsible for all Quality, Clinical Effectiveness, and Population Health programs across the continuum of care that serves more than 500,000 community members throughout the Puget Sound area. Michael holds a Master's in Health Care Administration from Colorado State University, is a Certified Professional in Healthcare Quality (CPHQ), and an Institute for Health Care Improvement (IHI) – Improvement Advisor.

Michelle Aubertine, MBA



Michelle Aubertine, MBA, is a Project Manager from KS&R, a professional market research firm. She is currently managing the design and execution of several 2021 CRC research initiatives. She also led the CRC market research effort in 2014 and 2018. Michelle has over 14 years of experience in market research, specializing in both quantitative and qualitative research methods across various business sectors, including retail, telecom, and nonprofit organizations. Her nonprofit experience includes the design and management of numerous studies covering topics such as brand tracking,

donor experience, segmentation, donor profiling, and patient, caregiver, and physician research on cancer-related topics.

Lori Rose Benson, MA, DrPh Candidate



Lori Rose Benson, MA, DrPh Candidate, is the CEO of Hip Hop Public Health, an internationally-recognized nonprofit organization that harnesses the transformative power of music, art, and science to drive health behavior change. Lori's twenty-five years of experience in public health and education and her experience in developing and scaling innovative public health and educational initiatives is precisely aligned with HHPH's goals. Her transdisciplinary team of artists, educators, and public health experts works to create culturally tailored, evidence-based multimedia resources designed to improve health literacy, inspire behavior change, and promote health equity. Earlier in her career, Lori proudly served as the inaugural Executive Director of the Office of School Wellness Programs at the NYC Department of Education, established under the Bloomberg administration in collaboration with NYC's Health Department. She implemented policies and designed initiatives to increase the quality and quantity of physical and health education for 1.1 million students in 1,700 public schools. Lori also served as Vice President of Healthy Lifestyles for the YMCA of Greater New York, spearheading all aspects of the preventative health and wellness portfolio for the largest YMCA in the United States with a key focus on health innovation and scaling chronic disease prevention programs to meet diverse community needs.

Donald A. Balasa, JD, MBA



Donald A. Balasa, JD, MBA, serves as the CEO and legal counsel of the American Association of Medical Assistants®. His areas of legal specialization include not-for-profit governance, professional credentialing and regulation, and antitrust principles applicable to certifying and accrediting bodies. Balasa served as chair of the National Commission for Certifying Agencies (NCCA) and as vice-chair of the committee to update the Institute for Credential Excellence (I.C.E.) publication ICE 1100:2019—Standard for Assessment-Based Certificate Programs, which is an American National Standard. He was elected to the board of directors of the Commission on Accreditation of Allied Health Education Programs (CAAHEP) in 2018 and as President of CAAHEP in 2021. Balasa received both his baccalaureate and law degrees from Northwestern University and his MBA in economics from the University of Chicago. He was awarded the Certified Association Executive (CAE) credential from the American Society of Association Executives. Balasa has taught a course on association management at the DePaul University Kellstadt Graduate School of Business and teaches constitutional law evening courses at Trinity International University.

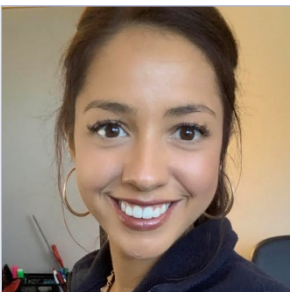
Sepheen Byron, MHS



Sepheen Byron, MHS, is the Assistant Vice President of Performance Measurement at the National Committee for Quality Assurance (NCQA). Sepheen oversees measures development and uses for HEDIS® and other national evaluation programs. She serves as a subject matter expert for metrics in the areas of preventive services, including immunizations and cancer screenings. Sepheen also provides strategic direction on NCQA's Digital Measures Roadmap, which aims to more effectively leverage electronic clinical data for patient care and quality measurement. Sepheen

has over 15 years of direct experience developing measures for accountability and quality improvement. She has developed measures used by NCQA for accreditation, benchmarking and ratings, and measures used by the Centers for Medicare & Medicaid Services for its Star Rating System, Merit-Based Incentive Payment System, and Medicaid Core Sets. She has advised entities on the use of measures for value-based payment, such as the Integrated Healthcare Association and state Medicaid agencies. Prior to NCQA, Sepheen was a Service Fellow in the Center for Outcomes and Evidence at the Agency for Healthcare Research and Quality, where she assessed the effectiveness of health services. Sepheen has a Bachelor of Arts from the University of Virginia, a Master of Health Science from the Johns Hopkins University Bloomberg School of Public Health, and is a Doctor of Public Health candidate at the Gillings School of Global Public Health at the University of North Carolina at Chapel Hill.

Jaraka Carver, LPN



Jaraka Carver, LPN, is the Panel Coordinator in Primary Care for Lincoln Community Health Center in Newport, Oregon. She is a Licensed Practical Nurse in Oregon and completed her education in 2015 at Pioneer Pacific College in Springfield, Oregon. Jaraka oversees the state-assigned CCO (Coordinated Care Organization) health metrics, assists the Quality Management team with reporting of health metrics to HRSA, and leads the PDSA groups focusing on diabetes, hypertension, and colorectal cancer screening improvements. Jaraka, along with her PDSA team, has worked

with the Oregon Rural Practice Research Network (ORPRN), the Oregon Health Authority (OHA), and the Oregon Primary Care Association (OPCA) over the past few years on CRC technical assistance learning collaboratives. She and her health center team have taken CRC screening rates from 40.4% in 2018 to 62% in 2020. She has helped to implement annual CRC Awareness Month initiatives and bi-annual FIT bulk mailings. Along with her professional investment in colorectal cancer improvement, she is personally motivated as well. She has two family members who currently have colorectal cancer. One is at the beginning of the disease process at 31 years of age, and the other is at the end stages of the disease process at 67 years of age.

