



Turning the Tide Against Cancer 2017 National Conference Agenda

Thursday, June 29

Ronald Reagan Building and International Trade Center – Washington, D.C.

8:30 – 9:00 a.m. Registration and Continental Breakfast

9:00 – 9:05 a.m. Welcome and Keynote Introduction

Speaker:

Margaret Foti, Ph.D., M.D. (h.c.), Chief Executive Officer,
American Association for Cancer Research

9:05 – 9:15 a.m. Morning Keynote

What is the same and what has changed since the 2014 conference? We have a new administration whose healthcare and innovation agenda is still becoming clear. However, value, innovation, and patient access are expected to remain key areas of concern, rendering meaningful patient engagement more necessary in cancer research and delivery.

Guest Speaker:

George D. Demetri, M.D., Associate Director for Clinical Sciences,
Dana-Farber/Harvard Cancer Center; Professor of Medicine, Harvard Medical School;
Co-Director, Ludwig Center at Harvard; Senior Vice President for Experimental
Therapeutics, Dana-Farber Cancer Institute

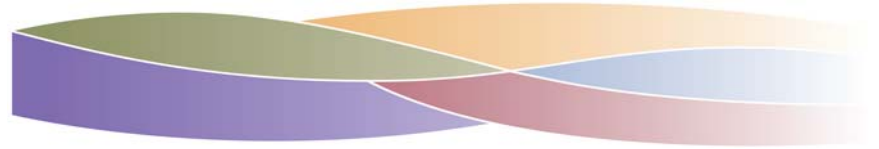
**9:15 – 10:05 a.m. Panel 1: Patient Introductory Discussion: Patient Perspectives:
Patient Centered Care**

The field of oncology has experienced a boom of innovation in terms of tools and medicines available to treat cancer, while simultaneously having to ensure patients have access to high-value oncology care. This patient-focused panel will explore the challenges and opportunities patients with cancer face at this quickly evolving intersection. Patients will discuss how they understand value in cancer care, what outcomes matter most to them as individuals, and what questions they hope both the panelists and oncology community at-large will address. We hope to infuse the topics brought forward in this panel throughout the conference, and will bring the panel back at the end of the day for their reactions.

Panel Moderator:

Patricia J. Goldsmith, Chief Executive Officer, CancerCare

Co-hosted by:



Panelists:

- Richard Dickens, M.S., LCSW-R, Director of Client Advocacy, CancerCare; Lymphoma Survivor
- Stephanie Dunn Haney, Stage IV Lung Cancer Survivor; Patient Advocate
- Wendy S. Harpham, M.D., Author, Long-term Survivor; Patient Advocate
- Wanda Lucas, Breast Cancer Survivor Advocate
- Jack Whelan, Research and Legislative Advocate, Rare Blood Cancer Survivor, Prostate Cancer Patient

10:05 – 11:05 a.m. Panel 2: Incorporating Patient-Driven Value Measures into Oncology

This panel will synthesize how patients define and understand value, and elucidate how stakeholders, including physicians, payers and the biopharmaceutical industry, can apply this information to the identification and collection of outcomes data that matter to patients.

Panel Moderator:

Helen Burstin, M.D., M.P.H., FACP, Chief Scientific Officer, The National Quality Forum

Panelists:

- Richard Bankowitz, M.D., M.S., M.B.A., FACP, Executive Vice President, Clinical Affairs, America's Health Insurance Plans
- James Randolph (Randy) Hillard, M.D., Professor of Psychiatry, Michigan State University; Stomach Cancer Patient
- Lee S. Schwartzberg, M.D., FACP, Executive Director, West Cancer Center
- Matthew E. Shaulis, M.B.A., Regional President, Pfizer Oncology North America

11:05 – 11:20 a.m. Break

11:20 – 12:00 p.m. Spotlight: Partnering to Deliver High-Value Care for Patients

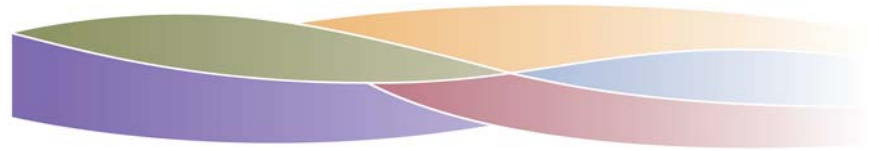
This discussion, organized in partnership with the Value Collaborative, aims to encourage stakeholders from the community to advance innovative approaches to high-value care, from value-based contracting, to value assessment, to quality measurement. This spotlight will bring together executives from the healthcare ecosystem to discuss why partnerships deliver better value for patients, what collaborative strategies improve value, and how other executives can operationalize similar strategies to support high-quality patient care.

