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**pennsylvania**  
DEPARTMENT OF HEALTH

# 2019 Pennsylvania Cancer Conference

## The Path Forward...Today, Tomorrow & Beyond

**April 10-11, 2019**

## Welcome to the 2019 Pennsylvania Cancer Conference!

### The Path Forward...Today, Tomorrow & Beyond

We would like to welcome you to the Pennsylvania Cancer Conference. We have assembled an outstanding array of speakers to talk about Pennsylvania's public health goals for cancer control and prevention, emerging topics in cancer control, and the strategies in use by our public health partners working in policy, research, clinical practice, community health, and cancer advocacy. They represent an incredible force of knowledge, talent and skill from across the state.

We ask you to be active participants in the conference, engaging with speakers and colleagues throughout the sessions. The information you gain can benefit you as an individual or your organization and make us all a healthier, well-connected community. Together, we can make a truly meaningful impact on the cancer burden in Pennsylvania.

Enjoy these education days and thank you for your attendance.

**Margaret "Peg" A. O'Grady, RN, MSN, OCN**  
Vice-Chair, Pennsylvania Cancer Control,  
Prevention and Research Advisory Board

**Mark J. Wojtowicz, MS, MBA**  
Co-Chair, Pennsylvania  
Cancer Coalition

**Kate A. Mastalski, CHES**  
Co-Chair, Pennsylvania  
Cancer Coalition

#### TO LEARN MORE ABOUT:

- Pennsylvania's Five-year Goals for Cancer Control, turn to page 11.
- What You Can Do for Cancer Control, turn to page 12.
- Pennsylvania's Collaborative Approach to Cancer Control and how to join the Pennsylvania Cancer Coalition, turn to page 13.

## FEATURED SPEAKERS

Wednesday | April 10, 1:30 PM - 2:30 PM

### Plenary Session: Health Economics



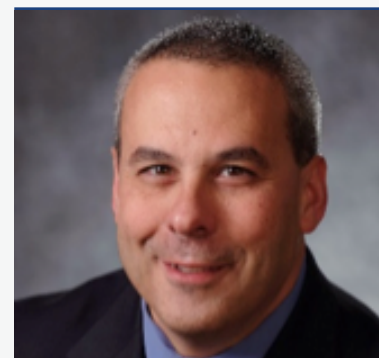
**Lindsay M. Sabik, PhD**

*Associate Professor in the Department of Health Policy and Management, University of Pittsburgh Graduate School of Public Health; a Member of the UPMC Hillman Cancer Center Biobehavioral Oncology Program; and Director of the Workgroup on Cancer Health Services Research within the University of Pittsburgh's Health Policy Institute.*

Dr. Sabik is a health economist and health services researcher focused on investigating the impact of state and federal policies on healthcare access, utilization, and health outcomes, with a particular focus on cancer care for underserved patient groups.

Wednesday | April 10, 2:45 PM - 3:45 PM

### Plenary Session: Behavioral Interventions



**Frank T. Leone, MD**

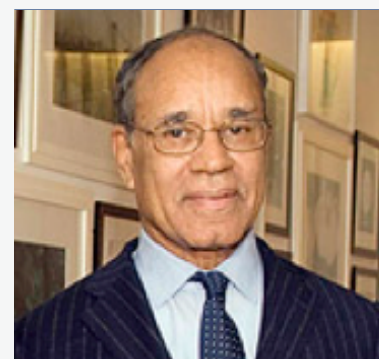
*Director of Comprehensive Smoking Treatment Programs and Professor of Medicine at the Hospital of the University of Pennsylvania.*

Dr. Leone investigates advanced treatment strategies for tobacco use disorder and educational strategies for improving the care of the tobacco dependent patient.

Dr. Leone is a member of the Society for Research on Nicotine and Tobacco, the American College of Chest Physicians, and the American Thoracic Society. He has served as a legislative appointee to the Governor's Tobacco Use Prevention and Cessation Advisory Committee since 2001.

Thursday | April 11, 11:15 AM - 12:15 PM

### Keynote Session: Patient Navigation



**Harold P. Freeman, MD**

*CEO, President and Founder of the Harold P. Freeman Patient Navigation Institute in New York, New York.*

In 2007, as a direct result of a \$2.5M grant received from the Amgen Foundation, the Ralph Lauren Center for Cancer Care and Prevention established the Harold P. Freeman Patient Navigation Institute (HPFPNI) to support patient navigation training to individuals associated with organizations. The Institute opened its doors to address the growth in patient navigation programs, but also to offer standards and best practices that are customizable to meet each program's needs.