Francis R Colangelo, MD, MS-HQS, FACP



Francis R Colangelo, MD, MS-HQS, FACP, practices as an internist and serves as Vice President and Chief Quality Officer for Premier Medical Associates, a large multispecialty group in suburban Pittsburgh, PA. Dr. Colangelo is a 1984 graduate of Jefferson Medical College and trained in Internal Medicine at the University of Pittsburgh. He obtained a Master of Health Care Quality and Safety from the Thomas Jefferson College of Population Health in 2017. Dr. Colangelo is part of the leadership team that has transformed Premier Medical Associates into a nationally recognized leader in providing high-performing patient-centered medical care. The practice received recognition from the CDC's Million Hearts Initiative as a Hypertension Control Champion, received a National Achievement Award for its work in increasing colorectal cancer screening rates from the National Colorectal Cancer Roundtable, and earned the prestigious Acclaim Award from the American Medical Group Association.

Laura DePeters, BA



Laura DePeters, BA, is the Managing Director of Social Content and Paid Media for the American Cancer Society and has nearly 15 years of experience in digital marketing in the health, nonprofit, and consumer marketing sectors. Laura oversees all national social media, digital lead generation, social fundraising, and advertising at ACS.

Joshua Demb, PhD



Joshua Demb, PhD, is a cancer epidemiologist with a broad focus on cancer screening research. His interests center on cancer screening uptake, with emphasis on preventing cancer screening disparities and providing decision support for individuals based on the potential harms and benefits of screening. He has previously conducted research examining screening mammography use in older women and potential harms around low dose computed tomography for lung cancer screening. His current postdoctoral research seeks to learn more about diagnostic work-up for early age onset

colorectal cancer, including working on an NCI-funded F32 project to examine colonoscopy uptake among veterans under age 50. His research also includes a collaborative systematic review/meta-analysis of the current literature around red flag signs and symptoms for early age onset colorectal cancer and resultant diagnostic work-up.

Neeraj Deshpande, MBBS, MPH, MHA



Neeraj Deshpande, MBBS, MPH, MHA, has been with the HRSA since July of 2020 and, prior to that, was at a health center for four years. He earned his medical degree in India and practiced as a physician in India and in the UK. He has also extensively worked in the areas of HIV and tuberculosis and has an interest in utilizing data for achieving improved health outcomes.

Andrea Dwyer, BS



Andrea (Andi) Dwyer, BS, is the Director and a founding member of the Colorado Cancer Screening Program (CCSP) at the University of Colorado Cancer Center, largely focused on colorectal cancer. CCSP is growing the prevention and cancer control work to hereditary and lung cancer screening initiatives. As a co-chair of the National Colorectal Roundtable Evidence-Based Health Promotion subcommittee and former member of executive committee member of the National Colorectal Roundtable, she has extensive partnerships at the state and national level for health promotion activities and partnerships in colorectal cancer. At the state level, Ms. Dwyer is on the Executive Committee of the Colorado Community Health Worker (CHW) and Patient Navigation (PN) Collaborative to help advance this work in Colorado and Chair of the Colorado Cancer Coalition. On the national front, Andrea is the Vice-Chair of the Patient Navigation Roundtable, supported by the American Cancer Society. Ms. Dwyer also advises Fight Colorectal, a national colorectal survivorship nonprofit, in their health promotion and research aims for the growing number of colorectal cancer survivors and advocates to bridge the public health, research, and medical care for better programs.

Anne Escaron, PhD, MPH



Anne Escaron, PhD, MPH, is a health services researcher embedded within a large independent federally qualified health center (FQHC). Since 2016, she has collaborated with Dr. Gloria Coronado on the Participatory Research to Advance Colon Cancer Prevention (PROMPT) trial implemented at the FQHC to test reminders to improve colorectal cancer screening rates through the direct mailing of fecal tests to patients. She also participates in Dr. Coronado's STOP CRC Advisory Board, where health system cancer prevention facilitators and barriers are examined. She also leads the FQHC's CDC-funded colorectal cancer screening initiative to increase screening rates and follow-up rates after abnormal screening results.

Stacy Fedewa, PhD, MPH



Stacey Fedewa, PhD, MPH, is a senior principal scientist in the Risk Factors & Screening Surveillance team within the Surveillance & Health Equity Science Department at the American Cancer Society. She is responsible for cancer screening and early detection research and examines disparities and access to cancer screening and the quality of screening. She also examines how health policies and public health recommendations influence screening utilization and early detection.

Yla Flores



Yla Flores is a Relentless Champion of Hope! In 2020, she was diagnosed with stage 3 colon cancer. She is a Florida realtor who was blessed in 2019 to visit Paris, London, and O'ahu, Hawaii - a few of the places on her bucket list. She is very passionate about making a difference in the way that colon cancer is viewed and believes that if her journey story can help to make a difference for just one person, she will consider it a win!

Heather Hampel, MS, CGC



Heather Hampel, MS, CGC, is a Professor in the Department of Internal Medicine and Associate Director of the Division of Human Genetics. Her research focuses on Lynch syndrome and universal tumor screening for Lynch syndrome. She has more than 170 publications on the prevalence of Lynch syndrome among colorectal and endometrial cancer patients, the best testing protocols, cost-effectiveness, and referral guidelines for cancer genetics. She was on the Board of Directors for the American Board of Genetic Counseling from 2006-2011, serving as President in 2009 and 2010.

She has been on the Steering Committee of the National Colorectal Cancer Roundtable since 2016. She was on the Council of the Collaborative Group of the Americas on Inherited Colorectal Cancer from 2016-2019, serving as President in 2017-2018. She was recently elected Secretary/Treasurer-Elect of the National Society of Genetic Counselors, with her term starting in 2021.

Jennifer Hatcher, RN, MPH, PhD



Jennifer Hatcher, RN, MPH, PhD, is the Associate Director of Community Outreach and Engagement at the University of Arizona Cancer Center. She earned her Bachelor and Master of Nursing degrees from West Virginia University and a Master of Public Health and a PhD in Nursing from the University of Kentucky. Dr. Hatcher worked as a staff nurse in a variety of critical care settings prior to obtaining her PhD. After obtaining her PhD with a concentration on health disparities, she worked as an Assistant and Associate Professor at the University of Kentucky College of Nursing. While

there, she served as the inaugural Director of Diversity for the College and started the DREAM (Disparities Researchers Equalizing Access for Minorities) Center that is dedicated to the elimination of disparities via research, training, and community engagement. She developed the DREAM Scholars program, which was dedicated to mentoring emerging scholars interested in health equity science. Dr. Hatcher has a sustained program of research focused on improving the health of underserved minorities, with a focus on cancer disparities. In 2018 Dr. Hatcher joined the University of Arizona Cancer Center and the Mel and Enid Zuckerman College of Public Health as a full professor and Associate Director of Community Outreach and Engagement.

