



AGENDA

NATIONAL COLORECTAL CANCER ROUNDTABLE ANNUAL MEETING
Charting Our Course to 80% in Every Community
Sheraton Inner Harbor Hotel
Baltimore, MD
November 19th, 20th and 21st

Tuesday, November 19th, 2019

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: Understanding the Menu of Colorectal Cancer Screening Tests: Overview of the options and when to choose which one**

Does your flight get in early on Wednesday? Then, you won't want to miss this overview of the screening modalities for colorectal cancer. Participants will learn about the stool-based tests and structural (visual) exams available to patients at average risk of colorectal cancer, including test efficacy, recommended screening intervals, and considerations to make in offering or selecting a particular test. This session is appropriate for those new to the field as well as intermediate/more advanced learners.

Stool-based Screening Modalities

Durado Brooks, MD, MPH, Vice President, Cancer Intervention, American Cancer Society, NCCRT Steering Committee, NCCRT Community Health Center Task Group Co-Chair (moderator and presenter)

Colonoscopy & Sigmoidoscopy

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Steven Itzkowitz, MD, Professor of Medicine and Oncological Sciences, Director, GI Fellowship Program, Icahn School of Medicine at Mount Sinai

CT Colonography

Cecelia Brewington, MD, FACR, Professor, Department of Radiology; Vice Chair, Community & Clinical Outreach; UT Southwestern Medical Center

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 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 NCCRT.

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.

4:00 PM to 4:55 PM **American Cancer Society Staff Dialogue**
(Open to ACS staff only)

5:00 PM to 6:30 PM **NCCRT Task Group Meetings - Project Planning, & Special Topic Discussions**

Policy Action
Public Awareness & Social Media
Community Health Centers
Family History & Early Onset CRC
Professional Education & Practice Implementation: Healthcare
Professional Education & Practice Implementation: Community Stakeholders

6:45 PM to 9:15 PM **NCCRT Steering Committee Meeting**
(Open to NCCRT Steering Committee members only)

Wednesday, November 20th, 2019

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

8:00 AM **Networking Breakfast**

NATIONAL COLORECTAL CANCER ROUNDTABLE MEETING

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% in Every Community: Progress Report

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

9:25 AM

The Nation's Roadmap for Improving Colorectal Cancer Screening Rates: The 80% in Every Community Strategic Plan

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

An Introduction to the Strategic Plan and Planning Process

Caleb Levell, MA - Director, NCCRT Director, Programs and Partnerships

Four Strategic Focus Areas

- Catalyzing Healthcare Systems
- Mobilizing at Public Touchpoints
- Breaking down Policy Barriers
- Assess and Build Capacity in Communities

Table Activity

10:25 AM

BREAK

10:45 AM

What do the Data Tell Us?

What can we Learn from the Latest Colorectal Cancer Screening Rate Trends over Time?

Moderated by Joseph Ravenell

Behavioral Risk Factor Surveillance System

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

National Health Interview Survey

Stacey Fedewa, Senior Principal Scientist, Surveillance Research, American Cancer Society, Inc.

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Healthcare Effectiveness Data

Mary Barton, MD, MPP, Vice President, Performance Measurement, National Committee for Quality Assurance

Uniform Data System

Minh Nguyen, Pharm D, MPH, Public Health Analyst, Health Resources and Services Administration

Q&A

12:00 AM

NETWORKING BREAK

12:10 PM

Lunch in plenary

1:10 PM

Communities of Success

Profiles of success from three 2019 80% in Every Community National Achievement Award honorees

Moderated by Emily Bell, MPH, Director, NCCRT - Colorectal Cancer Interventions

NOELA Community Health Center - Keith Winfrey, MD, MPH, Internist and Chief Medical Officer

Sanford Health - Tessi Ross, BSN, MPA, RN, CPHQ, Senior Quality Strategist – Sanford Clinics/Ambulatory, TCPI/COMPASS PTN Program Manager

AT&T (confirmed to participate, name TBD)

Q&A

2:10 PM

Early Age Onset Colorectal Cancer Update: Recent data and the emerging research agenda

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, NCCRT Steering Committee

Rebecca L. Siegel, MPH, Scientific Director, Surveillance Research, American Cancer Society

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

Q&A

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3:15 PM

Break and move to workshops

3:30 PM – 5:00 PM

Workshops

WORKSHOP #1

How to Make the Message Resonate: Innovative approaches to deliver screening recommendations that will resonate with your target audience

Moderator: TBD

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

Jamie Thompson, MPH, Senior Research Associate, Kaiser Permanente - Center for Health Research

Mike Flicker, MBA, Mike Flicker, MBA, Sage Scopes Director, Sage Programs, Minnesota Department of Health

WORKSHOP #2

How to Find Local Level Data and Put it into Action

To reach 80% in Every Community we will need to focus our efforts in communities that are experiencing disproportionate impacts from colorectal cancer, but how do we know where to focus our efforts? And how do we measure progress? This workshop will begin with an introduction to how to find colorectal cancer incidence, mortality, and screening rate data on the local and community level and then feature three partners who are implementing promising approaches.

