## Cancer Communication in the Digital Era: Opportunities and Challenges

**June 13, 2014 • San Diego, CA**  
Manchester Grand Hyatt • Mission Beach Room  
#NewComm4Cancer

### Agenda

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

**NO REGISTRATION REQUIRED**

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E-mail: pcp-r@mail.nih.gov • Web site: http://pcp.cancer.gov  
MEETINGS OF THE PRESIDENT’S CANCER PANEL ARE OPEN TO THE PUBLIC.
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The Schroeder Institute for Tobacco Research and Policy Studies
Legacy
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Dr. Robert Croyle
Director
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Mr. Gilles J. Frydman
Chair
Smart Patients
Mountain View, CA

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Senior Clinical Informaticist
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Senior Advisor to the Director
National Cancer Institute
Bethesda, MD

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

Dr. David H. Gustafson
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Center for Health Enhancement Systems Studies
University of Wisconsin-Madison
Madison, WI

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Member
President’s Cancer Panel
Cancer Survivor
Author, Actor, and Philanthropist
Hollywood, CA
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Health Communication and Informatics Research Branch
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Women's Cancer Program
Cedars-Sinai Medical Center
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Dr. Barry S. Kramer
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Division of Cancer Prevention
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Tobacco Regulatory Science Program
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Professor
University of California, San Diego
The Qualcomm Institute
La Jolla, CA

Ms. Lygeia Ricciardi
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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
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President's Cancer Panel
Dean and Alumni Distinguished Professor
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Gillings School of Global Public Health
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Division of Cancer Control and Population Sciences
National Cancer Institute
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Executive Secretary
President's Cancer Panel
Special Assistant to the Director
Rare Tumors Initiative
Center for Cancer Research
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Immunization Services Division
Centers for Disease Control and Prevention
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Scripps Translational Science Institute
Chief Academic Officer
Scripps Health
Professor of Genomics
The Scripps Research Institute
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Dr. Kasisomayajula “Vish” Viswanath
Professor of Health Communication
Harvard School of Public Health
Dana-Farber Cancer Institute
Dana-Farber/Harvard Cancer Center
Boston, MA

Dr. Owen N. Witte
Member
President’s Cancer Panel
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University of California, Los Angeles
Investigator
Howard Hughes Medical Institute
Los Angeles, CA