Anna Schwamlein Howard, JD



Anna Schwamlein Howard, JD, is a Policy Principal for the American Cancer Society Cancer Action Network (ACS CAN), where she develops public policy principles for issues of importance related to access to care, focusing on insurance coverage issues. She also serves as a Consumer Representative to the National Association of Insurance Commissioners (NAIC). Prior to joining ACS CAN, Ms. Howard worked as a Health Policy Director for Drinker Biddle & Reath, LLP, and a federal lobbyist for AARP. Ms. Howard holds a law degree from The American University's Washington College of Law and a B.A. in

Political Science from The American University.

Rachel Issaka, MD, MAS



Rachel Issaka, MD, MAS, is a Gastroenterologist and Assistant Professor at the Fred Hutchinson Cancer Research Center and the University of Washington with expertise in colorectal cancer prevention, quality improvement, and health equity. Dr. Issaka's research focuses on decreasing colorectal cancer mortality through increased screening in medically underserved populations. Her work has been funded by the National Institutes of Health and the Centers for Medicare and Medicaid Services. Dr. Issaka has contributed to national medical practice guidelines for the

Centers for Disease Control (CDC), the National Comprehensive Cancer Network (NCCN), and the

National Colorectal Cancer Roundtable (NCCRT). Dr. Issaka completed her gastroenterology fellowship at the University of California, San Francisco, where she also earned a Master of Clinical Research. She completed her internal medicine residency at Northwestern University Feinberg School of Medicine, where she served as chief resident and obtained her medical degree from the University of Michigan Medical School.

Stephen Itzkowitz, MD, FACP, FACG, AGAF



Steven Itzkowitz, MD, FACP, FACG, AGAF, is Professor of Medicine, Oncological Sciences, and Medical Education, and Director of the GI Fellowship Program at Icahn School of Medicine at Mount Sinai. His research has focused on reducing disparities in colorectal cancer screening in the general population, developing new non-invasive stool DNA tests to screen for colon cancer, and detecting and preventing colon cancer in high-risk individuals with inflammatory bowel disease and hereditary syndromes. At the national level, Dr. Itzkowitz is Chair-Elect, and Co-Chair of the Family

History/Early Age Onset Task Group of the National Colorectal Cancer Roundtable and a former Chair of the Gastrointestinal Oncology Section of the American Gastroenterological Association. He is a member of the President's Cancer Panel Subcommittee on Colorectal Cancer Screening and a Scientific Advisor to the Colorectal Cancer Alliance. In New York City, he is a former President of the New York Gastroenterological Association and a founder of the New York Crohn's and Colitis Organization (NYCCO). He is a past Co-Chair of the New York Citywide Colon Cancer Control Coalition ("C5 Coalition") and a past Co-Chair of the C5 Coalition Screening Guidelines Committee. For over seven years, he has been an integral part of his medical school's efforts to enhance anti-racism education and training for students, trainees, and faculty.

Karen E. Knudsen, MBA, PhD



Karen E. Knudsen, MBA, PhD, is the chief executive officer of the American Cancer Society (ACS) and its advocacy affiliate, the American Cancer Society Cancer Action Network (ACS CAN). As a well-respected cancer leader, researcher, and advocate, Dr. Knudsen guides the organization on its mission to save lives, celebrate lives, and lead the fight for a world without cancer. Prior to joining ACS, Dr. Knudsen served as executive vice president of Oncology Services and enterprise director for Sidney Kimmel Cancer Center at Jefferson

Health, one of only 71 National Cancer Institute-designated cancer centers recognized for their research and impact on cancer outcomes. Dr. Knudsen serves on the board of advisors for the National Cancer Institute and on 12 external advisory boards for NCI-designated cancer centers. She is an active member of several committees with the American Society for Clinical Oncology (ASCO), in addition to serving on other academic and for-profit advisory boards. She previously served as President of the Association of American Cancer Institutes (AACI), representing the 102 leading cancer centers in North America, and on the board of directors of the American Association for

Cancer Research (AACR). Dr. Knudsen holds a Bachelor of Biology degree from George Washington University, a PhD in Biological Sciences from the University of California San Diego, and an MBA from Temple University Fox School of Business.

Peter Liang, MD, MPH



Peter S. Liang, MD, MPH, is an Assistant Professor of Medicine and Population Health at the NYU School of Medicine and an attending gastroenterologist at the VA New York Harbor Health Care System Manhattan Medical Center. Dr. Liang completed his undergraduate degrees in Biological Sciences and East Asian Studies with honors and distinction at Stanford University and was a Fulbright Fellow in China. He attended Harvard Medical School and earned a Master of Public Health in Quantitative Methods degree at the Harvard School of Public Health. He completed his internal medicine

residency at Brigham and Women's Hospital and his clinical gastroenterology and T32 research fellowship at the University of Washington. Dr. Liang's primary research interest is colorectal cancer prevention. He studies sociodemographic and geographic disparities in colorectal cancer screening and outcomes, the comparative effectiveness of different screening strategies, novel methods to increase screening adherence, and early-onset colorectal cancer. He also maintains interests in gastric cancer prevention and the management of upper gastrointestinal bleeding. His research has been supported by the National Cancer Institute, National Institute on Minority Health and Health Disparities, American Gastroenterological Association, American Society for Gastrointestinal Endoscopy, New York Society for Gastrointestinal Endoscopy, ReMission Foundation, and industry.

