



FUTURE OF CANCER CARE

Tampa FL, 8th-9th November 2023

Conference Day 1- Wednesday, 8th November

8:00am EST

Registration, Breakfast & Networking

9:00am EST Chair's Opening Remarks

Melissa Habedank, Vice President, [American Institute for Cancer Research](#)

9:10am EST Keynote Presentation: Understanding the Current Landscape of Cancer Care and Management in the US

- The changing landscape of cancer care in the US

- What are we doing right?
- What are the biggest challenges we currently face?

Mishellene McKinney, Vice President, Cancer Care Services, [Kaiser Permanente](#)

9:35am EST Keynote Panel: Moving towards Patient-Centered, Holistic Care through Integration of Healthcare Providers

Over the last few decades, it has become apparent that disconnect between healthcare disciplines is a fundamental inefficiency in cancer care. It is vital that we establish systems of effective communication between a larger variety of health workers in patient care in order to alleviate physician and patient burden.

- How do we address a key concept of: 'right treatment, right person, right time'?
- What does wraparound patient care look like in practice?
- How do we align patient goals, physician goals, healthcare goals and payer goals?
- How do we approach transdisciplinary collaboration between providers to improve efficiency and effectiveness of care?
- How do we expand the roles of community health workers and social workers?

Moderated by Melissa Habedank, Vice President, [American Institute for Cancer Research](#)

James Weese, Vice President, Cancer Service Line, [Advocate Health](#)

Madalina Sucala, Senior Director, Digital Health, R&D Oncology, [Astrazeneca](#)

Debbie Weir, Chief Executive Officer, [Cancer Support Community](#)

10:20am EST

Morning Refreshments & Networking

11:00am EST Case Study Presentation: Cancer Care through the Lens of a Survivor

- What challenges were faced during their cancer journey?
- How could cancer care be improved from a patient's perspective?
- What does post-treatment cancer care look like?

Lisa Lurie, Survivor, Co-Founder & CEO, [Cancer Be Glammed](#)

11:25am EST Presentation: Meeting the Growing Demand for Cancer Care amidst a Diminishing Number of Oncologists

- Why is the oncology physician workforce diminishing?
- How is cancer care and patient outcomes being impacted?
- Counteracting the effects of a reduced physician workforce through technology and innovation

Shelly Glenn, Chief Growth & Relationship Officer, [American Oncology Network](#)

11:50am EST Presentation: Care for the Caregiver: The Invisible Patient

With just over 18 million cancer survivors alive in the U.S., there are that many, if not double, the number of people who have provided care for them. Cancer impacts the entire family, not just the person diagnosed. As care transitions to the home now earlier than ever, caregivers are a critical part of the cancer care team, yet they lack the type of medical training required to manage treatment side effects. We will explore the multiple roles caregivers face, what contributes to their burden, and what resources are available to meet their needs.

- What role does the caregiver play throughout the cancer trajectory?
- How does providing care to someone with cancer impact one's life?
- What do we know about caregivers' needs and how they impact quality of life?
- What resources are available to support caregivers?

Rachel Cannady, Strategic Director, Caregiving, [American Cancer Society](#)

12:20pm EST

Lunch & Networking

1:50pm EST CancerX Accelerator: Boosting Innovation in the Fight Against Cancer

In a world plagued by the relentless burden of cancer, the CancerX Accelerator stands at the forefront of change: Where innovation meets impact. The mission of CancerX Accelerator is to unearth, champion, nurture, and deploy cutting-edge digital solutions that have one singular

focus – alleviating the cancer burden for everyone. In alignment with the Cancer Moonshot set forth by President Biden and driven by insights from our dynamic CancerX community, we're on a relentless quest to supercharge innovations that stand to benefit both our patients and providers. Join us in the quest to redefine cancer care.

Stephen Konya, Senior Advisor to the Deputy National Coordinator & Innovation Portfolio Lead, **Office of the National Coordinator for Health IT, US Department of Health and Human Services (HHS)**

Jennifer Goldsack, CEO, **Digital Medicine Society (DiMe)**

Kamal Jethwani, Interim VP, Digital Innovation, **Moffitt Cancer Center**

2:15pm Panel Discussion: Improving Health Equity through Inclusion

The pandemic has accelerated the adoption of digital in healthcare. With the rise in cancer diagnoses, how can digital access play a part in expanding cancer care delivery to rural areas and in breaking down cultural barriers to accommodate underrepresented communities?

