



SOUTHEASTERN
COLORECTAL
CANCER
CONSORTIUM

2018 Annual Conference New Orleans June 27-29





Dear Cancer Expert,

Are you interested in joining or continuing to partner with people who are making real progress against cancer? Then we invite you to attend and sponsor the Southeastern Colorectal Cancer Consortium's Third Annual Conference in New Orleans, Louisiana, this June 27-29.

The Consortium was formed in 2015, and is comprised of members from 12 Southeast states and Puerto Rico. In a very short time, over two highly successful conferences attracting 120-140 attendees, members from both the private and public sectors have come together to vigorously address ways to increase colorectal cancer screening. Contributing a wide range of skills and experience relating to colorectal cancer and its prevention, we have identified issues and formed committees to address specific topics, including multi-state messaging and information exchange; education of primary care providers; dealing with racial and ethnic disparities; developing and implementing patient navigation; addressing state and federal policies; and advancing funding.

I am invigorated by the passion and commitment of our members as they learn from each other and work to increase colorectal cancer screening rates across our area. During this conference, we will build upon our impressive start, by not only reviewing our progress, but discussing novel solutions to overcome barriers to screening, and focusing on the following:

- What is happening around the world, the nation, and the southeast and Puerto Rico, with regard to colorectal cancer?
- What is the role of health insurers and large medical systems?
- How can primary care physicians and gastroenterologists help?
- What is the responsibility of public health professionals?
- What data should be collected, how can it be gathered, and how can it be used to motivate?

Consortium members fully recognize the challenges inherent in promoting colorectal cancer screening in the Southeast and Puerto Rico. The region is characterized by remote locations, low socioeconomic status, less-than-optimal medical awareness and knowledge, high chronic disease rates, inadequate health insurance, and many other factors (including the recent devastation in Puerto Rico), all which constrain cancer prevention. Indeed, according to the United Health Foundation's recently released America's Health Rankings Annual Report, eight Southeast states rank among the bottom ten in overall health, with six exhibiting 18% higher cancer death rates when compared to others. And, as in the rest of the nation, the issue of colorectal cancer in young people (i.e., those under 50 years of age) has recently emerged as an issue. But despite such challenges, Consortium members are steadfast in their determination to increase colorectal cancer screening rates throughout our area, and to be a model for other regions across the nation.

Sponsorships are critical to our success. If you have sponsored this conference before, I thank you for your support, and invite you to consider contributing again. If you have not yet been a sponsor, I ask that you look over the attached information, including details on the conference organizers, attendees, sponsorship levels and more, and consider joining us. I feel certain you will find our Southeastern Colorectal Cancer Consortium members and our Third Annual Conference enriching, informative and well worth your time and investment.

I look forward to seeing you in New Orleans this June, where we will carry on with our efforts to reduce the toll of colorectal cancer across the Southeast and Puerto Rico.

Best regards,

Franklin G. Berger
Director, Center for Colon Cancer Research
University of South Carolina



Consortium/Conference General Facts

What Is The Southeastern Colorectal Cancer Consortium?

A diverse group of people and organizations from 12 Southeast states and Puerto Rico who are working on colorectal cancer issues, including raising screening rates. The Consortium was formed in 2015, with the first annual conference taking place in Atlanta in 2016, followed by last year's conference in Puerto Rico.

What Are The Consortium's Goals?

To share best practices, formulate policies and take real and sustainable action to fight colorectal cancer.

Who Attends?

More than 175 attendees from the public and private sectors, including government agencies, healthcare providers, policymakers, universities, researchers, pharmaceutical and insurance companies and more. Past specific attendees have included:

- State-Level Health Organizations (primary care associations, rural health, etc.)
- Insurers/Health Plans
- Primary Care Providers
- Federally Qualified Health Centers
- Gastroenterologists
- Health Systems
- Health Departments
- Universities
- Researchers
- Centers for Disease Control & Prevention
- American Cancer Society
- Cancer Coalitions
- Pharmaceuticals

What Happens At The Annual Conference?

We discuss challenges that continue to confound colorectal cancer screening rates in the Southeast United States and Puerto Rico, with Consortium members sharing knowledge, tools, resources and strategic approaches that can significantly impact colorectal cancer screening in our unique area. In addition to panel discussions, conference organizers ensure that organized, focused interactions among attendees and exhibitors take place, which has contributed to information sharing, as well as additional implementation of interventions within states and across the region.

Why Be A Sponsor ?

Your organization will increase its visibility at a time when awareness of colorectal cancer issues is growing, while also positioning your organization as a leader where colorectal cancer decision-makers are eager to learn, developing policies and making a difference. By investing in face-to-face interaction at the Southeastern Colorectal Cancer Consortium's Annual Conference in New Orleans this June, your sponsorship will impact key customers, prospects and boost your regional and national exposure.

To register or sponsor:
<https://give.lsuhealthfoundation.org/CRC2018>

Hotel registration:
<https://www.phgsecure.com/IBE/bookingRedirect.aspx?propertyCode=MSYHM&style=5&group=LCCF26&arrivalDate=06/26/2018>



2018 Conference Information

Who Is Hosting The 2018 Annual Conference?