Fola May, MD, PhD, MPhil



Fola May, MD, PhD, MPhil, is an Assistant Professor at the David Geffen School of Medicine and an Associate Director of the UCLA Kaiser Permanente Center for Health Equity. She received a BA in Molecular Cellular and Developmental Biology from Yale University before obtaining a Masters of Epidemiology at the University of Cambridge (UK), where she studied global health and the obesity epidemic. She attended medical school at Harvard University and trained in internal medicine at Massachusetts General Hospital before completing a fellowship in gastroenterology at UCLA Health

and a PhD in Health Policy and Management from the UCLA Fielding School of Public Health. Dr. May's research focuses on improving healthcare outcomes and addressing health disparities in multiple clinical settings, including UCLA Health, the Veterans Affairs, and Federally Qualified Health Centers. She has designed and executed multiple studies to examine the impact of patient, provider, and system factors on many chronic disease states, including obesity, colorectal cancer, chronic liver disease, and hepatocellular carcinoma. She utilizes both qualitative and quantitative approaches to design, implement, and evaluate population health strategies to increase access to preventive services and to increase health equity. In the Vatche and Tamar Manoukian Division of Digestive

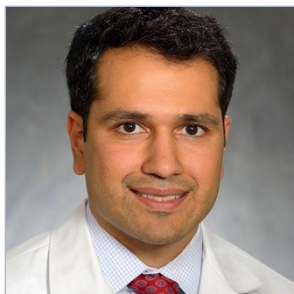
Diseases at UCLA Health, she is the Director of Quality Improvement in Gastroenterology and Director of the May Health Services Laboratory. Dr. May is also involved in advocacy at the state and national level to develop and encourage policy to improve healthcare delivery and health equity, especially related to colorectal cancer prevention and control.

Molly McDonnell



Molly McDonnell joined Fight Colorectal Cancer in October of 2019 as the Director of Advocacy. Prior to coming onboard full time, Molly was a principal at the government relations firm Winning Strategies Washington, where she worked with clients from across the healthcare sector, including Fight CRC, to creatively tackle their most pressing policy and advocacy challenges. Molly lost her great aunt to colorectal cancer, so the mission of Fight CRC has always been close to her heart. Molly spent five and a half years working on Capitol Hill for Congressman Leonard Lance of New Jersey. She served as Congressman Lance's Senior Health Policy Advisor working on issues related to medical research, public health, drug development, and health coverage. Molly also supported the Congressman's work with the Deadliest Cancers Caucus, helping to educate, advocate, and develop public policy to improve the lives of patients suffering from cancer.

Shivan Mehta, MD, MBA, MSHP



Shivan Mehta, MD, MBA, MSHP, is Associate Chief Innovation Officer at Penn Medicine and Assistant Professor of Medicine and Health Policy at the Perelman School of Medicine. He leads a team of managers, designers, and engineers to develop, evaluate, and implement health care delivery innovations across Penn Medicine's health system. His current projects focus on connecting with patients outside of traditional venues through automated hovering and population health outreach. Shivan also conducts research evaluating pragmatic trials of health care delivery that leverage

behavioral science, care redesign, and information technology to improve population health outcomes in areas such as colorectal cancer screening, hypertension management, hepatitis c screening, and COVID vaccine outreach. Shivan received a Bachelor of Economics degree from Yale University, his medical degree and a Master of Health Policy Research degree from the University of Pennsylvania, and his MBA in Health Care Management from the Wharton School.

Alexandra Miller



Alexandra Miller is the Senior Director of Community Engagement for the Colorectal Cancer Alliance, where she oversees advocacy, community organizing, and volunteer services. Fifteen years of leading engagement work has taught Alexandra that a community that is mobilized with its stories can change almost anything. Alexandra is especially proud of the Alliance's volunteer-led initiatives to reduce disparities in colorectal cancer and that her team has mobilized digital and earned media advocacy campaigns that reached more than a million people. Prior to this role, she grew engagement programs, operations, and related revenue streams for public media giant WETA and animal welfare innovator Humane Rescue Alliance. She also led community-engaged storytelling projects for institutions such as the Arena Stage and the Smithsonian Institution. Alexandra is an alumna of The College of William and Mary. She joined the Colorectal Cancer Alliance because of a personal connection to the disease and is grateful to the many allies who have touched her life and become a part of her reason to end CRC since then.

Caitlin C. Murphy, PhD, MPH, CPH



Caitlin Murphy, PhD, MPH, CPH, is an Associate Professor in the Department of Health Promotion and Behavioral Sciences and a member of the Center for Health Promotion and Prevention Research at UTHealth School of Public Health. Dr. Murphy's research focuses on understanding the causes and outcomes of cancer diagnosed in young adults. She has experience conducting population-based research across the cancer care continuum, including etiology and risk assessment, screening, patterns of care delivery, and cancer survivorship. Most recently, she is currently the Principal Investigator of a National Cancer Institute-funded project to identify risk factors of early-onset colorectal cancer, a U.S. Department of Defense-funded project to examine fertility and reproductive outcomes in young cancer survivors, and an American Cancer Society-funded project to study treatment adherence in underserved young adults with cancer. Prior to joining the faculty at UTHealth, Dr. Murphy was faculty at UT Southwestern Medical Center in Dallas. She received her MPH in Health Promotion and Behavioral Science from UTHealth School of Public Health and a PhD in Epidemiology from the University of North Carolina at Chapel Hill.

Renee Nicholas



Renee Nicholas is the VP of Advocacy and Strategic Collaborations and oversees the development of Stand Up To Cancer's (SU2C) relationships with cancer advocacy and research organizations. Her recent focus on increasing awareness of the importance of cancer clinical trials extends to a broad campaign to increase diverse participation by patients from a wide array of ethnic, race, genetic ancestry, and geographical characteristics to ensure that the treatments developed will be effective for all cancer patients. Renee is also the primary liaison with the SU2C Health Equity Committee that is comprised of top cancer researchers, advocates, and thought leaders working to develop formal guidance related to SU2C-supported clinical trials. As a ten-year cancer survivor and former leader at the LIVESTRONG Foundation, a cancer survivorship organization, Renee brings a comprehensive and intimate understanding of the cancer patient experience and a unique ability to translate complex healthcare concepts into approachable and effective implementation strategies. Renee's work for Stand Up To Cancer includes the development of a comprehensive Public Service Campaign, a website, and "snackable" videos to explain the complex world of cancer clinical trials.

Deborah Novak, CMA (AAMA)



Deborah Novak, CMA (AAMA), joined the American Association of Medical Assistants (AAMA) Board of Trustees in 2014 and serves as the 2021–2022 vice president. Novak has worked in health care for over 35 years, specializing in practice management and administration. Her versatility in internal medicine and other specialties led her to a successful career as a medical assistant. She is currently an associate practice administrator at TriHealth Physician Partners Anderson. Novak has been involved in the National Committee for Quality Assurance (NCQA) patient-centered medical home (PCMH) process since 2010, and her current office is the first office in Ohio to obtain NCQA Recognition status as a PCMH Level 3. She led several practice transformations involving population health management and employee engagement. Novak has successfully managed multiple group practices and staffs of up to 50 team members. Novak was awarded a People Pillar Award for Service Excellence by her Trihealth employer in 2018. She also earned certificates in Professional Healthcare Leadership through the Studer Group and Advanced Practice Management through Conomikes.

