



Cancer Communication in the Digital Era: Opportunities and Challenges

June 13, 2014 • San Diego, CA

Manchester Grand Hyatt • Mission Beach Room

 #NewComm4Cancer

Agenda

- 8:30** Registration
- 8:45** Welcome and Introductions
- 9:25** New Media: Overview and Applications Along the Cancer Continuum
- **Eric Topol, MD**, Director, Scripps Translational Science Institute; Chief Academic Officer, Scripps Health; Professor of Genomics, The Scripps Research Institute
 - **Bradford Hesse, PhD**, Chief, Health Communication and Informatics Research Branch, Division of Cancer Control and Population Sciences, National Cancer Institute
- 10:05** Break
- 10:15** Brainstorm: Topics and Focus Areas
- 11:15** Sense-Making and Prioritization
- 12:00** Public Comment
- 12:15** Lunch
- 1:15** Input into Workshops: Potential Topics and Questions—1
- 2:15** Break
- 2:25** Input into Workshops: Potential Topics and Questions—2
- 3:40** Public Comment
- 3:50** Wrap Up and Next Steps
- 4:00** Adjourn

NO REGISTRATION REQUIRED

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MEETINGS OF THE PRESIDENT'S CANCER PANEL ARE OPEN TO THE PUBLIC.

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