Dr. Freeman is Emeritus Professor of Surgery at Columbia University. For twenty-five years (1974–1999), Dr. Freeman was Director of Surgery at Harlem Hospital in New York. During that time, he held the position of Professor of Clinical Surgery at Columbia University College of Physicians and Surgeons.

## CONFERENCE NOTES AND FOLLOW-UP

On Day 1, all conference sessions are located on the 11th floor of Harrisburg University. On Day 2, panel sessions will use rooms on the 11th, 12th, and 14th floors. To move from floor to floor or to exit the building, you will need to request assistance at the elevators.

Restrooms are available on each floor. On the 11th and 12th floors, they are opposite the elevators. On the 14th floor, they are outside the main doors to the auditorium. A mother's room is available for mothers who are breastfeeding. Please see the conference registration desk for details.

Harrisburg University is a non-smoking facility.

Cell phones and other devices that make noise should be disabled during sessions. If you must take a call, please exit the session as quietly as possible and take the call in the corridor.

**SSID:** CancerSummit

**Password:** April2019

Following the conference, recorded sessions will be available on the Harrisburg University website at <http://summits.HarrisburgU.edu/cancer-summit/>.

An electronic conference evaluation survey will be sent to attendees. Your feedback helps determine the value of future cancer conferences in Pennsylvania. Please take a few minutes to provide feedback on your experience of the conference.

The 2019-2023 Pennsylvania Cancer Control Plan is in the final stages of review. A notice will be sent to conference attendees when the Cancer Plan is available.



The Pennsylvania Cancer Coalition meets quarterly to review progress toward cancer goals.

## SCHEDULE

### DAY 1 | WEDNESDAY, APRIL 10

TIME	SESSION OR ACTIVITY	INVITED SPEAKERS	ROOM
11:30 – 12:30	<b>Networking and Registration</b>		11th Floor
12:30 – 1:00	<b>Conference Welcome</b>	<b>Margaret “Peg” A. O’Grady, RN, MSN, OCN</b> Pennsylvania Cancer Control, Prevention and Research Advisory Board  <b>Eric D. Darr</b> , Harrisburg University	
1:00 – 1:30	<b>Pennsylvania’s Five-year Cancer Goals</b>	<b>Sharon H. Sowers</b> , Comprehensive Cancer Control Program, Pennsylvania Department of Health <i>Pennsylvania’s Path Forward</i>	1151
1:30 – 2:30	<b>Plenary Session: Health Economics</b>	<b>Introduction: Lisa D. Lorence</b> , University of Pittsburgh  <b>Lindsay M. Sabik, PhD</b> , University of Pittsburgh <i>Access to Cancer Screening and Treatment in a Changing Health Policy Landscape</i>	1151
2:30 – 2:45	<b>Break</b>		
2:45 – 3:45	<b>Plenary Session: Behavioral Interventions</b>	<b>Introduction: Charnita M. Zeigler-Johnson, PhD, MPH</b> Thomas Jefferson University  <b>Frank T. Leone, MD, MS</b> , University of Pennsylvania <i>Treating Tobacco Dependence in Cancer Patients: #wecandomore</i>	1151
3:45 – 4:30	<b>Networking</b>		11th Floor

