



## AGENDA

**NATIONAL COLORECTAL CANCER ROUNDTABLE ANNUAL MEETING  
80% and Beyond: A Goal for Every Community  
Sheraton Inner Harbor Hotel  
Baltimore, MD  
November 14<sup>th</sup>, 15<sup>th</sup> and 16<sup>th</sup>**

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**Wednesday, November 14<sup>th</sup>, 2018**

### ***Pre-Conference Session***

1:00 PM to 6:00 PM     **Registration**

1:00 PM to 2:30 PM     **Optional: State and Local Colorectal Cancer Screening Program Information Sharing Session**

During this interactive and informal session, representatives from state and local CRC screening programs are invited to come and share their struggles, lessons learned and keys to success in their efforts to deliver screening at the community level.

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

2:45 PM to 4:00 PM     **Optional: How are We Doing on 80% by 2018? What can we Learn from the Latest Colorectal Cancer Screening Rate Trends over Time?**

Does your flight get in early on Wednesday? Then, you won't want to miss this look at the latest data that informs how we are doing as a nation with the 80% by 2018 effort. Come join our experts as they give an update on where we are progressing and where we still need to focus, to help inform your work ahead.

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

### **Behavioral Risk Factor Surveillance System/CRCCP**

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

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### **Healthcare Effectiveness Data and Information Set**

Mary Barton, Vice President, National Committee for Quality Assurance (NCQA)  
(Invited)

### **Uniform Data System**

Mew Rattanawatkul, MPH, Accreditation and Patient-Centered Medical Home Team,  
Quality Division, Office of Quality Improvement, Bureau of Primary Health Care, Health  
Resources and Services Administration

4:00 PM to 4:45 PM

**Optional: National Colorectal Cancer Roundtable Orientation** (Open to old and new attendees alike!)

New to either the National Colorectal Cancer Roundtable (NCCRT) or the NCCRT annual meeting? Or maybe you've been coming for years and still don't know what anyone does beyond your own task group? Then, this session is for you! Come join NCCRT Chair, Dr. Richard Wender, and NCCRT Co-Chair, Robert Smith, as they give an overview of the NCCRT, what we do and how we do it, in hopes of helping attendees get the most out of their involvement with the Roundtable.

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

Robert Smith, PhD, Co-Chair, NCCRT, Vice President Cancer Screening, American Cancer Society, Inc.

5:00 PM to 6:30 PM

### **NCCRT Task Group Meetings**

Policy Action  
Evaluation & Measurement  
Public Awareness & Social Media  
Community Health Centers  
Family History & Early Onset CRC  
Professional Education & Practice Implementation

6:45 PM to 9:15 PM

### **NCCRT Steering Committee Meeting**

*(Open to NCCRT Steering Committee members only)*

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**Thursday, November 15<sup>th</sup>, 2018**

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

8:00 AM                 **Networking Breakfast**

### **Meeting Start**

8:30 AM                 **General Session Welcome**  
Robert Smith, Co-Chair, NCCRT, American Cancer Society, Inc.  
Opening Remarks and Roundtable Business

8:45 AM                 **80% and Beyond: Progress Report**  
Richard C. Wender, MD, Chief Cancer Control Officer, American Cancer Society, Inc.  
Chair, NCCRT

10 Minutes Questions and Answers

9:25 AM                 **Creating New Partnerships: How to Work with Employers**  
*Thursday Keynote Address*  
Gary Reedy, Chief Executive Officer,  
American Cancer Society, Inc.

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

10 Minutes Questions and Answers

10:00 AM                 **BREAK**

10:20 AM                 **What Does Success Look Like? Part I**

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

Trena Mitchel, Executive Director, Arkansas Cancer Coalition

Joyce Saylor, RN, Community Clinical Coordinator, North Dakota Department of Health

Marin Johnson, MS, Program Manager, MaineHealth Center of Health Improvement

10 Minutes Questions and Answers

11:10 AM                 **Interactive Planning Session**

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11:50 AM

### **NETWORKING BREAK**

12:00 PM

### **Lunch in plenary**

1:00 PM

### **The 2018 American Cancer Society CRC Screening Guideline: *Challenges and Opportunities***

*Moderated by Richard C. Wender, MD, Chair, National Colorectal Cancer Roundtable, Chief Cancer Control Officer, American Cancer Society, Inc.*

#### **Rationale of the New ACS CRC Screening Guideline**

Robert Smith, PhD

Co-Chair, NCCRT, Vice President Cancer Screening, American Cancer Society, Inc.

