2013 Annual Meeting
Cancer Care Transformation: The Future of Healthcare in Michigan

November 20, 2013
The Michigan State University Club & James B. Henry Center Lansing, MI

Register Online Now

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### Conference Agenda — Wednesday, November 20th

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<tr>
<td>7:30am</td>
<td>Registration Open</td>
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<td>7:30am</td>
<td>Poster Setup</td>
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<tr>
<td>8:00am</td>
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| 9:00am   | Opening Keynote: State Level Delivery System and Payment Reform Innovation: Emerging Opportunities to Improve Cancer Screening, Early Detection and Cancer Care Management  
- Tony D. Rodgers; Principal Health Management Associates  
  Presentation will cover impact of the ACA and coverage expansion, emerging delivery system models, care management innovation on health care quality, access, population health, and cost. Discussion will include new opportunities for cancer care delivery and reimbursement innovation. The presentation will also discuss the principles of value-based cancer prevention and care delivery that focuses on paying for outcomes, reducing health disparities, and cost effective cancer care. |
| 10:00am  | Concurrent Session I                                                |
- Frances Wallace; Principal FKW Consulting, LLC  
  It is a time of tremendous and unprecedented healthcare transformation in Michigan. This session will provide current information on the state of Michigan’s Medicaid expansion, progress toward enrollment in Michigan’s Health Insurance Exchange including system navigation, implementation and operational issues. |
| B.       | Success: Michigan Cancer Prevention Initiatives  
- Erika VanDam; Health Department of Northwest Michigan  
- Barbara Auten, CHPN, RN, BSN; Western UP Health Dept.  
- Sally Papes, District Health Department #10  
- Tammy Schrock, MBA; Kalamazoo Colorectal Cancer Awareness Network, West Michigan Cancer Center  
- Moderator: Lyni Nowak, FNP-BC, BCIM; Spectrum Health Reed City  
  This year, MDCH funded four MCC Member Organization’s community implementation projects focused on cancer prevention & early detection. Project representatives will discuss interventions and strategies they utilized in implementing the following projects: Increasing access to fruits and vegetables in low income populations; ensuring smoke free beaches and parks; HPV information and immunization campaign; a worksite wellness intervention and increasing colorectal cancer screening rates. |
| C.       | Survivorship: A Continuum of Care  
- Joy Berwald, Fitness Director, Westside Community YMCA  
- Samantha A. Rowland, LMSW, OSW-C; Director of Social Services, West Michigan Cancer Center  
- Kristin Rousseau, PT, DPT, CLT, Certified Lymphedema Therapist; McLaren Bay Region STAR Program  
- Moderator: Lori Pearl Kraus, PhD, CS, FNP-BC; Mary Free Bed Rehabilitation Hospital  
  Cancer survivors face ongoing health challenges post treatment. The session will begin with an overview of survivorship and the various approaches to care after treatment. A panel presentation will discuss various approaches to survivorship care that include clinical oversight, community support programming, and rehabilitative services. |
| 11:15am  | Break & Poster Viewing  
Please take some time to meet with our poster presenters and learn about cancer control projects in Michigan! |
| 11:45am  | Concurrent Session II                                               |
| D.       | Lung Cancer Screening: Now What?  
- Gerald Bepler, MD, PhD; President and CEO; Barbara Ann Karmanos Cancer Institute  
- Jill M. Loewen, RDA, BS, MS; Project Coordinator for Tobacco & QI Programs, Certified Tobacco Treatment Specialist  
  The evidence is in and the recommendations have been made. Listen to experts discuss next steps along with the crucial role of tobacco cessation. With evidence from the National Lung Screening Trial and recommendations from the United States Preventive Services Task Force (USPSTF) and other professional organizations, lung cancer screening is at the forefront of cancer prevention. In this timely session, experts will discuss the recommendations from a clinical / provider, community, and health disparity perspective. This session will also address tobacco cessation evidence-based approaches, resources, outreach into disparate populations, and key messages to assist Michigan Cancer Consortium members and the communities they serve. |
| E.       | The Challenges of Community Based Colorectal and Breast Cancer Research and Outreach in Detroit and New York City  
- Hayley S. Thompson, PhD; Population Studies and Disparities Research Program, Wayne State University School of Medicine  
  This session will provide an overview of ongoing NIH funded research examining patient navigation to increase colorectal cancer screening among African Americans in New York City and the challenges in replicating these efforts in the metropolitan Detroit area. Preliminary data will be presented and specific implementation issues addressed, including partnership building, integration of local public health resources, and funding. The session will also compare and contrast the implementation of a national breast cancer outreach and education model in the two cities and expansion efforts. |
| F.       | Race and Ethnicity Data Collection and Biospecimen Collection and Use in Research  
- Susan Hoppough, PhD, RN; Director of Research and Innovation, Mercy Health Saint Mary’s  
- Lisa Berry Bobovski, MA; Scientific Director, Behavioral and Field Research Core, Populations Studies and Disparities Research Program, Oncology Department, School of Medicine University School of Medicine  
- David Nerenz, PhD; Director, Center for Health Services Research, Henry Ford Health System  
  This session will highlight MCC Member Organizations that have innovative programs that improve race, ethnicity data and biospecimen collection. Henry Ford Health System has implemented a tool to explain the importance of race and ethnicity data collection and Mercy Health, as a National Cancer Institute’s National Community Cancer Center Program will share lessons learned related to process, education and the costs of implementation. Karmanos Cancer Institute’s Population Studies and Disparities Research Program will share research from a community based behavioral research project related to biospecimen collection and use in research. |
1:00 pm Lunch

