

#NCCRT2024

AMERICAN CANCER SOCIETY  
NATIONAL COLORECTAL  
CANCER ROUNDTABLE

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# 2024 ANNUAL MEETING EXECUTIVE SUMMARY

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NOVEMBER 20-22, 2024  
FORT WORTH, TEXAS



## Introduction

The American Cancer Society National Colorectal Cancer Roundtable (ACS NCCRT) held its **2024 Annual Meeting** from November 20-22, 2024, at the Omni Hotel in Fort Worth, Texas. The meeting brought together a diverse group of ACS NCCRT members, including public health leaders, healthcare providers, policymakers, advocates, and representatives from community organizations, around the shared mission of reducing the incidence and mortality of colorectal cancer (CRC) in the United States.

Through coordinated leadership, strategic planning, and advocacy, the ACS NCCRT aims to drive progress toward a future where everyone has equitable access to lifesaving colorectal cancer screenings and care.

The three-day Annual Meeting included an optional ACS NCCRT orientation, six strategic priority team workshops, various panel discussions focused on best practices, lived experiences, and health equity, a keynote from the ACS NCCRT Chair Steven Itzkowitz, MD, FACP, FACG, AGAF, and two rounds of concurrent sessions on Thursday, covering the following topics:

- Early-Age Onset Colorectal Cancer Updates: Understanding the Latest Science and Practice to Inform Care Across the Continuum
- Advances in Colorectal Cancer Diagnostic Testing & Treatment
- Profiles of Success: Innovations and Best Practices from Community Health Centers
- Profiles of Success: Innovations and Best Practices from Health Systems
- Profiles of Success: Innovations and Best Practices from Health Plans
- Public Awareness Strategies to Promote Colorectal Cancer Screening: Best Practices and Successes from Across the Country
- Expanding Our Impact Across the Colorectal Cancer Continuum: Conversations on Improving Timely Action for Early-Age Onset CRC Signs and Symptoms
- Expanding Our Impact Across the Colorectal Cancer Continuum: Conversations on Ensuring Timely Initiation of Quality CRC Treatment

The Distinguished National Leadership Award was given to Lisa C. Richardson, MD, MPH, from the Centers for Disease Control and Prevention.

This document provides an overview of the three-day meeting, including three session summaries and links to presentation slides and videos.

## Panel: Current and Emerging Colorectal Cancer Test Technologies

The panel, ***Current and Emerging Colorectal Cancer Test Technologies***, explored existing and upcoming testing options, their effectiveness, and barriers to widespread adoption. Michael Sapienza, CEO of the Colorectal Cancer Alliance, moderated the discussion with panelists Djenaba Joseph, MD, MPH, and Richard Wender, MD. Panelists presented the available data on test characteristics and test adherence, as well as current access (e.g. insurance coverage), at the same time examining these three attributes with three stakeholders in mind: 1) patients, 2) health systems, and 3) clinicians.

The panel emphasized that while screening innovations have advanced, challenges remain in ensuring equitable access and patient adherence to both the initial test and repeat testing. Current methods, including colonoscopy, FITs, and mt-sDNA tests, were discussed alongside emerging technologies like blood-based tests. The panelists explained that colonoscopy remains the only test that allows for the removal and testing of polyps, while convenient blood tests currently exhibit lower sensitivity for detecting advanced precancerous lesions.

Dr. Wender, Chair of the Department of Family Medicine and Community Health at the Perelman School of Medicine at the University of Pennsylvania, introduced a framework for evaluating screening tools based on performance, adherence, accessibility, cost, and system feasibility. He emphasized the importance of practicality and adherence, which he encapsulated in the mantra, "The best test is the one that gets done." The discussion highlighted the need to balance practical considerations with clinical sensitivity, particularly for early cancer and precancerous lesions. Dr. Joseph, Branch Chief at CDC, highlighted persisting patient barriers to screening uptake, such as limited access to colonoscopy, logistical challenges, and patient concerns about cost and convenience. While emerging blood tests may reduce logistical hurdles, issues of cost, coverage, lower sensitivity for polyps, and follow-up adherence remain.