#### **Report from the 2018 NCCRT Guideline Summit**

##### ***Draft NCCRT Guideline Position Statement***

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

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

##### ***NCCRT Action Plans on:***

- ***Empowering Systems and Providers***  
*Heather Dacus, DO, MPH, Director, Bureau of Cancer Prevention and Control, New York State Department of Health, NCCRT Steering Committee*
- ***Communicating with the Public/Media***  
*Anjee Davis, President, Fight CRC, NCCRT Steering Committee, NCCRT Public Awareness Task Group Co-Chair*
- ***Addressing Disparities***  
*Durado Brooks, MD, MPH, Vice President, Cancer Intervention, American Cancer Society, NCCRT Steering Committee, NCCRT Community Health Center Task Group Co-Chair*
- ***Launching a New Campaign***  
*David Greenwald, MD, American College of Gastroenterology, Mount Sinai Hospital, Division of Gastroenterology, Samuel Bronfman Department of Medicine, NCCRT Public Awareness Co-Chair*

### **Q&A**

2:00 PM

### **What do Champions Look Like? Part II**

*Moderated by Karen E. Kim, MD, MS, Professor of Medicine, Dean for Faculty Affairs  
Division of the Biological Sciences, Director, Center for Asian Health Equity, University of  
Chicago Comprehensive Cancer Center, The University of Chicago*

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Candace Henley  
Chief Surviving Officer, The Blue Hat Foundation

Michael Newcomer, MD  
Digestive Health Partners, Asheville, NC

Bryan Green, MD  
Digestive Disease Group, South Carolina Gastroenterology Association

Darrell M. Gray, II, MD, MPH  
The Ohio State University Comprehensive Cancer Center – Arthur G. James Cancer  
Hospital and Richard J. Solove Research Institute (OSUCCC – James)

2:50 PM

### **Snapshots of Critical Solutions**

Mary Doroshenk, MA

3:15 PM

### ***Break and move to workshops***

3:30 PM – 5:00 PM

### **Workshops**

#### **WORKSHOP #1**

#### ***Risk Assessment and Screening To Detect Familial, Hereditary And Early Onset Colorectal Cancer: Putting Knowledge Into Action***

Given the growing concern of the NCCRT about poor screening for those with a family history of CRC and the growing problem of early onset CRC, the NCCRT has commissioned a new primary care clinician's toolkit that aims to improve the ability of primary care clinicians to systematically collect, document, and act on a family history of CRC and adenomas polyps, while also educating clinicians on the need for more timely diagnostic testing for young adults who present with alarm signs or symptoms of CRC and ensuring that those patients receive a proper diagnostic work up. Come get an in depth look at the toolkit and participate in exercises that will help you think through how to apply it in practice.

*Moderated by Xavier Llor, MD, PhD, co-Director, Cancer Genetics and Prevention Program; Medical Director, Colorectal Cancer Prevention Program; Medical Director of Cancer Screening and Prevention; Yale University Cancer Center*

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

#### **WORKSHOP #2**

#### **Findings from NCCRT Market Research with the Unscreened about CRC Screening**

Come hear an overview of the new NCCRT marketing research with the unscreened. Join this session for a fascinating look at the unscreened, what makes them a tougher audience than the rest of the population, and what triggers might motivate them to act from a communications perspective. The goal of this session is to provide effective

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messaging advice about reaching key populations if we are to get to an 80% screening rate.

*Moderated by Anjee Davis, MPPA, President, Fight Colorectal Cancer, Co-Chair, NCCRT Public Awareness & Social Media Task Group and David Greenwald, MD, American College of Gastroenterology (ACG), Division of Gastroenterology, Montefiore Medical Center, Co-Chair NCCRT Public Awareness & Social Media Task Group*

Bill Willard, Director, Marketing Research, American Cancer Society, Inc.

Michelle Aubertine, Project Manager, KS&R

### WORKSHOP #3

#### **Medicaid Best Practices around CRC Screening**

The NCCRT has commissioned a new best practices guide that looks at how state Medicaid agencies have had success supporting and promoting CRC screening. Come hear what Medicaid agencies have to tell us about the importance of tracking and measuring, promoting testing options and developing a value-based purchasing measure for CRC.

Caleb Levell, NCCRT Program Manager

Patricia (Schoonmaker) Selinger, MPH, Health Systems Policy Specialist, Oregon Health Authority, Public Health Division

Sian Goldson-Desabaye, MPH, DrPH, CPH, Health Policy Analyst, Planning Administration, Office of Health Care Financing, Maryland Department of Health

### WORKSHOP #4

#### **Costs, Decision and Colorectal Cancer Screening**

Given the well-established complexity and confusion about the cost of CRC screening to patients, ACS CAN will be outlining the nuances of patient cost sharing requirements for CRC screening according to current laws and regulations, give an update on efforts to provide more coverage for patients, and share a hot-off-the-press cost analysis of federal colonoscopy copay legislation.