1:30 pm Closing Keynote Speaker
- John Polanowicz; Secretary, Massachusetts Health and Human Services
  *In this closing keynote address, Secretary Polanowicz will discuss Access, Cost and Quality of Care: Where Are We Headed?

2:30 pm Spirit of Collaboration Awards

2:45 pm Closing Remarks & Call to Action by MCC Co-Chairs
- Susan Hoppough, PhD, RN
- Aaron Scholnik, MD

3:00 pm Meeting Adjourned

**Board of Directors Meeting**
The November 2013 MCC Board of Directors Meeting will begin immediately following the Annual Meeting. Please join us.

**Poster Presentations**
This year’s meeting will feature posters from MCC Member Organizations that highlight Cancer Health Disparities or Policy, System & Environmental Change (PSE). Do you have a special project you would like to showcase? This is your opportunity to share your success.

Please submit a poster online at: 
**MCC Poster Submission**
Deadline for poster/exhibit application is Monday, October 14, 2013. For questions or more information, contact Amy Stagg at (517)324-7310 or stagga@michigan.gov.

**Continuing Education**
This activity has been submitted to the Oncology Nursing Society for approval to award contact hours. ONS is accredited as an approver of continuing nursing education by the American Nurses Credentialing Center’s COA.

**Meeting Location**
The University Club of Michigan State University & James B. Henry Center for Executive Development
3435 Forest Road, Lansing, MI 48910
517-353-4350

Directions: Exit US 127 at the Jolly Road exit (1 exit north of I-96 intersection). At the end of the exit ramp turn left (east) on Dunkel. Turn left (north) on Collins Road. In approximately one mile, turn left (west) on Forest Road. The Henry Center and Candlewood Suites is located on the immediate right.

**Hotel Information**
Candlewood Suites
*(located adjacent to the Henry Center)*
A block of rooms has been reserved at the Candlewood Suites. The MCC group rate is $75.00 for a Studio Suite and $95.00 for a 1 Bedroom Suite (plus 6% sales and 5% county taxes). To make your reservation, call the hotel directly at: 517-351-8181 and request the 2013 Michigan Cancer Consortium group rate.