



# 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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## **Dr. David B. Abrams**

Executive Director  
The Schroeder Institute for Tobacco Research  
and Policy Studies  
Legacy  
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## **Dr. David K. Ahern**

Special Advisor  
Division of Cancer Control and Population  
Sciences  
National Cancer Institute  
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## **Ms. Nelvis Castro**

Acting Director  
Office of Communications and Education  
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## **Dr. Wen-ying Sylvia Chou**

Program Director  
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## **Dr. Robert Croyle**

Director  
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## **Mr. Gilles J. Frydman**

Chair  
Smart Patients  
Mountain View, CA

## **Dr. Robert D. Furberg**

Senior Clinical Informaticist  
RTI International  
Research Triangle Park, NC

## **Mr. Peter Garrett**

Senior Advisor to the Director  
National Cancer Institute  
Bethesda, MD

## **Dr. Karen Glanz**

George A. Weiss University Professor  
University of Pennsylvania  
Philadelphia, PA

## **Dr. David H. Gustafson**

Director  
Center for Health Enhancement  
Systems Studies  
University of Wisconsin-Madison  
Madison, WI

## **Mr. Hill Harper**

Member  
President's Cancer Panel  
Cancer Survivor  
Author, Actor, and Philanthropist  
Hollywood, CA

**Dr. Bradford W. Hesse**

Chief  
Health Communication and Informatics  
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Rockville, MD

**Dr. Beth Karlan**

Director  
Women's Cancer Program  
Cedars-Sinai Medical Center  
Los Angeles, CA

**Mr. Sanjay Koyani**

Deputy Director  
Office of Health Communication and Education  
Center for Tobacco Products  
U.S. Food and Drug Administration  
Rockville, MD

**Dr. Barry S. Kramer**

Director  
Division of Cancer Prevention  
National Cancer Institute  
Rockville, MD

**Dr. J. Leonard Lichtenfeld**

Deputy Chief Medical Officer  
American Cancer Society  
Atlanta, GA

**Dr. Helen I. Meissner**

Director  
Tobacco Regulatory Science Program  
Office of Disease Prevention  
National Institutes of Health  
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**Dr. Kevin Patrick**

Professor  
University of California, San Diego  
The Qualcomm Institute  
La Jolla, CA

**Ms. Lygeia Ricciardi**

Director  
Consumer eHealth  
Office of the National Coordinator for Health IT  
U.S. Department of Health and Human Services  
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**Dr. Barbara K. Rimer**

Chair  
President's Cancer Panel  
Dean and Alumni Distinguished Professor  
University of North Carolina  
Gillings School of Global Public Health  
Chapel Hill, NC

**Dr. Julia H. Rowland**

Director  
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**Dr. Abby B. Sandler**

Executive Secretary  
President's Cancer Panel  
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**Ms. Shannon Stokley**

Associate Director for Science  
Immunization Services Division  
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**Dr. Eric Topol**

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Scripps Translational Science Institute  
Chief Academic Officer  
Scripps Health  
Professor of Genomics  
The Scripps Research Institute  
La Jolla, CA

**Dr. Kasisomayajula “Vish” Viswanath**

Professor of Health Communication  
Harvard School of Public Health  
Dana-Farber Cancer Institute  
Dana-Farber/Harvard Cancer Center  
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**Dr. Owen N. Witte**

Member  
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Investigator  
Howard Hughes Medical Institute  
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