*Moderated by Heather Dacus, DO, MPH, Director, Bureau of Cancer Prevention and Control, New York State Department of Health, NCCRT Steering Committee (Confirmed)*

Stephanie Krenrich  
Director, Federal Relations, American Cancer Society, Cancer Action Network

Dustin Perchal  
Senior Grassroots Campaigns Manager, American Cancer Society Cancer Action Network

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David Woodmansee  
Director, State and Local Campaigns, Field Advocacy Operations, American Cancer Society Cancer Action Network

### **WORKSHOP #5      Electronic Health Record Best Practices for CRC Screening**

This workshop will look at electronic health record (EHR) best practices for CRC screening, including an upcoming tool commissioned by the NCCRT and the National Association of Community Health Centers that documents best practices and workflows for colorectal cancer screening in EHRs. Remaining challenges and opportunities for change will also be discussed.

Shelly Yu, MPH, Senior Analyst, Policy & Legislative Support, American Cancer Society Cancer Action Network, Inc. (moderator and presenter)

John R. Roberts, DNP, ANP-BC, Clinical Information Specialist, Nurse Practitioner, Harbor Health

Michelle Tropper, MPH, Clinical Quality Improvement Specialist, HealthEfficient

### **WORKSHOP #6      Effective State Roundtables in Action**

*Moderated by Katie Bathje, Program Director, Kentucky Cancer Consortium*

Miriam Karanja, MBA, Director of Programs, Arkansas Cancer Coalition

Trena Mitchel, Executive Director, Arkansas Cancer Coalition

Joyce Sayler, RN, Community Clinical Coordinator, North Dakota Department of Health

Shannon Bacon, MSW, Health Systems Manager, North Region, American Cancer Society, Inc.

5:00 PM – 6:30 PM      **Reception\***

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

### **Friday, November 16<sup>th</sup>, 2018**

7:30 AM – 8:00 AM      **Networking Breakfast**  
Ballroom BCD

8:00 AM      **What the Recent Election Means for Issues We Care About**

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A DC Insiders Take on Where Things Stand with Health Care  
*Shawn Gremminger, Senior Director of Federal Relations, Families USA*

8:35 AM

### **Strategies for Addressing Early Onset CRC: An NCCRT Report**

Jan Lowery, PhD

8:55 AM

### **Award to Rebecca L. Siegel, MPH, Scientific Director, Surveillance Research, American Cancer Society**

*Introduction by Robert Smith, Co-Chair, NCCRT, Vice President Cancer Screening*

9:05 AM

### **Remarks from Rebecca L. Siegel, MPH, American Cancer Society**

9:15 AM

### **The Power of Roundtables: One Survivor's Perspective**

Amanda Houston, Stage II Colorectal Cancer Survivor, North Dakota

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

9:40 AM

### ***Move to workshops***

9:55 AM to 11:15 AM

Workshops

#### **WORKSHOP #1**

### **Working with Employers**

This workshop will explore how employers can impact their employees' health through colorectal cancer screening interventions. The workshop will begin with a brief introduction to an American Cancer Society resource that outlines steps employers can take to increase screening rates at their company and then feature two partners who have implemented effective strategies.

*Moderated by Anne Carlson, Director, the Colon Cancer Coalition, NCCRT Steering Committee*

Kaitlin Sylvester, MPA, State-Based Health Systems Manager – Louisiana, American Cancer Society, Inc.

Lisa Roseland, Senior Manager, Healthcare and Benefits Operations, Ameren

Christopher Soriano, MD, Resident Physician, Internal Medicine, Penn State Health Milton S. Hershey Medical Center

#### **WORKSHOP #2**

### **Multicomponent interventions: Award Winning Programs**



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One exciting thing about the 80% by 2018 effort has been the proof of concept that evidence-based interventions work – especially when multiple strategies are implemented at the same time. Come hear about the impressive award-winning programs that have launched multiple component interventions – and have the rising screening rates to prove it!

*Moderated by Joseph E. Ravenell, MD, MS, Associate Professor of Medicine & Population Health; Associate Dean of Diversity Affairs and Inclusion; Director, Center for the Elimination of Cancer Disparities; Perlmutter Cancer Center, New York University School of Medicine*

### **Oklahoma City Indian Clinic**

Robyn Sunday-Allen, RN, MPH, Chief Executive Officer

### **Great Plains Quality Improvement Network**

Judy Beck, RN, MSN, QI Program Director, Quality Health Associates of North Dakota

### **The Ohio State University Comprehensive Cancer Center – Arthur G. James Cancer Hospital and Richard J. Solove Research Institute (OSUCCC – James)**

Darrell M. Gray, II, MD, MPH

## **WORKSHOP #3**

### **Public Health Wishlist: Know-How and Practical Advice from Experts who Can Push Your Public Health Efforts to the Cutting Edge**

Are you rich on content, but poor on style? Do you cringe when people mention the public health blogosphere? Does your latest YouTube video have two likes? Then this workshop is for you! Come hear from experts of other disciplines who can bring a new perspective that will help you creatively persuade your audience.