While patients often prioritize convenience and affordability, clinicians emphasize clinical effectiveness. Health systems that use affordable tools like FIT for population management find them practical, though newer options like mt-sDNA tests are gaining popularity due to their longer testing intervals and built-in navigation support.

Looking forward, panelists predicted advancements in blood-based screening tests to improve sensitivity for early cancers and precancerous lesions. However, they stressed the need for systemic changes to expand colonoscopy availability, especially in underserved areas. Suggestions included training nurse practitioners and technicians to perform colonoscopies and increasing incentives for healthcare systems to prioritize screening follow-

ups. The panelists concluded that achieving equitable access to effective screening methods and improving adherence across all screening modalities will require collaboration among clinicians, health systems, and industry to balance innovation with practical, patient-centered solutions.

## Armchair Conversation on Colorectal Cancer Health Equity: Barriers and Solutions to Reaching Asian American Communities for Colorectal Cancer Screening

The session, ***Armchair Conversation on Colorectal Cancer Health Equity: Barriers and Solutions to Reaching Asian American Communities for Colorectal Cancer Screening***, was moderated by Peter Liang, MD, MPH, and featured presentations from Christina Wang, MD, Samar Aslam, MD, and Esther Hyun. Dr. Liang opened the discussion by emphasizing the diversity of the Asian American population, which consists of over 40 subgroups with distinct cultural, linguistic, and socioeconomic characteristics. He highlighted that aggregated data often masks disparities within these communities, leading to deprioritized research and funding for specific subgroups.

Dr. Christina Wang, a gastroenterologist and researcher, shared her experiences working with the Chinese American community in New York City. She presented data showing that some Asian American communities have low colorectal cancer screening rates, particularly among recent immigrants. Barriers such as limited English proficiency, mistrust of the healthcare system, and financial challenges contribute to this trend. Dr. Wang also noted cultural factors that perpetuate health disparities, such as the under-perception of risk, reliance on alternative medicine, and the stigmatization of cancer and screening. She emphasized the importance of engaging communities and tailoring education to their cultural and linguistic needs. She advocated for disaggregating the data to develop effective and inclusive programs and policies.

Dr. Samar Aslam, a primary care physician, provided insights from her work with South Asian patients in Texas. She explained that many patients are deterred from screening due to limited awareness of colorectal cancer, mistrust of the medical system, and cultural taboos about this part of the body. She stressed the importance of building trust through patient-centered care, simplifying medical language, and offering alternative screening methods like stool tests for those hesitant to undergo colonoscopy. Dr. Aslam also highlighted the importance of involving translators and family members to ensure culturally sensitive communication and bridge gaps in trust and understanding.

Esther Hyun, a colorectal cancer survivor and advocate, shared her personal story of delayed diagnosis due to clinicians dismissing her symptoms and cultural norms that discourage frequent healthcare visits. She urged providers to be more curious and open-minded with patients, emphasizing the need for detailed questioning and recognition of patient concerns. Drawing from her experience as a child of Korean immigrants, Ms. Hyun described how growing up in a household without health insurance made her hesitant to seek care and advocate for herself. She called for better education for clinicians on cultural sensitivities and improved communication to build patient trust.

The panel concluded that addressing disparities in colorectal cancer screening among Asian American communities requires disaggregated data, culturally competent care, and meaningful community engagement. They advocated for normalizing colorectal cancer screening through education, stigma reduction, and framing messages around prevention and early detection to empower diverse Asian populations. The discussion emphasized the need for tailored strategies to improve screening rates and promote health equity across Asian American communities.

