



Arizona's Colorectal Cancer Roundtable

Monday, April 11, 2016

Desert Willow Conference Center

Phoenix, Arizona

Conference Agenda



Morning Session

9:30—10 a.m.

Registration & Networking

10—10:15 a.m.

Welcome & Opening Remarks

Stephanie Christiansen, Executive Vice President and Great West Division Operating Officer, American Cancer Society

Cara Christ, MD, Director, Arizona Department of Health Services

10:15— 10:45 a.m.

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Richard Wender, MD, Chief Cancer Control Officer, American Cancer Society

10:45—11:10 a.m.

Colorectal Cancer 101

Peter Lance, MD, University of Arizona Cancer Center

11:10—11:25 a.m.

Colorectal Cancer in Arizona

Georgia Yee, BSW, CTR, Chief, Arizona Cancer Registry, Arizona Department of Health Services

11:25—11:45 a.m.

Q&A Panel

Dave Nakashima, Facilitator

11:45 a.m.—12 p.m.

Break and Serve Lunch

Afternoon Session

12—12:30 p.m.

Ice Breaker

Dave Nakashima, Facilitator

12:30—1 p.m.

Young Onset Colorectal Cancer

Colleen Schwab, Vice President of Marketing and Communications,
Colon Cancer Alliance

1—1:20 p.m.

Arizona Strategic Planning: Increasing Screening Rates

Virginia Warren, MPA, Office Chief, Cancer Prevention and Control,
Arizona Department of Health Services

1:20—1:30 p.m.

Break

1:30—1:35 p.m.

Thank You—“Now the Work Begins!”

Richard Wender, MD, American Cancer Society

1:35—2:45 p.m.

Work Group Discussions

Dave Nakashima, Facilitator

2:45—3 p.m.

Meeting Wrap-Up

Dave Nakashima, Facilitator



Speaker Biographies

Keynote Speaker: Richard Wender, MD



Richard Wender M.D. is the Chief Cancer Control Officer of the American Cancer Society. In this role, he provides strategic direction for the Society's domestic and global cancer control activities, including prevention, early detection, treatment access, survivorship, palliative care, and patient and caregiver support. Dr. Wender also works closely with the American Cancer Society Cancer Action Network, the sister organization of ACS that addresses advocacy and policy issues at the federal and state level.

Prior to joining the American Cancer Society, Dr. Wender was the Alumni Professor and Chair of the Department of Family and Community Medicine at Thomas Jefferson University in Philadelphia, Pennsylvania. This department focused on building bridges between public health and primary care to address social determinants of disease and to provide comprehensive primary care services for diverse populations. He is a pioneer in the Patient Centered Medical Home and played a key role in Pennsylvania's PCMH multi-payer pilot program, including the CMS demonstration project.

Dr. Wender has participated in the design and authorship of many clinical guidelines, including screening for cancer, the care of cancer survivors, and the treatment of patients with Type 2 diabetes. In all of his leadership and academic roles, communication with clinicians and patients about clinical effectiveness and shared decision making has been a consistent focus.





Peter Lance, MD, FRCP

Dr. Lance obtained his undergraduate, masters and medical degrees from the University of Cambridge in the UK. He completed residency training in internal medicine at the University of Birmingham Hospitals and fellowship training in GI at the Westminster Hospital and Medical School, London University. He came to the US in 1981 and has worked at the University of California, San Francisco; Brown University, Providence, Rhode Island; and Roswell Park Cancer Center and the University of Buffalo in Buffalo, New York. He came to the University of Arizona from Buffalo in 2001. He is currently Deputy Director of the University of Arizona Cancer Center. Dr. Lance's research interests are in the mechanisms of colorectal cancer and methods for preventing the disease. He has had continuous extramural funding from NIH, and earlier the VA, since 1990.



Georgia Yee, BSW, CTR

Georgia Yee is the Office Chief of the Office of Health Registries for the Arizona Department of Health Services. In this capacity she oversees the operations of the Arizona Cancer Registry and the Birth Defects Monitoring Program. Ms. Yee has been with the Department of Health Services for over 25 years. She started as the Manager of the cancer registry and has been involved with all operational aspects of running the registry. She is certified through the National Cancer Registrars Association as a Certified Tumor Registrar (CTR) and has a Bachelor of Social Work degree from Arizona State University. She is an active member of the North American Association of Central Cancer Registries and has held various professional appointments.



Colleen Schwab



Colleen Schwab is the Vice President of Marketing and Communications at the Colon Cancer Alliance, a national patient advocacy organization located in Washington, DC. She has worked in the nonprofit sector for the last 15 years where she has raised millions of dollars for various missions while simultaneously building awareness and community engagement campaigns. As an agent for change, she believes that effective marketing, access to resources, and passion help to move a mission forward and create fundamental solutions. In her work at the Colon Cancer Alliance she has transformed the organization's online presence by launching a new website, growing social media engagement by more than 300%, and overhauled the organization's messaging. She has worked for Habitat for Humanity and Partnership for a Drug-Free America, in addition several other community organizations.

Colleen currently resides in Phoenix, Arizona. She received a Bachelor of Art in Communications and Public Relations from Arizona State University. She has a familial connection to colon cancer and is deeply passionate about the need to address early onset occurrence and the work being done at the Colon Cancer Alliance.

Facilitator: Dave Nakashima



For over thirty years, Dave has worked in the field of developing and implementing culturally appropriate and linguistically accessible educational, social and health services to culturally diverse communities. As a national consultant, he focuses his facilitation, training, technical assistance and curriculum development to build individual and organizational capacities in the areas of collaboration, strategic planning and equity & inclusion.

He has experience guiding collaborative efforts with community based providers, county and state health departments, national non-profit organizations and federal agencies. A partial list of his clients include the American Cancer Society, American Medical Association, Asian & Pacific Islander American Health Forum, Brown University, California Department of Education, California Department of Public Health, Centers for Disease Control and Prevention, Corporation for National and Community Service, Kaiser Permanente, Latino Coalition for a Healthy California, Legacy, Monterey Bay Aquarium, National MultiCultural Institute, Praxis Project, Project for Public Spaces and United Way of America.

Dave holds a Master of Science in Cross-Cultural Counseling Psychology from San Francisco State University and Bachelor of Arts in Psychology and Sociology from the University of California, Santa Cruz.

Notes



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