- How do we provide culturally appropriate cancer care?
- How does a lack of diversity amongst patients in clinical trials translate to inefficient cancer care?
- How do we improve access to high quality care in rural areas?
- How do we overcome distrust of information about the medical field of underserved populations through marketing and outreach efforts?
- What role can digital innovation play in adapting to socio-demographic care needs?

Moderated by Sally Werner, Chief Experience Officer, **Cancer Support Community**

Barbara Williams Hardy, Executive in Residence Joint Venture Cancer Collaborative Community Outreach, **Stanford Health Care**

Kimberly Sanders, Director of Community Outreach and Patient Navigation, **Cleveland Clinic Cancer Institute**

Esther Kim, Senior Director, Global Oncology Medical Affairs Innovation in Care Lead, **AstraZeneca**

David Shalowitz, Director for Health Equity and Community Outreach, **West Michigan Cancer Center**

Angelique Caba, Vice President of Programs & Health Equity, **CancerCare**

3:00pm EST

Afternoon Refreshments & Networking

3:40pm EST Panel Discussion: Advancing Digital Innovation to Reduce Financial Toxicity in Cancer Care

More than 40% of cancer patients deplete their life savings during the first 2 years of treatment and 85% of cancer patients will be unemployed for at least six months. Following Covid-19 pandemic, the current recession and cost of living crisis, cancer patients face financial strain to an extent that is higher than ever before. We must ensure that wealth and insurance do not continue to be key determinants for patient access to high-quality cancer care and, subsequently, patient outcome.

- What are the drivers of financial toxicity for patients and how if at all has this changed over time?
- How do insurance status and indirect costs factor into financial toxicity?
- How does financial toxicity impact cancer outcomes?
- What solutions are available to support patients, their families, and providers in managing the out-of-pocket costs associated with a cancer diagnosis?
- How can stakeholders in the cancer care ecosystem better partner to reduce financial toxicity for patients?

Moderated by Tracey Willingham, Vice President of Programs, **Cancer Care Services**

Sarah Sheehan, Program Lead, **Digital Medicine Society (DiMe)**

Corinne Leach, Director, Digital Innovation Services, **Moffitt Cancer Center**

Grace Cordovano, Board Certified Patient Advocate, Equity & Financial Toxicity Advisor, **CancerX**

4:25pm EST CancerX Resource Launch: Harnessing Digital Innovation to Promote Equity and Alleviate Financial Toxicity in Cancer Care

Cancer affects all population groups in the U.S. However, due to social, environmental, and economic disadvantages, certain groups bear a disproportionate burden of cancer compared with other groups. Digital innovation holds promise to increase health access while minimizing negative cancer outcome and economic disparities associated with cancer but, right now, it is just that: a promise. It's time to break down the barriers to digital innovation use in oncology. Join us to hear more about new, freely available resources for health system use in improving equity in access to care and reducing financial toxicity for patients.

- Health System Best Practices to Improve Patient Access and Financial Toxicity
- In-Depth Case Studies Focused on Digital Program Design to Address Patient Access and Financial Toxicity
- Patient Financial Navigation Guide

Corinne Leach, Director, Digital Innovation Services, **Moffitt Cancer Center**
Sarah Sheehan, Program Lead, **Digital Medicine Society (DiMe)**

4:50pm EST Chairs Closing Remarks

Melissa Habedank, Vice President, **American Institute for Cancer Research**

5:00pm EST

Close of Future of Cancer Care Summit Day 1

Conference Day 2 - Thursday, 9th November

8:00am EST

Registration, Breakfast & Networking

9:00am EST Chair's Opening Remarks

Melissa Habedank, Vice President, **American Institute for Cancer Research**

9:10am EST Case Study Presentation: Implementing New Strategies of Education for Cancer Patients and their Support Groups

- What are the challenges for an aging population in adopting digital innovation as new methods of cancer care?
- What are the key characteristics of use-friendly digital solutions?
- How can we include individual or group IT classes at the beginning of a cancer patient's journey?
- What efforts can be made to inform family members of their risk of hereditary cancers to ensure early detection?