Lisa C. Richardson, MD, MPH



Lisa C. Richardson, MD, MPH, is the Director of the Division of Cancer Prevention and Control (DCPC), the largest unit within the Centers for Disease Control and Prevention's National Center for Chronic Disease Prevention and Health Promotion. As the Director of the DCPC, she works with partners at the national, state, and local levels to break down barriers to good health and create opportunities for everyone to live a long and healthy life. Under her leadership, the DCPC's national programs and initiatives have helped the cancer control community to better understand

differences among populations and design interventions that reduce disparities in cancer prevention, early detection, and treatment. Dr. Richardson also provides guidance for the Division's research agenda that includes the National Cancer Prevention and Control Research Network. A medical oncologist by training, she has authored or coauthored more than 150 peer-reviewed journal articles examining multi-sectoral approaches to improving cancer care access, delivery, and outcomes.

Rina Ramirez-Alexander, MD



Rina Ramirez-Alexander, MD, is an internal medicine physician who has served as Chief Medical Officer at Zufall Health Center for 14 years. She has led the center's expansion of primary medical and enabling services to vulnerable communities in seven counties in New Jersey. Her areas of interest are prevention and education and quality improvement. During her tenure at Zufall, Dr. Ramirez has promoted innovative practices and organizational performance improvements, including the integration of medical, behavioral health, dental, and HIV services, while attending to the

wellbeing of staff, fostering teamwork and collaboration, and using data to achieve excellent outcomes.

James T. Rogers, MD



James T. Rogers, MD, is an internist in Springfield, MO, who specializes in Internal Medicine (Adult Medicine). He graduated from the University of Arkansas for Medical Sciences College of Medicine in 1980 and has 41 years of experience in the medical field. He is affiliated with Mercy (Arkansas, Kansas, Missouri, and Oklahoma), Mercy Hospital - St. Louis, and Mercy Clinic Internal Medicine - Whiteside. He previously served as Chief of Staff at Mercy Hospital, Springfield, and as Department Chair for Primary Care for 13 years.

Allison Rosen, MS



Allison Rosen, MS, is a graduate of Texas A&M University with a Bachelor of Science in Biomedical Science and a Master of Forensic Science from Sam Houston State University. She has worked in the field of Oncology for the past 14 years. She was a lab manager and researcher at Baylor College of Medicine's Department of Cell and Gene Therapy for 11 years. After going through a personal journey with colorectal cancer in 2012, she decided to shift her career goals to focus on community health disparities and cancer prevention. She is now a Lead Project Coordinator at the Dan L Duncan

Comprehensive Cancer Center at Baylor College of Medicine in the Office of Outreach and Health Disparities.

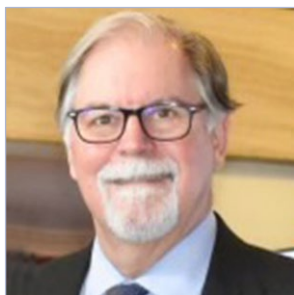
Paul Schroy III, MD, MPH



Paul C. Schroy, MD, MPH, is Emeritus Professor of Medicine and former Director of Clinical Research for the Section of Gastroenterology at the Boston University School of Medicine. His research interests have focused on the role of shared decision-making and risk stratification as strategies for increasing patient participation in colorectal cancer screening, the epidemiology of colorectal neoplasia, the feasibility and validity of stool-based DNA testing and virtual colonoscopy as screening options, quality issues related to colorectal cancer screening, and, most recently, strategies

to reduce the public health burden of early-onset colorectal cancer. This work has been supported by grants from NCI, AHRQ, CDC, and ACS. In addition to his commitment to patient care and clinical research, Dr. Schroy is a founding member and former chair of the Massachusetts Colorectal Cancer Working Group and a founding member of the National Colorectal Cancer Roundtable. He currently serves as co-chair of the Roundtable's Family History and Early Onset Colorectal Cancer Task Group.

Robert Smith, PhD



Robert Smith, PhD, is a cancer epidemiologist and Senior Vice President, Cancer Screening at the National Office of the American Cancer Society (ACS) in Atlanta, Georgia, and is an Adjunct Professor of Epidemiology at the Rollins School of Public Health, Emory University School of Medicine. His primary research interests are cancer epidemiology, evaluation of cancer prevention and early detection programs, quality assurance in the delivery of health services, and cancer rehabilitation and survivorship. He received his PhD from the State University of New York at Stony Brook in 1983. Prior to joining

the staff at the ACS, he held positions with the Boston University School of Public Health and the Centers for Disease Control. At the ACS, he leads the development of cancer screening guidelines and special research and policy projects focused on cancer prevention and control. He is the author of

over 300 peer-reviewed scientific articles, reports, and book chapters and serves on many international and national advisory committees and working groups. Dr. Smith is a founding member of the NCCRT and has served as its co-director for 20 years. He is also a founding member of the National Lung Cancer Roundtable and the Principal Investigator of the first 3-year supporting grant. Dr. Smith is an Honorary Fellow of the Society of Breast Imaging, received the Cancer Prevention Laurel for Outstanding National Leadership from the Prevent Cancer Foundation, and received the Medal of Honor from the International Agency for Research on Cancer.

Annie Thibault, MS



Annie Thibault, MS, has developed comprehensive experiences in public health, public health administration, healthcare delivery, and population health program development during her career. Her work focuses on reducing healthcare barriers for the uninsured and medically underserved population of South Carolina as it relates to colorectal cancer (CRC). As the Director of the Colorectal Cancer Prevention Network (CCPN), she is responsible for the development and management of programs pertaining to Community Outreach and CRC screening in South Carolina. Ms. Thibault has

significant experience in developing and providing patient-centered navigation programs and implementing evidence-based practices combined with comprehensive expertise in cancer prevention, treatment, and clinical trials. As an Adjunct Faculty at MUSC and through the CCPN, she actively works at improving and promoting the use of patient navigation to increase CRC screening. In 2015, she spearheaded with a few colleagues the creation of a CRC consortium comprised of 13 southern states and one territory focused on identifying solutions to increase CRC screening.