How to find local level data

Heather M. Brandt, PhD, Associate Dean and Professor, University of South Carolina (moderator and presenter) (Wednesday)

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 (Thursday) and colleague, Magen Phillips

How to put it into action

March Forth - selecting Philadelphia, PA as a prime location for a four-pronged approach to increase CRC screening

Wendy Nickel, MPH, Vice President, Prevention, Colorectal Cancer Alliance

Using MN Community Measurement data to target the Somali community in Minneapolis–Saint Paul, MN

Abdifatah Haji, MBBS, MPH

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Analyzing cancer registry data to identify parishes with disproportionate late-stage disease in Louisiana

Lauren S. Maniscalco, MPH, Liaison, Louisiana Tumor Registry

WORKSHOP #3 State and Regional Colorectal Cancer Roundtable Information Exchange

Moderator: TBD

- *Beth McFarland, MD - Missouri Colorectal Cancer Roundtable*
- *Daniel (Stony) Anderson, MD - California Colorectal Cancer Coalition / West Coast Regional Colorectal Cancer Roundtable*
- *Jordan Karlitz, MD and Keith Winfrey, MD, MPH - Louisiana Colorectal Cancer Roundtable*
- *Andrea (Andi) Dwyer - Colorado Colorectal Cancer Roundtable*

WORKSHOP #4 Reaching Rural Populations: Profiles of success in reaching rural dwellers for colorectal cancer screening

Learn how three partners focused their efforts to assist rural dwellers in overcoming barriers to CRC screening and contribute to NCCRT's plans to develop a best practices toolkit on reaching rural communities.

Sanford Health

Laura Scott, MBA, Improvement Advisor, Safety and Quality

Colorado Colorectal Screening Program

Elsa Weltzien and Amie Muraski

TBD

WORKSHOP #5 Recent CRC Screening Policy Successes

Moderated by TBD

Maine - Rachel Marcus and Hilary Schneider (virtual), ACS CAN

Kentucky - Jason Baird and Whitney Jones

Recent research on CRC screening improvements in Medicaid expansion states - Robin Yabroff, Senior Scientific Director, Health Services Research, American Cancer Society, Inc.

WORKSHOP #6 Mailed FIT: What does the research tell us about successful strategies for reaching individuals for CRC screening by mail?

Gloria D. Coronado, PhD, Mitch Greenlick Endowed Senior Investigator in Health

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Disparities Research, Kaiser Permanente Center for Health Research, NCCRT Steering Committee (Moderator/Presenter)

Ma Somsouk, MD, MAS, Professor of Medicine, UCSF

Stacie Miller, Program Manager, Moncrief Cancer Institute

5:00 PM – 6:30 PM **Reception***

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

Thursday, November 21st, 2019

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

8:00 AM **The Colorectal Cancer Screening National Landscape: *Updates from federal and policy partners***

Moderated by TBD

Centers for Disease Control and Prevention

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

National Cancer Institute

Erica Breslau, PhD, MPH, Program Director, Health Systems and Interventions Research Branch

American Cancer Society Cancer Action Network

Rachel Marcus, State and Local Campaigns Manager

Fight Colorectal Cancer

Anjee Davis, MPPA, President, Fight Colorectal Cancer, Co-Chair, NCCRT Public Awareness & Social Media Task Group, NCCRT Steering Committee

9:05 AM **Lifetime Achievement Award to Ann Zauber, PhD, Attending Biostatistician, Memorial Sloan Kettering Cancer Center**

Introduction by Robert Smith, Co-Chair, NCCRT, Vice President Cancer Screening, American Cancer Society, Inc. confirmed

9:15 AM **Remarks from Ann Zauber, PhD, Memorial Sloan Kettering Cancer Center**

9:25 AM ***Move to workshops***

NATIONAL COLORECTAL CANCER ROUNDTABLE MEETING

9:40 AM to 11:00 AM Workshops

WORKSHOP #1 *Duplicate from day 1*

WORKSHOP #2 *Duplicate from day 1*

WORKSHOP #3 **Cost and Cost-effectiveness: Recent research on the economics of colorectal cancer screening**

Moderated by TBD

Uri Ladabaum, MD, MS, Professor of Medicine, Director, GI Cancer Prevention Program, Stanford University School of Medicine

Beverly B. Green, MD, MPH, Senior Investigator, Kaiser Permanente Washington Health Research Institute, Physician, Washington Permanente Medical Group, Family Medicine

Florence Tangka, PhD, Health Economist, Centers for Disease Control and Prevention

WORKSHOP #4 **How to Advance Colorectal Cancer Screening through Cancer Centers**

Moderator: TBD

Erica Breslau, PhD, MPH, Program Director, Health Systems and Interventions Research Branch, National Cancer Institute

Allison Rosen, Lead Project Coordinator, Baylor College of Medicine, Dan L Duncan Comprehensive Cancer Center, Office of Outreach and Health Disparities

Lewis Foxhall, MD, Vice President, Health Policy, Office of Chief Medical Officer, MD Anderson Cancer Center

WORKSHOP #5 **How to Identify Patients with Hereditary Colorectal Cancer (Panel genetic testing and tumor testing)**

Heather Hampel, MS, LGC, Associate Director, The Ohio State University Comprehensive Cancer Center, Human Genetics (moderator/presenter)

Jordan Karlitz, MD, Director, GI Hereditary Cancer and Genetics Program, Tulane University Cancer Center

Zsophia Stadler, MD, Medical Oncologist, Memorial Sloan Kettering Cancer Center

WORKSHOP #6 ***How to Ensure Follow Up to Abnormal FIT***

Moderated by TBD

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Rachel Issaka, MD, MAS, Assistant Member, Fred Hutchinson Cancer Research Center

Folasade (Fola) May, MD, PhD, Assistant Professor of Medicine, Director of Quality Improvement, UCLA Health; Veterans Affairs

Linda Rabeneck, MD, MPH, FRCPC, Vice President, Prevention & Cancer Control, Cancer Care Ontario

11:00 AM

Return to General Session

11:15 AM

Task Group Meeting Snapshots: Key points and takeaways

12:00 PM

Keynote

Cynthia (Cynt) Marshall, CEO, Dallas Mavericks

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

12:30 to 12:45 PM

Wrap up

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

12:45PM

Adjourn