SCHEDULE

DAY 2 | THURSDAY, APRIL 11

TIME	SESSION OR ACTIVITY	INVITED SPEAKERS	ROOM
7:30 – 8:00	Breakfast and Networking		11th Floor
8:00 – 8:15	2nd Day Welcome	Kate A. Mastalski, CHES, Pennsylvania Cancer Coalition Mark J. Wojtowicz, MS, MBA, Pennsylvania Cancer Coalition	1151
8:15 – 9:00	Pennsylvania’s Public Health Approach to Cancer Genomics/Genetics	Genomics/Genetics Committee of the Pennsylvania Cancer Control, Prevention and Research Advisory Board  Introduction: Loren K. Robinson, MD, MSHP, Deputy Secretary for Health Promotion and Disease Prevention, Pennsylvania Department of Health  Moderator: Margaret A. O’Grady, RN, MSN, OCN, Abington-Jefferson Health System; Committee Co-Chair  • Surveillance Recommendations: Susanne M. Gollin, PhD, FFACMG, University of Pittsburgh; Committee Co-Chair  • Education Recommendations: Andrea Forman, MS, LCGC, Fox Chase Cancer Center  • Policy Recommendations: Alanna Kulchak Rahm, MS, PhD, LGC, Geisinger	1151
9:00 – 9:10	Introduction to the Panels	Kate A. Mastalski, Mark J. Wojtowicz	1151
9:10 – 9:30	Break		
9:30 – 11:00	Panel Presentations	• Prevention • Screening • Diagnosis & Treatment • Quality of Life	1205 1151 14th Floor Auditorium 14th Floor Boardroom
11:00 – 11:15	Break		

SCHEDULE

DAY 2 | THURSDAY, APRIL 11

TIME	SESSION OR ACTIVITY	INVITED SPEAKERS	ROOM
11:15 – 12:15	Keynote Session: Patient Navigation	Introduction: Rebecca S. Kishbaugh, Division of Cancer Control and Prevention, Pennsylvania Department of Health  Harold P. Freeman, MD The Harold P. Freeman Patient Navigation Institute <i>Patient Navigation Across the Health Care Continuum</i>	1151
12:15 – 1:15	Lunch		11th and 12th Floors
1:15 – 2:45	Panel Presentations	• Prevention • Screening • Quality of Life	1151 1205 14th Floor Auditorium
2:45 – 3:00	Break		
3:00 – 3:30	Get Involved!	Margaret A. O’Grady, RN, MSN, OCN, Pennsylvania Cancer Control, Prevention and Research Advisory Board	1151
	Conference Closure		



PANEL PRESENTATIONS

DAY 2 | THURSDAY, APRIL 11

TIME	SESSION OR ACTIVITY	INVITED SPEAKERS	ROOM
PREVENTION			1205
9:30 – 11:00	Moderator	Michael T. Halpern, MD, PhD, MPH, Temple University College of Public Health	
	Addressing Obesity: Promoting Lifelong Lifelong Health through Community Partnerships	Joe-Anne Ward-Cottrell, MPH, WellSpan Community Health and Wellness	
	Penn State REACH: A Community-driven Project to Reduce Health Disparities among Hispanics in Central Pennsylvania	William A. Calo, PhD, JD, MPH, Penn State Cancer Institute	
	Radon Mitigation for Lung Cancer Prevention	William P. Brodhead, WPB Enterprises, Inc.	
	Barriers and Facilitators to HPV Vaccine Uptake in Western PA: A Provider and Parental Perspective	Lyn B. Robertson, DrPH, MSN, BSN, Pennsylvania Immunization Coalition	
SCREENING			1151
9:30 – 11:00	Moderator	Jennifer Pensinger, Pennsylvania Breast Cancer Coalition	
	Breast Cancer Screening in 2019: Not all Breasts are Created Equal	Rena B. Kass, MD, FACS, Penn State Cancer Institute	
	Building and Sustaining a Navigation Program for Underserved Patients at an Academic Medical Center	Carmen E. Guerra, MD, MSCE, FACP, Hospital of the University of Pennsylvania	
	Lung Cancer Screening— A Thoracic Surgeon’s Passion for Saving Lives	Troy A. Moritz, DO, FACOS, UPMC Pinnacle	
	Having the Conversation about Prostate Cancer Screening	R. Scott Owens, MD, Urology of Central PA	