Michelle Tropper, MPH



Michelle Tropper, MPH, is the Director of Clinical Programs at HealthEfficient. She is responsible for coordinating and leading key quality improvement activities and projects for the network in collaboration with community health centers and other partners. Ms. Tropper has more than 25 years of health care quality improvement experience and has spearheaded numerous community-based outreach, research, and educational initiatives to improve public health. In her previous work as Division Director of Strategic Health Initiatives for the American Cancer Society, Eastern Division, she spearheaded numerous multi-state and multi-stakeholder collaborations with other community-based organizations, health care systems, and major employers in NY and NJ. Her

collaborations with both the NJ Academy of Family Physicians and the NY State Academy of Family Physicians created continuing medical education initiatives to increase colorectal cancer screenings and to address cancer screenings in underserved and disparate populations. Ms. Tropper most recently led the update of the NCCRT Steps for Increasing Colorectal Cancer Screening Rates and supplemental brief on follow-up of abnormal stool tests. Ms. Tropper earned a bachelor's degree

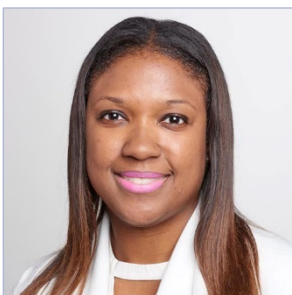
from Binghamton University and a Master of Public Health degree from Rutgers School of Public Health.

Richard Wender, MD



Richard Wender, MD, has dedicated his career to leading medical and public health efforts that strive to improve the quality of primary care, implement population health, and address social determinants of health in the continuous pursuit of equity for all people. He was recently appointed as the Chair of the Department of Family Medicine and Community Health in the Perelman School of Medicine at the University of Pennsylvania. Dr. Wender spent the first 33 years of his career in the Department of Family and Community Medicine at Thomas Jefferson University, including 12 years as the Alumni Professor and Chair of the Department. At Jefferson, Dr. Wender and his team spearheaded innovative programs in geriatric medicine, palliative care, patient-centered medical homes, quality-based payment, refugee health, and community partnership. From 2013 to 2020, Dr. Wender served as the first Chief Cancer Control Officer of the American Cancer Society. He helped to build a cancer control team that launched a transformative national initiative to achieve 80% colorectal cancer screening rates in every community, a national and global campaign to increase HPV vaccination rates, and an enterprise-wide effort to help build healthier communities. Dr. Wender has continuously advocated for the importance of preventive care and for the creation of an effective bridge between primary care and public health. This includes providing hundreds of keynote addresses, at least one in all 50 states, and authoring numerous publications. As Chair of the National Colorectal Cancer Roundtable and a member of the steering committee for the President's Cancer Panel cancer screening initiative, Dr. Wender is helping to lead efforts to promote the safe provision of cancer screening services during the COVID-19 pandemic.

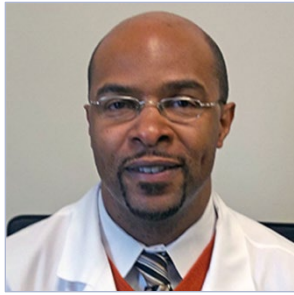
Pascale White, MD



Pascale White, MD, is an Assistant Professor in the Department of Medicine, Division of Gastroenterology, at the Icahn School of Medicine at Mount Sinai and the Medical Director of the Gastroenterology Clinic. Dr. White received her undergraduate degree in Biology from Barnard College of Columbia University and her medical degree from The George Washington University School of Medicine and Health Sciences in Washington, DC. She completed her Internal Medicine residency at NYU School of Medicine, where she served as Chief Resident. She went on to complete her Gastroenterology fellowship at Memorial Sloan Kettering Cancer Center in New York City. Dr. White is currently enrolled in the executive MBA and Master of Science in Healthcare Leadership dual degree program at the Cornell SC Johnson Graduate School of Management. Her academic interests reside primarily in health equity. As a gastroenterologist, her research focuses on disparities in colorectal cancer screening and the resulting higher rates of late detection in minority communities. At Cornell, she is keen to

examine the role private enterprise can play in the equity of health outcomes with a particular interest in creating incentives that also serve the greater good. She is a co-founder of the Association of Black Gastroenterologists and Hepatologists, whose mission is to promote health equity in Black communities.

Keith Winfrey, MD, MPH, FACP



Keith Winfrey, MD, MPH, FACP, is the Chief Medical Officer for the New Orleans East Louisiana Community Health Center (NOELA CHC). He is an Assistant Professor of Medicine at the Tulane University School of Medicine. He completed his residency in Internal Medicine and a fellowship in Preventive Medicine at the Tulane University School of Medicine. He also holds a Master of Health System Management degree from the Tulane University School of Public Health and Tropical Medicine. Dr. Winfrey has been with NOELA since 2009 and has served as the Chief Medical Officer since 2011. He has guided NOELA Community Health Center through the practice transformation process to become a Level III Patient-Centered Medical Home and to improve the health center's efficiency and effectiveness in chronic disease management and disease prevention. Dr. Winfrey serves on the steering committee for the Louisiana Colorectal Roundtable, the clinical committee for the Taking Aim at Cancer Louisiana initiative and is the current Clinical Branch Chairman for the Louisiana Primary Care Association.