*Moderated by Caleb Levell, NCCRT Program Manager*

### **Getting Materials to Resonate: How to Effectively Share Information**

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

### **Effective Storytelling in Public Health**

Ryan Brock, Founder & CEO, Metonymy Media

### **Incorporating Video into Your Work**

Stand Up to Cancer (Invited)

## **WORKSHOP #4**

### **How to More Effectively Magnify and Disseminate our Knowledge**

There is so much know-how amongst NCCRT members, but often we struggle to get good information off the shelf and into practice. In this workshop, we look at three

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examples of how NCCRT partners have disseminated best practices, creating a ripple effect in their communities.

*Moderated by Jordan Karlitz Associate Professor of Medicine, Director, Hereditary GI Cancer and Genetics Program, Tulane University School of Medicine, Division of Gastroenterology*

### **Learnings from South Carolina's Champion Training**

Hiluv S. Johnson, MSW, University of South Carolina, Arnold School of Public Health

### **A Look at How Maine Used a Learning Collaborative to Create Change and Produce the Highest UDS CRC Screening Rate in the Nation**

Theresa Knowles, FNP-C, Chief Quality Officer, Penobscot Community Health Care

Jessica Reed, MSN, GNP-BC, Quality Improvement Manager, Maine Quality Counts

### **The Impact of California's Statewide Grants Program**

Margaret Hitchcock, PhD, Vice President, C4

## **WORKSHOP #5**

### **Influential Papers of 2018: *What Did We Learn from the Literature.***

The published literature this year offered a lot of learnings for us– everything from the impact of organized screening on uptake, incidence, and mortality to details on the promise of a mailed FIT program. Come get the details on some of the most relevant publications from 2018 from the authors who published them.

*Moderated by Steven Itzkowitz, MD, FACP, FACG, AGAF, Professor of Medicine and Oncological Sciences and Director of the GI Fellowship Program, Icahn School of Medicine at Mount Sinai, NCCRT Steering Committee*

### **Modifiable Failures in the Colorectal Cancer Screening Process and Their Association with Risk of Death**

Chyke A. Doubeni, MD MPH, The Harrison McCrea Dickson, M.D. and Clifford C. Baker, M.D. Presidential Professor, Associate Professor of Biostatistics and Epidemiology, Perelman School of Medicine, University of Pennsylvania

### **Effects of Organized Colorectal Cancer Screening on Cancer Incidence and Mortality in a Large, Community-based Population**

Theodore Levin, MD, Research Scientist, Kaiser Permanente Division of Research (Invited)

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### **Effectiveness of a Mailed Colorectal Cancer Screening Outreach Program in Community Health Clinics: The STOP CRC Cluster Randomized Clinical Trial**

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

WORKSHOP #6

### **What we Know and Don't Know about Screening 45 to 49 Year Olds**

During this workshop, we'll dig deeper into what we know and don't know about screening 45 to 49 year olds, including looking at insurance coverage, public attitudes, and preliminary data.

*Moderated by Durado Brooks, MD, MPH, Vice President, Cancer Control Interventions, American Cancer Society, NCCRT Steering Committee*

### **What Do We Know about Coverage for 45 to 49 Year Olds?**

Michelle DeFavero, MOT, MPH  
Senior Analyst, Policy Analysis and Legislative Support, American Cancer Society Cancer Action Network

### **The Insurer Perspective of Implementing a Guideline Change**

Paul Aitken MD MPH, Senior Medical Director, Clinical Transformation, Clinical Services and Solutions, Aetna

### **Attitudes of 45 to 49 Year Olds about CRC and CRC Screening**

Bill Willard, Director, Marketing Research, American Cancer Society, Inc.

11:15 AM

### ***Return to General Session***

11:30 AM

### **Lightning Round: *New and Innovative Efforts from Around the Table***

*Moderated by Heather Hampel, MS, LGC, Associate Director, Division of Human Genetics, The Ohio State University Comprehensive Cancer Center*

### **On-time Screening**

Whitney Jones, MD, Kentucky Cancer Foundation

### **March Forth: Tackling CRC Screening Rates One City at a Time**

Michael Sapienza, CEO Colorectal Cancer Alliance

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### **Health Equity And Literacy (HEAL) Colon Cancer Conference**

Erica Sutton, MD, FACS, Founder/President, Surgery on Sunday Louisville, Inc.;  
Associate Professor, University of Louisville School of Medicine

### **Accelerating Colorectal Cancer Screening and Follow-up through Implementation Science (ACCSIS)**

Cynthia A. Vinson, PhD, MPA, Senior Advisor for Implementation Science,  
Implementation Science Team, Division of Cancer Control and Population Sciences,  
National Cancer Institute

12:15 to 12:30 PM

### **Wrap up**

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

Snowball closing

12:30PM

### **Adjourn**