Tracey Willingham, Vice President of Programs, **Cancer Care Services**

9:35am EST Co-Presentation: Integrating Mental Health into Primary Cancer Care

A cancer diagnosis often results in depreciating mental health due to emotional and physical distress as well as financial burden. At an incredibly challenging and frightening time in their lives, cancer patients are often at their most vulnerable and at high risk for developing various mental health conditions. Thus, healthcare providers must work towards including mental healthcare as an integral aspect of cancer care rather than an additional feature.

- What role does poor mental health have on symptoms and patient outcome?
- How do we work to preempt and address the mental health consequences of cancer?
- How can we alleviate the stress facing cancer patients?
- How do we shift mental healthcare being an add-on to an integral feature of cancer care?
- What can we take away from existing successful cancer-specific mental health programmes?
- How can we support relatives in the family toxicity that can develop from a cancer diagnosis?

Sally Werner, Chief Experience Officer, [Cancer Support Community](#)

Debbie Weir, Chief Executive Officer, [Cancer Support Community](#)

10:10am EST Panel Discussion: Understanding the Role of Lifestyle across the Cancer Care Continuum

Nutrition and physical activity play a crucial role in cancer care, both during and after treatment. These factors can significantly impact a patient's overall well-being and immune function, support treatment efficacy and response to therapies, and minimize treatment-related side effects. Contrary to previous beliefs, new research emphasizes the importance of incorporating physical activity as a supportive therapy alongside conventional cancer treatments.

- How has the role of lifestyle factors in cancer care evolved over the past few decades?
- Where does the current evidence position nutrition as a prevention factor for cancer patients and survivors?
- Should exercise oncology become a standard of care for cancer patients?
- What resources are available to improve patient education of the science behind how lifestyle changes can have a positive impact?

Moderated by Melissa Habedank, Vice President, [American Institute for Cancer Research](#)

Meg Moore, Vice President of Mission & Programs, [Livestrong Foundation](#)
Nigel T. Brockton, Vice President of Research, [American Institute for Cancer Research](#)
Laura Makaroff, Senior Vice President, Cancer Prevention, [American Cancer Society](#)

11:00am EST

Morning Refreshments & Networking

11:25am EST Presentation: Aligning Cancer Care with Novel Therapeutics

- How has the advent of immunotherapy and cell therapy changed the landscape of cancer care?
- What does the overview of symptom management look like with newer therapies?
- As precision medicine in cancer advances, how can we shift towards personalized, mutation driven care?

Anthony Magliocco, President & Chief Executive Officer, [Protean BioDiagnostics](#)

11:50am EST Presentation: The Evolving Landscape of Palliative Cancer Care

- How is palliative care evolving to complement care from the time of diagnosis, during treatment and post-treatment?
- How do we support patient goals for care in advanced care planning?
- How can digital innovation support management of symptom burden for patients and providers?

Liudmila Schafer, CEO, Founder & Medical Oncologist, [Doctor Connect Professional Corporation](#)

12:20pm EST Closing Panel: Shifting the Needle in Cancer Care, Management and Survivorship

Significant progress in treating cancer has led to an increase in the number of cancer survivors. With a growing aging population, there is also a rise in the number of new cancer patients. Subsequently, the demand for high-quality cancer care is escalating. We must come together to meet the complex needs of cancer patients and survivors through new and improved approaches for timely, integrated, patient-centered cancer care.

- How are we defining survivorship?
- With a focus on the role of technology, how can we address the long-term emotional, physical and financial needs of cancer survivors?
- With increasing success in treatment and survival rate, what does the future of cancer care look like?

Moderated by Sarah Sheehan, Program Lead, **Digital Medicine Society (DiMe)**
John Russell, Formerly Director of Cancer Care, **Formerly Fred Hutchinson Cancer Center**
Liudmila Schafer, CEO, Founder & Medical Oncologist, **Doctor Connect Professional Corporation**
Edmondo Robinson, Chief Digital Officer, **Moffitt Cancer Center**

1:05pm EST Chair's Closing Remarks

Melissa Habedank, Vice President, **American Institute for Cancer Research**

1:15pm EST

Close of Future of Cancer Care Summit