NCCRT Members

Founding Organizations

American Cancer Society
Centers for Disease Control and Prevention

Member Organizations

AARP
Agency for Healthcare Research and Quality
Alaska Cancer Partnership
AliveAndKickn
Allina Health
America's Health Insurance Plans
American Academy of Family Physicians
American Association of Medical Assistants
American College of Gastroenterology
American College of Obstetricians and Gynecologists
American College of Preventive Medicine
American College of Radiology
American College of Surgeons Commission on Cancer
American Gastroenterological Association
American Indian Cancer Foundation
American Medical Association
American Medical Women's Association
American Public Health Association
American Society for Gastrointestinal Endoscopy
American Society of Colon and Rectal Surgeons
Arctic Slope Native Association
Arkansas Cancer Coalition
Association of State and Territorial Health Officials
The Blue Hat Foundation, Inc.
Buffalo Colon Corps
California Colorectal Cancer Coalition (C4)
California State University-Monterey Bay
C5/New York City Department of Health and Mental Hygiene
Cancer Action Coalition of Virginia
Cancer Services Program of Nassau County, NY
Cancer Support Community
Catch it in Time
CCARE Lynch Syndrome – Colon Cancer Alliance for Research & Education for Lynch Syndrome

Center for Asian Health Equity, University of Chicago Medicine
 Centers for Medicare and Medicaid Services
 Chris4Life Colon Cancer Foundation
 Collaborative Group of the Americas on Inherited Colorectal Cancer
 Colon Cancer Challenge Foundation
 Colon Cancer Coalition/Get Your Rear in Gear
 Colon Cancer Prevention Project
 Colon Cancer STARS
 The Colon Club
 Colorado Colorectal Screening Program
 Colorado Department of Public Health & Environment
 Colorectal Cancer Alliance
 Colorectal Cancer Prevention Network
 Community Anti-Drug Coalitions of America's Geographic Health Equity Alliance
 Crohn's and Colitis Foundation of America, Inc.
 Dan L. Duncan Comprehensive Cancer Center: Office of Outreach and Health Disparities
 Dare to Dream Foundation
 Dartmouth-Hitchcock, New Hampshire Colorectal Cancer Screening Program (NHCRCSF)
 DC Primary Care Association
 Digestive Disease National Coalition
 Directors of Health Prevention and Education
 Eric Davis Foundation
 Fayette County Health Department (IL)
 Fight Colorectal Cancer
 Florida Department of Health
 Florida Prevention Research Center
 Foundation for Digestive Health and Nutrition
 Fox Chase Cancer Center
 Fuck Cancer
 Gateway Health Plan
 GCA Centre for Adult Autism
 George Washington University (GW) Cancer Center
 Great Plains Tribal Chairmen's Health Board
 Hadassah, Women's Zionist Organization of America
 Harvard Medical School
 HealthEfficient
 HealthPartners
 Health Resources and Services Administration
 Hope Through Grace, Inc.
 Horizons Community Solutions
 Intercultural Cancer Council
 International Digestive Cancer Alliance

Iowa Cancer Consortium
Iowa Department of Public Health
The Jay Monahan Center for Gastrointestinal Health at New York-Presbyterian Hospital/Weill Cornell
Kentucky Cancer Consortium
Legacy Community Health
Lombardi Comprehensive Cancer Center
Lynn's Bowel Cancer Campaign (UK)
Mary Bird Perkins Cancer Center
Maryland Department of Health and Mental Hygiene Center for Cancer Prevention and Control
Mayo Clinic
Michael's Mission
Minnesota Colon and Rectal Foundation
Minnesota Colorectal Cancer Initiative
Minnesota Department of Health Sage Cancer Programs
Montana Department of Public Health
Montana Primary Care Association
Morehouse School of Medicine
National Alliance for Hispanic Health
National Association of Chronic Disease Directors
National Association of Community Health Centers
National Cancer Institute
National Colorectal Research Alliance/EIF
National Committee for Quality Assurance
National Governors Association
National Society of Genetic Counselors
New York State Department of Health
NYU Cancer Institute
The North Carolina Colorectal Cancer Roundtable
North Carolina Comprehensive Cancer Program
North Dakota Department of Health
The Ohio State Comprehensive Cancer Center
Oklahoma City Indian Clinic
Old Dominion Society of Gastroenterology Nurses and Associates
Operation Access
Pennsylvania Department of Health, Division of Cancer Prevention and Control
The Permanente Medical Group, Inc
Prevent Cancer Foundation
ProMedica Cancer Institute
Puerto Rico Colorectal Cancer Control Program – University of Puerto Comprehensive Cancer Center
Quality Insights
Sanford Health
Society of Abdominal Radiology (SAR)

Society for Gastroenterology Nurses and Associates, Inc.
 South Dakota Department of Health
 Southwestern Health Resources
 Spirit of Eagles Cancer Control Network
 Strides for Life Colon Cancer Foundation
 Surgery on Sunday, Louisville, Inc.
 Texas Alliance for Colorectal Cancer Testing
 UCSF Helen Diller Family Comprehensive Cancer Center
 United Ostomy Associations of America
 University of Kentucky Markey Cancer Center
 University of Minnesota Cancer Center
 University of Mississippi Medical Center Cancer Institute
 University of South Carolina Colorectal Cancer Screening Program
 University of Texas – Houston School of Public Health
 University of Texas M.D. Anderson Cancer Center
 Utah Cancer Control Program
 UT Southwestern/Moncrief Cancer Institute
 UVA Health
 UW Health
 Veterans Health Administration
 Virginia Commonwealth University Massey Cancer Center
 Washington State Department of Health
 Welsh Mountain Health Centers
 West Virginia Mountains of Hope Cancer Coalition
 William C. Bernstein, MD Familial Cancer Registry
 Wisconsin Comprehensive Cancer Control Program – Screen for Life WI
 Women's Way, Grand Forks Public Health
 World Endoscopy Organization

Corporate Associates

Aetna, a CVS company	Epigenomics	Optum
AmSurg	Exact Sciences Corporation	Physicians Endoscopy
Avantis Medical Systems, Inc.	EndoChoice	Polymedco, Inc.
Bracco Diagnostics Incorporated	Freenome	Previon
Braintree – A Part of Sebel	Guardant Health	Promis Diagnostics
Pharmaceuticals	LabCorp	Quest Advanced Oncology
Clinical Genomics	Medial EarlySign	Quidel Corporation
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PLATINUM SPONSOR



TRANSFORMING CANCER CARE AT ALL STAGES OF THE DISEASE

Guardant Health is a leading precision oncology company dedicated to helping patients at all stages of cancer live longer and healthier lives. From treatment selection in advanced cancer, to residual disease and recurrence monitoring in early-stage cancer, to soon screening for early signs of cancer, Guardant Health is dedicated to transforming cancer care through the power of liquid biopsy and the data it unlocks.

To learn more about our mission, visit guardanthealth.com.



GOLD SPONSOR ADS





Improving equity. Saving lives.