## Supporting the Delivery of Timely, Quality Colorectal Cancer Screening: A Conversation with Primary Care Leaders

The session, ***Supporting the Delivery of Timely, Quality Colorectal Cancer Screening: A Conversation with Primary Care Leaders***, was moderated by Laura Makaroff, DO, and featured speakers Jennifer C. Molokwu, MD, MPH, Jared Marquardt, MD, and Navkiran K. Shokar, MA, MD, MPH. The speakers discussed challenges and solutions in colorectal cancer screening from a primary care perspective. They highlighted systemic barriers in primary care, including overwhelming workloads, limited resources, and the challenge of integrating preventive care into already busy practices. Dr. Shokar highlighted that the current funding model undervalues cognitive specialties like family medicine, leaving providers overextended and struggling to prioritize colorectal cancer screening alongside other preventive services. Dr. Molokwu pointed out that uninsured and underinsured populations face unique challenges, often focusing on immediate survival needs rather than preventive care. Dr. Marquardt added that in many rural areas, long wait times for colonoscopies and a lack of local specialists compound these barriers.

The panelists shared innovative strategies to overcome these barriers. Dr. Shokar emphasized the potential of data-driven, population-based approaches, such as sending mailed FIT kits and launching targeted outreach campaigns, to increase screening rates. Dr.

Molokwu discussed the valuable role of community health workers, who can provide education and guide underserved populations through the screening process while building trust in ways traditional healthcare systems often cannot. Dr. Marquardt described creative outreach efforts, like birthday card reminders for newly eligible patients, which have successfully prompted screenings and even led to early detection and removal of precancerous lesions. All the panelists agreed on the importance of interdisciplinary teams where staff are empowered to start screening conversations, collect family histories, and educate patients, allowing physicians to focus on more complex care needs.

Access to colonoscopy services emerged as a prominent issue, especially in rural and underserved areas. Dr. Molokwu noted that FIT-based screening is an effective tool for improving access by reducing reliance on colonoscopies. The panel also discussed emerging blood-based tests, which could help overcome cultural barriers and reduce hesitancy, particularly among patients wary of invasive procedures. However, they emphasized the need for rigorous validation before these tests are widely adopted. Identifying high-risk patients remains challenging due to limited patient awareness of family medical history. Dr. Shokar shared that community health workers in her program collect family history and guide high-risk individuals directly to colonoscopy, while Dr. Marquardt emphasized the need for improved electronic health record (EHR) tools to flag care gaps and facilitate proactive conversations.

The panelists addressed the rising incidence of early-onset colorectal cancer and emphasized the need for primary care clinicians to recognize red-flag symptoms, such as rectal bleeding. Dr. Shokar highlighted the importance of unlearning outdated assumptions about colorectal cancer epidemiology to better prioritize early detection. Dr. Marquardt shared examples of successful outcomes from persistent follow-up with symptomatic patients, though he acknowledged that uninsured patients often face significant barriers to timely diagnostic follow-up.

To better support primary care practices, the panelists recommended investing in resources like navigators and educators to reduce administrative burdens. They also advocated for tools and expertise that integrate into existing workflows, fostering practice champions to maintain focus on colorectal cancer screening, and pushing for policy changes to expand funding for primary care teams and improve access to care for uninsured patients. The discussion highlighted the importance of teamwork, community engagement, and innovation in increasing colorectal cancer screening rates. While acknowledging the challenges, the panelists expressed optimism about the potential of interdisciplinary collaboration, technology, and policy advocacy to strengthen preventive care in primary care settings.