Introduction: Stephen J. Ubl, President and Chief Executive Officer, Pharmaceutical Research and Manufacturers of America

Panel Moderator:

Susan Dentzer, President and Chief Executive Officer, Network for Excellence in Health Innovation

Co-hosted by:



Panelists:

- David Lansky, Ph.D., President and Chief Executive Officer, Pacific Business Group on Health
- J. Leonard Lichtenfeld, M.D., MACP, Deputy Chief Medical Officer, American Cancer Society
- Bill Martin, Vice President/General Manager, Accredo Commercial and Trade Relations, Express Scripts
- Lori M. Reilly, Esq., Executive Vice President, Policy, Research & Membership, Pharmaceutical Research and Manufacturers of America

12:00 – 12:15 p.m. Transition to Pavilion for Luncheon

12:15 – 1:30 p.m. Luncheon Keynote: *My Battle With Breast Cancer, The Patient's Perspective*
Patients prize innovation, and a healthcare landscape without it would look very different for patients. Ms. Lunden will share the story of her cancer journey, how medical innovation has affected her life, and the need to support access to much-needed medicines and patient-centered care.

Keynote Speaker:

Joan Lunden, Journalist, Author, Patient Advocate and Breast Cancer Survivor

1:15 – 1:30 p.m. Transition to Amphitheater for Afternoon Session

1:30 – 1:40 p.m. Opening of Afternoon Session

Speaker:

Edward Abrahams, Ph.D., President, Personalized Medicine Coalition

1:40 – 2:05 p.m. Fireside Chat

Interviewer:

William S. Dalton, Ph.D., M.D., Founder and Chief Executive Officer, M2Gen; Director, DeBartolo Family Personalized Medicine Institute at Moffitt Cancer Center

Guest Speaker:

Kathy Giusti, M.B.A., Founder, Multiple Myeloma Research Foundation; Co-Chair, HBS Kraft Precision Medicine Accelerator; Multiple Myeloma Survivor

2:05 – 3:05 p.m. Panel 3: Supporting Evidence-Based Decision Making at the Point of Care
Stakeholders are increasingly seeking ways to improve health outcomes for cancer patients, while simultaneously making oncology care more efficient. Cancer care is also becoming increasingly personalized. Today, the delivery of high-value, personalized oncology care requires that the healthcare provider, patient, and payer have access to and can interpret massive amounts of data, which are not yet provided in easily used ways. Decision-support tools, which can help identify the right treatment for the right patient, at the right time, have the potential to promote individualized, high-quality care while lowering costs, if well designed and used appropriately. This panel will give a brief overview of the types of tools currently in use, and explore the benefits of these tools,

Co-hosted by:



where gaps exist, and move toward consensus on how can we optimize these tools to support decision making in the clinic.

Panel Moderator:

Richard L. Schilsky, M.D., FACP, FASCO, Senior Vice President and Chief Medical Officer, American Society of Clinical Oncology

Panelists:

- Suzanne Belinson, Ph.D., M.P.H., Executive Director, Clinical Markets, Blue Cross Blue Shield Association
- Christian G. Downs, J.D., M.H.A., Executive Director, Association of Community Cancer Centers
- Jonathan Hirsch, M.Sci., President and Founder, Syapse
- Jennifer C. King, Ph.D., Director, Science and Research, Lung Cancer Alliance
- Debra A. Patt, M.D., M.P.H., M.B.A., Vice President, Public Policy and Academic Affairs, Texas Oncology; Medical Oncologist

3:05 – 3:40 p.m.

Panel 4: Patient Closing Discussion: Patient Perspectives: Moving Forward?

The morning's patient-focused panel is invited back and will react to the themes discussed throughout the day.

Panel Moderator:

Patricia J. Goldsmith, Chief Executive Officer, CancerCare

Panelists:

- Richard Dickens, M.S., LCSW-R, Director of Client Advocacy, CancerCare; Lymphoma Survivor
- Stephanie Dunn Haney, Stage IV Lung Cancer Survivor; Patient Advocate
- Wendy S. Harpham, M.D., Author, Long-term Survivor; Patient Advocate
- Wanda Lucas, Breast Cancer Survivor Advocate
- Jack Whelan, Research and Legislative Advocate, Rare Blood Cancer Survivor, Prostate Cancer Patient

3:40 – 4:00 p.m.

Call to Action and Conference Closing

Introduction: Marcia A. Kean, M.B.A., Chairman, Strategic Initiatives, Feinstein Kean Healthcare

Speaker:

Amy Abernethy, M.D., Ph.D., Chief Medical Officer, Chief Scientific Officer, Vice President, Oncology, Flatiron Health

4:00 – 5:00 p.m.

Networking Reception

Updated 6.15.2017

Co-hosted by: