



NATIONAL COLORECTAL CANCER ROUNDTABLE

80% by 2018 Strategic Mapping Session

ACS CAN

555 11th St. NW, Suite 300

Washington, DC

Board Room

Tuesday, June 10th, 2014

8:00 am to 4:00 pm

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7:30 AM BREAKFAST

8:00 AM

Welcome & Introductions

Richard C. Wender, MD, NCCRT Chair

Robert Smith, PhD, NCCRT Co-Chair

8:30 – 8:45 AM

Pre-meeting survey results

Mary Doroshenk, MA, NCCRT Director

8:45 – 9:05 AM

Consumer and Physician Market Research Results

Marc Harwitz, ACS Director, Market Research (By phone)

9:05 – 10:00 AM

What Will it Take to Get to 80% Screening Rate by 2018?

Richard C. Wender, MD, NCCRT Chair and Chief Cancer Control
Officer for the American Cancer Society

Discussion

10:00 – 10:15 AM

15 Minute Break

10:15 – 10:35 AM

Reviewing our Charge

Assistant Secretary for Health Dr. Howard Koh

10:35 – 11:50 AM

Systems Change: Using providers, payers and employers to
support screening

Which initiatives should we prioritize?

How will we divvy up the work plan?

11:50 – 12:45 PM LUNCH

12:45 – 2:00 PM

Consumers: Moving Consumers to Action

*Which initiatives should we prioritize?
How will we divvy up the work plan?*

2:00 – 3:00 PM Policy: Increase access and remove barriers to screening
*Which initiatives should we prioritize?
How will we divvy up the work plan?*

3:00 PM How will we measure our success? What are our critical next steps?
*Opening Remarks by Kara Riehman, PhD, Program Director, Evaluation
Research, American Cancer Society, Inc.*

4:00 PM Adjourn