The Louisiana Colorectal Cancer Roundtable (LCCRT), formed after the passage of unfunded Resolution No. 67 of the 2014 Louisiana Legislative Session, by a group of healthcare leaders and advocates who convened in March 2015 to bring together key stakeholders to reduce the high burden of colorectal cancer in the state. It is managed by the Louisiana Cancer Prevention and Control Programs (LCP), the American Cancer Society (ACS) and Feist-Weiller Cancer Center. LCCRT project highlights include:

- *LCCRT & Blue Cross of Louisiana competition recognizes providers reaching 80% target. To date: 22 MDs have reached goal.*
- *Provider Education: 9 Webinars; 4 articles; 1 blog; 1 podcast; PSA with former Saints QB Bobby Hebert*
- *Identifying secondary screening & tumor registry data visually for improved allocation & resource management.*
- *Improved access at large hospital*
- *Promoted local clinic screening & diagnostic pathways, reduced patient backlog.*
- *Gastroenterologist survey indicated 27% unaware of Medicaid expansion; only 42% accept Medicaid; 75.5% won't due to low reimbursement rates.*
- *Requested Medicaid coverage of Lynch Syndrome testing*
- *Cost analysis of Medicaid recipients for colorectal cancer screening*



Who Are The Conference Contacts?

Chairpersons are LCP's Colleen Huard, MPH, at cryan1@lsuhsc.edu and ACS's Kaitlin Sylvester, MPA, at kaitlin.sylvester@cancer.org. Both are happy to answer questions, take suggestions or provide any other information you may need.

Why Is This Conference Being Held In New Orleans?

Louisiana's rate of colorectal cancer is one of the highest in the nation, in part due to factors enunciated earlier, but also because African Americans and Cajuns suffer disproportionately from the disease. The LCCRT, even in its short existence, is making great strides in its colorectal cancer work and is eager to share that experience. And finally, New Orleans is one of the top conference destinations in the country, with a wealth of venues, food, attractions and events to provide a well-rounded experience for attendees and associated guests.

Where Exactly In New Orleans Is The Conference Being Held?

The Hotel Monteleone, a historic, luxury hotel run by the same family for five generations and which is famous for its grandeur, its revolving Carousel Bar, its guest list (including Tennessee Williams, William Faulkner, Ernest Hemingway, Stephen Ambrose, Anne Rice) and even a few ghosts!

*To register or sponsor:
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*Hotel registration:
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2018 Conference Sponsorship Levels

In New Orleans, Mardi Gras or Carnival, is a result of individuals and organizations paying to form "krewes," who build floats, buy throws, get permits, hire bands. etc. in order to parade, resulting in what is often called "the greatest party on earth." In that spirit, sponsorship levels for the Southeastern Colorectal Cancer Consortium's Annual Conference in New Orleans will reflect a few krewe "layers."

King / Queen

(Presenting Sponsor \$20,000 - 1 available)

- 6 complimentary conference registrations
- Company logo on printed materials
- Conference room recognition/signage promoting your company
- Company logo on Facebook page with link to website
- 2 exhibit tables in a high-traffic location

Krewe Captain

(Platinum Sponsor \$15,000 - 2 available)

- 4 complimentary conference registrations
- Company logo on printed materials
- Lunch recognition/signage promoting your company
- 1 exhibit table

Float Lieutenant

(Gold Sponsor \$10,000 - 4 available)

- 4 complimentary conference registrations
- Company logo on printed materials
- Reception recognition/signage promoting your company
- 1 exhibit table

Float Rider

(Silver Sponsor \$5,000 - 6 available)

- 2 complimentary conference registrations
- Company logo on printed materials
- Breakfast recognition/signage promoting your company
- 1 exhibit table

Marching Band

(Bronze Sponsor \$2,500 - 6 available)

- 2 complimentary conference registrations
- Company logo on printed materials
- Snack station recognition/signage promoting your company
- 1 exhibit table

Walking Krewe *

(Support Sponsor \$1,500 - 5 available)

- 2 complimentary conference registrations
- Company logo on printed materials
- 1 exhibit table in a high-traffic location

**Only nonprofit organizations can sponsor at this level.*

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I want to be a sponsor of the
Southeastern Colorectal Cancer Consortium's
2018 Annual Conference!

- King / Queen (Presenting Sponsor \$20,000 - 1 available)
- Krewe Captain (Platinum Sponsor \$15,000 - 2 available)
- Float Lieutenant (Gold Sponsor \$10,000 - 4 available)
- Float Rider (Silver Sponsor \$5,000 - 6 available)
- Marching Band (Bronze Sponsor \$2,500 - 6 available)
- Walking Krewe (Support Sponsor \$1,500 - 5 available)
Available only to nonprofits

Company
Name:

Contact
(Name/Title):

Address 1:

Address 2:

City/State/
Zip:

Phone:

Email:

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Date=06/26/2018](https://www.phgsecure.com/IBE/bookingRedirect.ashx?propertyCode=MSYHM&style=5&group=LCCF26&arrivalDate=06/26/2018)

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