



**Colorectal Cancer Taskforce Meeting Notes
March 9, 2010**

Attendees: Jill Asrael, Lee Richman, Chris Jewett, Holly Wolf, Susan Rein, Nikki Stob, Serena Sampat, Anne Smith, Dennis Ahnen, John Sabel, Teri Spector, Honora Caldwell, Erica Brown, Denise Steinbach

Four Corners Meeting – July 22-23, 2010, Durango, Colorado

The goal of the conference is to highlight for the National Colorectal Cancer Round Table (NCCRT) CRC activities underway in the Four Corners region, identify best practices and strategize to address challenges. Planning continues. Agenda, speakers and logistical planning is in process. The steering committee meets the week of March 16 to review and approve agenda. Mercy Medical Center, Durango, is assisting with on-site planning. Proposed location for accommodations and conference is Ft. Lewis College in Durango.

Proposed agenda:

- Day 1: Programmatic/policy topics
CDC-funded CRCCCP program networking
- Day 2: Native American and Hispanic issues related to CRC screening
Facilitate discuss – what can we do with the information in our States

Suggestion: Educate the Colorado Cancer Coalition about the National Colorectal Cancer Round Table.

Quality Forum – June 11, 2010, Inverness, Denver, Colorado

The goal of the forum is to engage health plans and large employers to discuss preventive healthcare and strategies that increase members' use of preventive screenings. Dr. Jeffrey Levi, Associate Professor in the Department of Health Policy at George Washington University School of Public Health and Health Services, and senior policy advisor at the Trust for America's Health, has agreed to be the keynote speaker. This forum will also launch the Prevention Council concept with the plans to establish a dialog that enhances collaboration on best practices across the major plans. Save-the-date notices will be sent shortly. A letter of invitation to join the council, co-signed by the American Cancer Society and the Colorado Cancer Coalition, will be finalized shortly and sent to health plan managers.

Colonoscopy Quality Improvement

Discussion was conducted about how to incorporate quality measures into smaller practices. Suggestion was made to ensure that the next cancer plan includes a strategy to increase performance of primary care providers, i.e., create an incentive back to the insurers to work with primary care providers (PCP) in a "pay for performance" mechanism. Health plans might provide incentive to PCP for referrals for CRC screening.

Suggestion: can CRC TF see a demonstration of electronic medical records?

NCCRT/ACS Provider Toolkit Project

Initial provider assessment planned to identify referral strategies currently used in primary care practices to refer for CRC screening and create a baseline. Colorado has unique lines of referral for screening. Provider education will be developed that will focus on strategies of the toolkit that could be readily incorporated into PC practices. The ACS Eastern Division has modified the Toolkit – what did they change? John Sabel expressed interest in this project.

MarCom

CRC month activities are planned. CBS 4 – survivor stories collected and will be included in an eight-week ad run. The JoJo videos are now completed.

Presentation: RMGA Quality Outcomes Report 2009 – Lee Richman, MD

UNDY 5000

Sponsorships are due end of March. To date, registration is double that from last year.

Announcements:

- CRC Task Force Chair Vacancy: Jill will be stepping down in July. Interested people are to contact her. There is the option for two individuals to co-chair the task force. Using ACS as the meeting location is available only if ACS staff is actively involved in the task force. An alternate meeting location may need to be identified.
- CCC process to fill vacancy: the polling for chair is announced at the Executive Committee meeting, with a request from the task force to the CCC membership for nominations.
- CRC TF participants: task force members were also asked to update their profile information on the Colorado Cancer Coalition website.

Next meeting: April 13, 2010 at 7 am at the ACS/Brooks Conference Center.