



NATIONAL COLORECTAL CANCER ROUNDTABLE

Professional Education and Practice Task Group

Systems Change: Use providers, payers and employers to support screening and achieve 80% Colorectal Cancer Screening rate by 2018

ACS CAN

555 11th St. NW, Suite 300

Washington, DC

Board Room

Wednesday, July 30th, 2014

8:00 am to 4:00 pm

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7:30 AM

BREAKFAST

8:00 AM

Welcome & Introductions

Michael B. Potter, MD, NCCRT Professional Education and Practice Task Group Co-Chair

Dorothy Lane, MD, NCCRT Professional Education and Practice Task Group Co-Chair

8:30 – 8:50 AM

Strategic Mapping Process and Survey results

Mary Doroshenk, MA, NCCRT Director

8:50 – 9:20 AM

Consumer and Physician Market Research Results

Marc Harwitz, ACS Director, Market Research

9:20 – 9:45 AM

Draft Communications plan

Tali MacKay, Hill & Knowlton Strategies

9:45 – 10:00 AM

BREAK

10:00 – 10:40 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

10:40 – 11:55 AM Promote collaboration with primary care
What steps do we need to take to make this happen?

11:55 – 12:50 PM LUNCH

12:50 – 1:50 PM Working through state comprehensive cancer plans and coalitions
What steps do we need to take to make this happen?

1:50 – 2:50 PM Using payers to promote systems change: navigation, measurement, physician and client reminders
What steps do we need to take to make this happen?

2:50 – 3:30 PM Promote programs that include quality stool blood test
What steps do we need to take to make this happen?

3:30 – 4:00 PM Next Steps

4:00 PM Adjourn