PANEL PRESENTATIONS

DAY 2 | THURSDAY, APRIL 11

TIME	SESSION OR ACTIVITY	INVITED SPEAKERS	ROOM
DIAGNOSIS & TREATMENT		14TH FLOOR AUDITORIUM	
9:30 – 11:00	Moderator	Karen M. Saunders, Northeast Regional Cancer Institute	
	Improving Access to Clinical Trials	Heather H. Albertson, RN, BSN, CCRP, Geisinger Cancer Institute	
	Facing a New Diagnosis of Lung Cancer and Treatment Options	Jessica R. Bauman, MD, Fox Chase Cancer Center	
	Personalized Medicine in Treatment of Cancer	Savitri P. Skandan, MD, Lehigh Valley Cancer Institute	
	Multidisciplinary Care in the Treatment of Cancer	Kathleen M. Sevedge, RN, MA, AOCN, Lehigh Valley Cancer Institute	
QUALITY OF LIFE		14TH FLOOR BOARDROOM	
9:30 – 11:00	Moderator	Diana Fox, MED, American Cancer Society, Inc. Northeast Region	
	LIVESTRONG® at the YMCA Cancer Survivor Program	Amy E. Jacobs, Harrisburg Area YMCA Association	
	Palliative Oncology Standards: How to Measure Up	Kristina B. Newport, MD, FAAHPM, Penn State Health	
	The Role of Radiation in the Palliation of Cancer Patient	Eric M. Horwitz, MD, FABS, FASTRO, Fox Chase Cancer Center	
	Life After a Cancer Diagnosis	Brian A. Jones, Cancer Survivor and Pennsylvania Prostate Cancer Coalition	

PANEL PRESENTATIONS

DAY 2 | THURSDAY, APRIL 11

TIME	SESSION OR ACTIVITY	INVITED SPEAKERS	ROOM
PREVENTION			1151
1:15 – 2:45	Moderator	Pam Schauer, American Cancer Society, Inc. Northeast Region	
	Community-supported Radon Measurement and Mitigation	Nathaniel (Nate) L. Burden, Jr., American Association of Radon Scientists and Technologists (AARST)	
	Promoting Human Papillomavirus (HPV) Vaccination in Primary Care and Dental Practices	Victor Alós-Rullán, DMD, MPH, MS, Chester County Immunization Coalition	
	Rural/Urban Differences in Cancer Prevention and Screening: Implications for Pennsylvania and Beyond	Jennifer L. Moss, PhD, Penn State Cancer Institute	
	Cancer and Obesity: The Challenge of Prevention and Treatment	Theodore K. Kyle, RPh, MBA, ConscienHealth	
SCREENING			1205
1:15 – 2:45	Moderator	Christine M. Valania, MSW, LCSW, Geisinger Hazleton Cancer Center, Geisinger Medical Oncology Pottsville	
	The Power of Education in Shared Decision-Making for Breast Cancer Screening	Betsy B. Aumiller, Med, DEd, Penn State Cancer Institute	
	Colorectal Cancer Screening	Marianne T. Ritchie, MD, Thomas Jefferson University	
	Using a Learning Community Strategy to Engage Health Systems in Lung Cancer Screening	Ronald E. Myers, DSW, PhD, Thomas Jefferson University	
	Physician-Led Quality Improvement Collaborative: The Power of Insight	Serge Ginzburg, MD, FACS, Albert Einstein Medical Center	

PANEL PRESENTATIONS

DAY 2 | THURSDAY, APRIL 11

TIME	SESSION OR ACTIVITY	INVITED SPEAKERS	ROOM
QUALITY OF LIFE		14TH FLOOR AUDITORIUM	
1:15 – 2:45	Moderator	Ruth A. Modzelewski, PhD, Susan G. Komen Greater PA	
	Practicing Palliative Care	Christopher A. Peters, MD, Northeast Radiation Oncology Centers	
	Survivorship Care: Individualized Assessment that Informs Surveillance and Recovery Strategies	Randall A. Oyer, MD, Lancaster General Health	
	Integrating Palliative Care with Community Oncology	Kathy J. Selvaggi MS, MD, FAAHPM, Butler Health System	
	Keep on Moving—The Importance of Exercise in Prevention and Reduction Recurrence of Breast Cancer	Sharon N. Cowden, MD, UPMC Magee-Women’s Hospital, Breast Cancer Survivor	