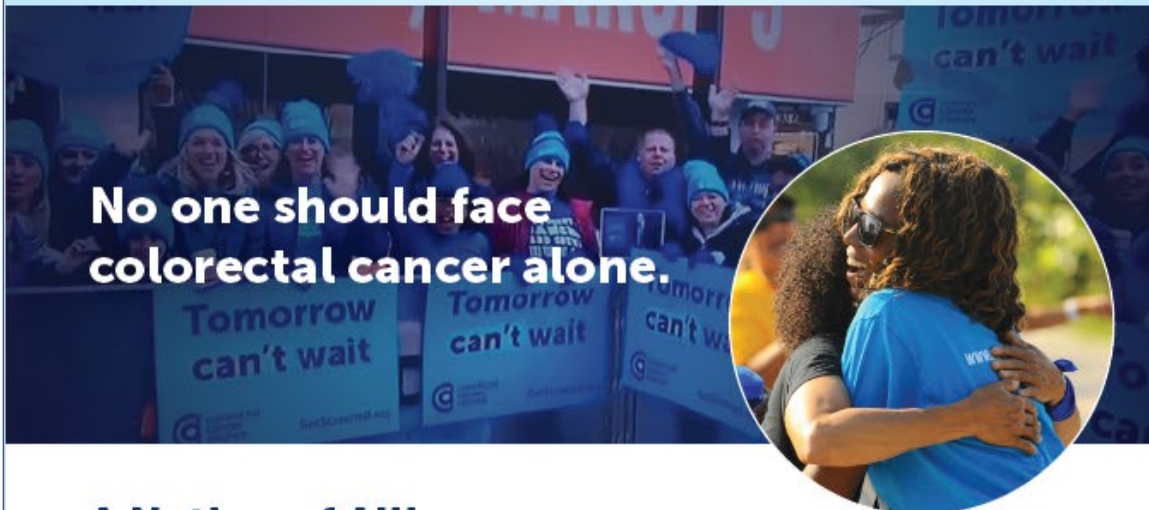
To truly make a difference in the fight against cancer, all communities must have access to cancer prevention and early detection resources. Anthem Foundation is proud to partner with the American Cancer Society in our goal to uncover and respond to people and places in need of information, support, and care.

To learn more, visit [anthemcorporateresponsibility.com](https://www.anthemcorporateresponsibility.com).

The Anthem Foundation is the philanthropic arm of Anthem, Inc. The Foundation works to address health equity by focusing on improving the health of the socially vulnerable through strategic partnerships and programs in our communities.

Anthem
Foundation

Colorectal Cancer Alliance



**No one should face
colorectal cancer alone.**

A Nation of Allies

Thousands of patients, survivors, caregivers, and supporters are helping to fund and bring attention to this disease.

Screen

We're marching forth to save **100,000** lives through awareness and prevention by 2029.

Care

We're here when people need us most, increasing the number of patients and families we serve to **750,000** annually by 2024.

Cure

We're committing **\$30 million** to innovative and life-saving research by 2024.

Connect with us

On the web: ccalliance.org

Call our Helpline: **(877) 422-2030**

On social media:    @ColorectalCancerAlliance

  @CCAlliance

Tomorrow can't wait

CHANGING LIVES, TOGETHER

Exact Sciences is proud to support the **National Colorectal Cancer Roundtable**. We are committed to providing earlier answers and life-changing treatment guidance for providers and patients.

**EXACT
SCIENCES**



Saving lives together through colorectal cancer screening

Colorectal cancer is the third leading cause of cancer death in the U.S.¹ We provide health care professionals with easy options to get eligible adults screened.

Visit our Test Menu to learn how a FIT test could be your first step with patients.



Reference
1. American Cancer Society. Key Statistics for Colorectal Cancer. American Cancer Society website: <https://www.cancer.org/cancer/colon-rectal-cancer/about/key-statistics.html>. Accessed October 2021.
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New Article: Published August 31, 2021



Deferred screening increases potential risk for delay in diagnosis of colorectal cancer

Article title: "Changes in Newly Identified Cancer Among US Patients From Before COVID-19 Through the First Full Year of the Pandemic."

Harvey W Kaufman, Zhen Chen, Justin Niles, Yuri Fesko; Quest Diagnostics, Secaucus, NJ, USA

Citation: Kaufman HW, Chen Z, Niles J, et al. *JAMA Netw Open*. 2021;4(8):e2125681. doi:10.1001/jamanetworkopen.2021.25681

JAMA Network Open recently published results of a study¹ reporting a significant decrease in detection of colorectal cancer during the first year of the COVID-19 pandemic.

Study objective

How has the COVID-19 pandemic affected numbers of newly identified colorectal cancer patients?

Study background

Decreases in new cancer diagnoses have been reported from several European countries. In the United States, the CDC suggested postponing preventive care, including cancer screenings, which may have had a similar effect.

"After a partial rebound, the number of newly diagnosed colorectal cancers decreased again in the third period of the study."

—Yuri Fesko, MD, Senior Director, Medical Affairs, Quest Diagnostics



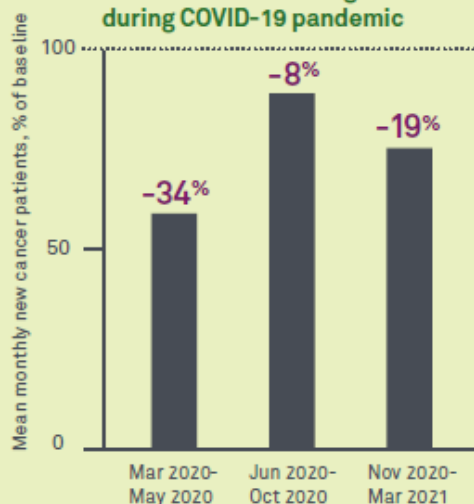
Study results

Numbers of newly identified cancer patients have dramatically decreased. Planning for the consequences of delayed diagnoses may be warranted.

Study results

Newly identified cancer patients¹

Colorectal cancer diagnoses during COVID-19 pandemic



Learn more about the study at bit.ly/QuestJAMA21

Reference

1. Kaufman HW, Chen Z, Niles J, Fesko Y. Changes in newly identified cancer among US patients from before COVID-19 through the first full year of the pandemic. *JAMA Netw Open*. 2021;4(8):e2125681. doi:10.1001/jamanetworkopen.2021.25681

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