## Presentations and Slides

Wednesday, November 20, 2024

<a href="#"><u>Optional: ACS NCCRT Orientation</u></a>
Steven Itzkowitz, MD, FACP, FACG, AGAF - Icahn School of Medicine at Mount Sinai; ACS NCCRT Chair Gloria Coronado, PhD - University of Arizona Cancer Center; ACS NCCRT Vice Chair Elect
<b>Opening Remarks</b>
Emily Bell, MPH - ACS NCCRT
<a href="#"><u>Panel: What Do the Data Tell Us? What Can We Learn from the Latest Colorectal Cancer Screening Rate Trends Over Time?</u></a>
<p><b>Moderator:</b> Robert A. Smith, PhD - ACS Center for Early Cancer Detection Science, American Cancer Society; ACS NCCRT Steering Committee</p> <p><b>CRC Screening Performance Measures</b> Lisa C. Richardson, MD, MPH - Centers for Disease Control and Prevention; ACS NCCRT Steering Committee</p> <p><b>Behavioral Risk Factor Surveillance System &amp; Revisions to Federal Standards for Collecting and Reporting Data on Race and Ethnicity</b> Priti Bandi, PhD - American Cancer Society</p> <p><b>National Health Interview Survey</b> Neeraj Deshpande, MBBS, MPH, MHA - DHHS/Health Resources and Services Administration</p> <p><b>Uniform Data System</b></p>
<a href="#"><u>Panel: Current and Emerging Colorectal Cancer Test Technologies</u></a>
<p><b>Moderator:</b> Michael Sapienza - Colorectal Cancer Alliance; ACS NCCRT Steering Committee</p> <p>Djenaba A. Joseph, MD, MPH - Centers for Disease Control and Prevention</p> <p>Richard C. Wender, MD - University of Pennsylvania; ACS NCCRT Chair Emeritus</p>
<b>Strategic Priority Team Workshops</b>
<ul style="list-style-type: none"> <li>• <a href="#"><u>Community Health Centers</u></a></li> <li>• <a href="#"><u>Family History &amp; Early-Age Onset CRC</u></a></li> <li>• <a href="#"><u>Policy Action</u></a></li> <li>• <a href="#"><u>Professional Education &amp; Practice Implementation</u></a></li> <li>• <a href="#"><u>Public Awareness and Social Media</u></a></li> <li>• <a href="#"><u>State-Based Initiatives</u></a></li> </ul>



Thursday, November 21, 2024

<b>Opening Remarks</b>
Emily Bell, MPH - ACS NCCRT
<a href="#"><u>ACS NCCRT Chair Keynote</u></a>
Steven Itzkowitz, MD, FACP, FACG, AGAF - Icahn School of Medicine at Mount Sinai; ACS NCCRT Chair
<b>Panel: Timely Colonoscopy Follow-Up to Positive (Abnormal) Non-Colonoscopy Tests</b> <a href="#"><u>Slides</u></a>   <a href="#"><u>Recording</u></a>
<p><b>Moderator:</b> Gloria Coronado, PhD - University of Arizona Cancer Center; ACS NCCRT Vice-Chair Elect</p> <p>John Kennedy, MD - AMGA Foundation; AMGA</p> <p>Nkem Akinsoto, MSc-PH - University of Washington Physicians Network</p> <p>Rebecca Kaltman, MD - Inova Health System</p> <p>Joseph J. Perez, MD - Lehigh Valley Health Network; University of South Florida Morsani College of Medicine</p>
<b>Concurrent Session: Early-Age Onset Colorectal Cancer Updates: Understanding the latest science and practice to inform care across the continuum</b> <a href="#"><u>Slides</u></a>   <a href="#"><u>Recording</u></a>
<p><b>Moderator:</b> Xavier Llor, MD, PhD - Yale School of Medicine; ACS NCCRT Professional Education &amp; Practice Implementation Strategic Priority Team Co-Chair</p> <p>Caitlin Murphy, PhD - UTHealth Houston</p> <p>Tala Mahmoud, MD - University of Virginia</p> <p>Yi-Qian Nancy You, MD, MHSc, FACS - MD Anderson Cancer Center</p>
<b>Concurrent Session: Advances in Colorectal Cancer Diagnostic Testing &amp; Treatment</b> <a href="#"><u>Slides</u></a>   <a href="#"><u>Recording</u></a>
<p><b>Moderator:</b> Stacie Miller, MSN, MPH, RN - UT Southwestern</p> <p>Yla Flores, Colorectal Cancer Survivor</p> <p>Swati Patel, MS, MD - University of Colorado Anschutz Medical Center, ACS NCCRT Steering Committee</p> <p>Andrea Cercek, MD - Memorial Sloan Kettering Cancer Center</p>
<a href="#"><u>Concurrent Session: Profiles of Success: Innovations and best practices from community health centers</u></a>
<p><b>Moderator:</b> Michelle Tropper, MPH, PCMH CCE - HealthEfficient</p> <p>Anay Puentes, RN/Charge Nurse - Family Health Services, 2024 80% in Every Community National Achievement Award Honoree</p> <p>Patricia A. Rodriguez, MD, FAAP - North Texas Area Community Health Centers, Inc.</p>
<a href="#"><u>Concurrent Session: Profiles of Success: Innovations and best practices from health systems</u></a>