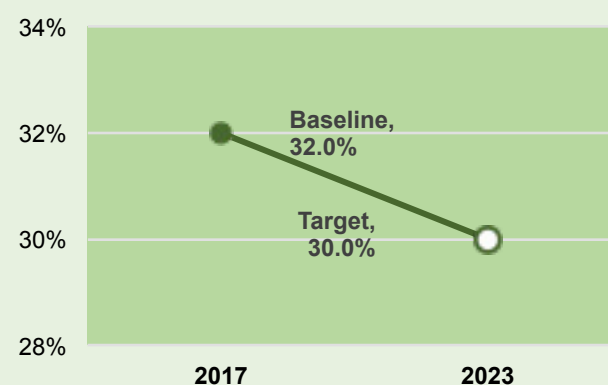
## Pennsylvania Cancer Control Plan

The 2019-2023 Pennsylvania Cancer Control Plan presents a strategy for the measurable reduction of cancer incidence and mortality in Pennsylvania. The plan's 15 goals address the most preventable cancers, detectable cancers with the highest rates of incidence, new technologies for treating cancer, and areas of care that can enhance survivorship. Baseline measures and five-year targets for nearly all goals establish the direction and scale of impact. Strategies for achieving these targets were selected by cancer stakeholders for their relevance to Pennsylvania's systems and public health culture.

### ADULT OBESITY PREVENTION

#### Objective

*Decrease the rate of adult obesity by 2 percentage points*



Source: Behavioral Risk Factor Surveillance System

*The Plan illustrates each goal's baseline and target.*

The Cancer Plan incorporates data from the Pennsylvania Department of Health's new Cancer Statistics Dashboard. You can access it here: <https://www.health.pa.gov/topics/HealthStatistics/CancerStatistics/dashboard/Pages/Cancer-Dashboard.aspx>.

Read more about each of these organizations on page 13.

<b>Increasing Health Equity</b>	Goal 1	Increase Access to Regular Health Care for Pennsylvanians
	Goal 2	Increase Health Literacy
<b>Prevention Through Healthy</b>	Goal 3	Increase HPV-vaccinated Adolescents
	Goal 4	Prevent Lung Cancer from Tobacco and Radon Exposure
	Goal 5	Prevent Skin Cancer
	Goal 6	Reduce Obesity
	Goal 7	Expand Liver Cancer Prevention Efforts
<b>Screening and Early Detection of Priority Cancers</b>	Goal 8	Increase Breast Cancer Screening
	Goal 9	Increase Cervical Cancer Screening
	Goal 10	Increase Colorectal Cancer Screening
	Goal 11	Detect Lung Cancer Earlier
	Goal 12	Detect Prostate Cancer Earlier
<b>Diagnosis and Treatment of Cancer Patients</b>	Goal 13	Increase Participation in Cancer Clinical Trials
	Goal 14	Increase Genetic Counseling and Testing
<b>Quality of Life for Cancer Survivors</b>	Goal 15	Increase the Five-year Cancer Survival Rate

*The 2019-2023 Pennsylvania Cancer Control Plan is in the final stages of review. A notice will be sent to conference attendees when the Cancer Plan is available.*

WHAT YOU CAN DO

Everyone in Pennsylvania has a role to play in preventing and controlling cancer, and in supporting Pennsylvania’s cancer survivors. Together we can make a difference.

● Prevention
● Early Detection
● Diagnosis & Treatment
● Survivorship

ANY PENNSYLVANIAN CAN...

Maintain healthy weight by eating well and exercising.	● ● ● ●
Use sun protection and refrain from indoor tanning.	● ● ● ●
Get vaccinations that prevent cancer, such as HPV.	● ● ● ●
Be screened for cancer according to national guidelines.	○ ● ● ●
Get tested for high-risk infections.	○ ● ● ●
Support smoke-free workplaces, schools and parks, and quit smoking.	● ● ● ●
Get homes and other buildings tested for radon.	● ● ● ●
Participate in cancer research through surveys, trials and/or other methodologies.	● ● ● ●
Volunteer to help those whose lives are affected by cancer.	○ ● ● ●

LOCAL PUBLIC HEALTH AGENCIES AND COMMUNITY ORGANIZATIONS CAN...

Collaborate to remove barriers to cancer prevention, screening, treatment, and support.	● ● ● ●
Provide or host cancer survivor support groups.	○ ● ● ●
Promote the use of community health workers (CHW) to improve access to health care.	● ● ● ●
Provide cancer information that is culturally and linguistically appropriate to those you serve.	● ● ● ●
Help those you serve find cancer screenings and immunizations covered by their insurance.	● ● ● ●

PROVIDERS AND HEALTH CARE SYSTEMS CAN...

Communicate clearly with patients based on gender, age, culture, language, and education.	● ● ● ●
Offer patient navigation for cancer screening, treatment, and survivorship.	● ● ● ●
Expand the use of telemedicine.	● ● ● ●
Use reminder and recall systems to keep patients current on cancer screenings and vaccinations that prevent cancer.	● ● ● ●
Talk to patients about personal or family cancer history.	● ● ● ●
Connect patients to cancer clinical trials.	○ ● ● ●
Expand palliative care services.	○ ● ● ●

HEALTH INSURERS AND POLICYMAKERS CAN...

Support access to and coverage of smoking cessation, nutrition programs, and cancer treatment drugs.	● ● ● ●
Ensure no cost sharing for all recommended cancer screenings and immunizations.	● ● ● ●
Streamline access and reduce out-of-pocket costs to participate in cancer clinical trials.	○ ● ● ●
Support policies that make it easy for Pennsylvanians to make healthy choices and to reduce their exposure to environmental carcinogens.	○ ● ● ●

EMPLOYERS AND PROFESSIONAL ORGANIZATIONS CAN...

Adopt policies to support healthy food choices, wellness, and breastfeeding.	● ● ● ●
Support cancer survivors so they can continue to be successful employees.	○ ● ● ●
Offer employee benefits that encourage wellness.	● ● ● ●
Provide time off for recommended cancer screenings and immunizations.	● ● ● ●

Pennsylvania’s Collaborative Approach to Cancer Control

Pennsylvania Cancer Advisory Board

The **Pennsylvania Cancer Control, Prevention and Research Advisory Board** advises the Secretary of Health with respect to the cancer burden and cancer control activities in the Commonwealth. The Cancer Advisory Board or CAB oversees the development of Pennsylvania’s five-year Cancer Control Plan and its implementation through the Department of Health’s Comprehensive Cancer Control Program. Board members represent the fields of medicine, oncology nursing, health care administration, public health, community health nursing, and consumers, as established by law.

Pennsylvania Department of Health

The **Pennsylvania Department of Health** has three programs to address statewide cancer control. The Comprehensive Cancer Control Program monitors public health and plans, implements, and evaluates cancer control initiatives. The Department’s HealthyWoman Program (HWP) provides breast and cervical cancer screening services to low income, uninsured, or underinsured women. The Pennsylvania Cancer Registry collects demographic, diagnostic, staging, and treatment information on all patients diagnosed and treated at hospitals, laboratories, other health care facilities, and by healthcare practitioners in Pennsylvania.

Pennsylvania Cancer Coalition

The **Pennsylvania Cancer Coalition** engages stakeholders in implementing the Pennsylvania Cancer Control Plan through its sub-committees and work groups. Its governance includes co-chairs and an Executive Team. As the statewide coalition, membership is open to all cancer stakeholders, including private and non-profit organizations; health care providers and organizations; business coalitions; academic institutions; local regional and state government agencies; researchers; cancer survivors and individuals. To learn more about the PCC, scan the QR code below.



Join the Pennsylvania Cancer Coalition and engage in its activities on LinkedIn.



## Healthy Living Practices



**LiveHealthyPA.com** is an online connection for communities, schools, organizations, and businesses to access information and share ideas about preventing chronic disease and injury. The website provides programs, data, and resources to help these target audiences address challenges in improving the health of their members.

While general information is available on the site, the Healthy Living Practices Database is a core component. The searchable database allows users to find successful chronic disease and injury prevention programs or practices occurring in Pennsylvania for replication in their local community, school, business, or organization. Healthy Living Practices range from “new” or emerging programs to those “best” practices where outcomes have been formally evaluated.

**Are your signature programs and practices listed among Healthy Living Practices?**  
**Visit [LiveHealthyPA.com](http://LiveHealthyPA.com) to participate.**

## CONFERENCE TIP:

Engage with our speakers and panelists.  
Prepare a question from each session you plan to attend.

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## CONFERENCE TIP

Commit to acting on one or two strategies or approaches you've heard about at the conference once you return to your field of work.

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**Funding for this conference was made possible, in part, by the Centers for Disease Control and Prevention.**

The views expressed in written conference materials or publications and by speakers and moderators do not necessarily reflect the official policies of the Department of Health and Human Services, nor does the mention of trade names, commercial practices, or organizations imply endorsement by the U.S. Government or the Commonwealth of Pennsylvania.