

Addressing the Impact of the Pandemic on Colorectal Cancer Screening Rates

July 30, 2021 • 9:00 AM – Noon
A Live Webinar

A Solutions Webinar
brought to you by
Exact Sciences and WCHQ



Agenda

9:00 AM Introductions and Welcome

Gabrielle Rude, PhD, WCHQ President and CEO
Exact Sciences TBD

9:10 AM Colorectal Cancer Screening in the Post-Pandemic Era

Durado Brooks, MD, MPH
*Medical Director, Screening Business Unit
Exact Sciences*

The pandemic caused medical clinics to stop seeing patients in person, which also stopped people from receiving preventive care, including colorectal cancer screenings. In this presentation, Dr. Brooks will focus on disparities in CRC screening and outcomes and the impact COVID-19 has had on screening. He will also present the new United States Preventive Services Task Force (USPSTF) guidelines, including the rationale for starting screening at age 45.

10:15 AM Improving the Quality of Colorectal Cancer Screenings in Rural and Urban Wisconsin

Jennifer Weiss, MD, MS
*Associate Professor, Gastroenterology & Hepatology Faculty
Medical Director, UW Health Gastroenterology Genetics Clinic*

Dr. Jennifer Weiss has a goal to increase the colorectal cancer screening rate in all parts of the state by leveraging the strategies of high-performing clinics. Her research is focused on finding out what makes these clinics successful with all patient populations and locating those with high screening rates for specific underserved and underrepresented populations, including those serving many Medicaid patients. Dr. Weiss will share her research and provide insights on how health systems can improve colorectal cancer screening rates.

10:45 AM Colorectal Cancer Screening Efforts in a Rural Healthcare System

Jennifer Strong, MD
*Regional Medical Director, Marshfield Clinic Health System
Institute for Quality, Innovation and Patient Safety*

The WCHQ 2020 Health Disparities Report found substantial disparities in colorectal cancer screening rate in rural underserved populations. Dr. Jennifer Strong from the MCHS Institute for Quality Innovation and Patient Safety will provide an overview of Marshfield Clinic Health System's post-Covid-19 pandemic colorectal cancer screening efforts in rural Wisconsin.

11:15 AM An EHR-Based Solution to Identify Colorectal Cancer Screening Gaps in Care

Ellen Bateman, BS, MBA
*Senior Director US Cancer Screening - Health System Marketing,
Health Information Technology Program, Digital Collaborations
Exact Sciences*

Health systems invest heavily in IT infrastructures. Ellen Bateman has created a collaborative, technology solutions program at Exact Sciences to help health systems identify opportunities and optimizations in their EHR and other technology platforms to address colorectal cancer screening gaps in care. The team includes HIT professionals experienced in collaboratively building technology solutions, digital collaborations, and the development of structured IT collateral. Exact Sciences supports health systems as they work to ensure patients eligible to be screened for colorectal cancer are identified, engaged, and screened.

Ms. Bateman will review the Exact Sciences HIT program and address how it is making a difference in health systems screening rates and patient lives.

Noon Summary and Adjourn

About Our Speakers

Durado Brooks, MD, MPH, is the Deputy Chief Medical Officer for the Screening Business Unit of Exact Sciences Corporation, a position he assumed in October 2020. Prior to joining Exact Sciences Dr. Brooks spent 20 years with the American Cancer Society's national headquarters where he most recently served as Vice President of Prevention and Early Detection. Throughout his ACS career Dr. Brooks worked to increase access to high quality prevention and screening and to decrease cancer-related disparities through the design, implementation and evaluation of cancer prevention and early detection programs at the national, state and local levels.

A graduate of the Ohio State University and the Wright State University School of Medicine, Dr. Brooks completed his internal medicine residency and chief residency at Wright State's Affiliated Hospitals in Dayton, Ohio and was awarded a Commonwealth Fund Fellowship in Minority Health Policy and earned an MPH degree from the Harvard School of Public Health. He provided primary care and served as medical director for community health centers in Dayton and in the Community Oriented Primary Care Program at Parkland Memorial Hospital in his current hometown of Dallas, Texas.

Jennifer Weiss, MD, MS is a faculty member of the Division of Gastroenterology and Hepatology within the Department of Medicine. She is a member of the University of Wisconsin Carbone Cancer Center and the medical director of the UW Health Gastroenterology Genetics Clinic. Dr. Weiss has served as a physician lead for the Wisconsin Collaborative for Healthcare Quality Colorectal Cancer Screening Improvement Team. On a national level, she serves as the UW Health liaison to the National Colorectal Cancer Roundtable and is the Vice-Chair of the National Comprehensive Cancer Network Genetic/Familial High-Risk Assessment: Colorectal Guidelines Panel.

Dr. Weiss's clinical specialties include hereditary types of colon, pancreas, esophageal and stomach cancers, including Lynch Syndrome, Familial Adenomatous Polyposis, Juvenile Polyposis Syndrome and Peutz-Jeghers Syndrome. Her research program focuses on improving colorectal cancer screening through health care system interventions. She is currently funded by the Wisconsin Partnership Program to identify successful colorectal cancer screening strategies in rural and urban primary care clinics.

Jennifer Strong, MD, practice family medicine and is regional medical director of Marshfield Clinic Health System Institute for Quality, Innovation and Patient Safety. Dr. Strong is an associate chief medical informatic officer for MCHS as they transition to a new electronic medical records platform.

A Concord New Hampshire native, Dr. Strong received her undergraduate degree from the University of North Dakota in Grand Forks and her medical degree from the University of North Dakota School of Medicine and Health Sciences. She completed her residency in family medicine at the University of Illinois College of Medicine in Peoria.

Ellen Bateman, B.S., MBA, currently leads Exact Science's US Cancer Screening Marketing, Health Information Technology Account Executive Program, and Digital Collaborations for Health Systems. This broad responsibility allows her team the opportunity to think holistically about how technology can be better used to solve persistent gaps in care and make meaningful changes in cancer screening rates through technology innovation. She has nearly 25 years of health systems experience in multiple commercial leadership roles in sales, marketing, medical, corporate strategy, business development, HIT, and digital innovation across pharmaceuticals, vaccines, and cancer diagnostics organizations.

Ms. Bateman holds an undergraduate degree in molecular biology from Winona State University and an MBA from the Kellogg School of Management at Northwestern University.