**Moderator:** Elizabeth Ciemins, PhD, MPH, MA - American Medical Group Association  
 Nkem Akinsoto, MSc-PH - University of Washington Physicians Network  
 Rebecca Kaltman, MD - Inova Health System  
 Joseph J. Perez, MD - Lehigh Valley Health Network; University of South Florida Morsani College of Medicine

**[Concurrent Session: Profiles of Success: Innovations and best practices from health plans](#)**

**Moderator:** Nikki Hayes, MPH - Centers for Disease Control and Prevention; ACS NCCRT State-Based Initiatives Strategic Priority Team Co-Chair  
 Terry Richoux - Taking Aim at Cancer in Louisiana, Inc.  
 Brent Wallis, MD - Peoples Health / UnitedHealthcare M&R LA/MS  
 Christopher R. Cogle, MD - Florida Agency for Health Care Administration (virtual)  
 Katie Lucey - Exact Sciences

**Lived Experience Panel: Through the lens of colorectal cancer survivors and caregivers**

**Moderator:** Allison Rosen, MS - American Cancer Society, ACS NCCRT Steering Committee  
 Carrie Gibson - Fight Colorectal Cancer  
 Trevor Maxwell - Man Up to Cancer  
 Doug Rozen - Rokt

**[Colorectal Cancer Facts & Figures: Recent Findings](#)**

Rebecca Siegel, MPH - American Cancer Society

**Armchair Conversation on Colorectal Cancer Health Equity: Barriers and Solutions to Reaching Asian American Communities for Colorectal Cancer Screening**

[Slides](#) | [Recording](#)

**Moderator:** Peter Liang, MD, MPH - NYU Langone Health, ACS NCCRT Steering Committee  
 Christina Wang, MD - Icahn School of Medicine at Mount Sinai  
 Samar Aslam, MD - Advocate Primary Care  
 Esther Hyun - Colon Cancer Stars; Colorectal Cancer Survivor

**Concurrent Session: Early-Age Onset Colorectal Cancer Updates: Understanding the latest science and practice to inform care across the continuum**

[Slides](#) | [Recording](#)

**Moderator:** Heather Hampel, MS, CGCC - City of Hope National Cancer Center  
 Caitlin Murphy, PhD - UTHealth Houston  
 Tala Mahmoud, MD - University of Virginia  
 Yi-Qian Nancy You, MD, MHSc, FACS - MD Anderson Cancer Center

**Concurrent Session: Advances in Colorectal Cancer Diagnostic Testing & Treatment**

[Slides](#) | [Recording](#)

**Moderator:** Dionne Christopher, PMP - Colorectal Cancer Alliance  
 Yla Flores - Colorectal Cancer Survivor  
 Swati Patel, MS, MD - University of Colorado Anschutz Medical Center, ACS NCCRT Steering Committee  
 Andrea Cercek, MD - Memorial Sloan Kettering Cancer Center

**Concurrent Session: Public Awareness Strategies to Promote Colorectal Cancer Screening:  
Best practices and successes from across the country**

**Moderator:** Erin Peterson - Colon Cancer Coalition  
 Mark W. Kennedy, MBA - Boston Public Health Commission  
 Nathan A. Merriman, MD, MSCE - Intermountain Health  
 David Russo - Cheeky Charity  
 LaToya Brave Heart, MPH - Great Plains Tribal Leaders' Health Board

**Concurrent Session: Expanding Our Impact Across the Colorectal Cancer Continuum:  
Conversations on improving timely action for early-age onset CRC signs and symptoms**

**Facilitator:** Gloria Coronado, PhD - University of Arizona Cancer Center; ACS NCCRT Vice Chair Elect  
**Co-facilitator:** Paul C. Schroy III, MD, MPH - Boston University School of Medicine; ACS NCCRT Family History & Early-Age Onset CRC Strategic Priority Team Co-chair  
**Co-facilitator:** Keith L. Winfrey, MD, MPH, FACP - NOELA Community Health Center; ACS NCCRT Steering Committee

**Concurrent Session: Expanding Our Impact Across the Colorectal Cancer Continuum:  
Conversations on ensuring timely initiation of quality CRC treatment**

**Facilitator:** Steven Itzkowitz, MD, FACP, FACG, AGAF - Icahn School of Medicine at Mount Sinai; ACS NCCRT Chair  
**Co-facilitator:** Peter Liang, MD, MPH - NYU Langone Health; ACS NCCRT Steering Committee  
**Co-facilitator:** Lisa C. Richardson, MD, MPH - Centers for Disease Control and Prevention; ACS NCCRT Steering Committee

## Friday, November 22, 2024

**Welcome**

Kaitlin Sylvester, MPA - ACS NCCRT

**Distinguished National Leadership Award to Lisa C. Richardson, MD, MPH, Centers for Disease Control and Prevention**

Steven Itzkowitz, MD, FACP, FACG, AGAF - Icahn School of Medicine at Mount Sinai; ACS NCCRT Chair  
 Lisa C. Richardson, MD, MPH, Director - Centers for Disease Control and Prevention; ACS NCCRT Steering Committee

**Panel: How to Get Involved in the Colorectal Cancer Policy Landscape at Any level**

**Moderator:** Aubree Thelen, MPH - ACS NCCRT  
Rebecca Birch - Susan G. Komen  
Paula Chambers Raney - Fight Colorectal Cancer  
Kyle DeLeon - American Cancer Society Cancer Action Network

**Supporting the Delivery of Timely, Quality Colorectal Cancer Screening: A Conversation with Primary Care Leaders**

**Moderator:** Laura Makaroff, DO - American Cancer Society, ACS NCCRT Steering Committee  
Jennifer C. Molokwu, MD, MPH - Texas Tech University Health Sciences Center El Paso Department of Family Medicine  
Jared Marquardt, MD - Unity Medical Center  
Navkiran K. Shokar, MA, MD, MPH - The University of Texas at Austin

**Lightning Round: Recent Research and Emerging Work to Guide Timely, Quality Colorectal Cancer Screening and Follow Up**

**Moderator:** Pascale White, MD, MBA, MS, FACG - Icahn School of Medicine at Mount Sinai; Association of Black Gastroenterologists and Hepatologists; ACS NCCRT Steering Committee  
Carolyn M. Rutter, PhD - Fred Hutch Cancer Center  
***Cost effectiveness of blood tests to screen for colorectal cancer***  
Alyson Moadel-Robblee, PhD - Albert Einstein College of Medicine  
***A human and AI-patient navigation partnership initiative to re-engage nonadherent patients in completing their colonoscopies***  
Anjee Davis, MPPA - Fight Colorectal Cancer  
***How data can improve care for colorectal patients***

**Wrap-Up & Adjourn**



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