

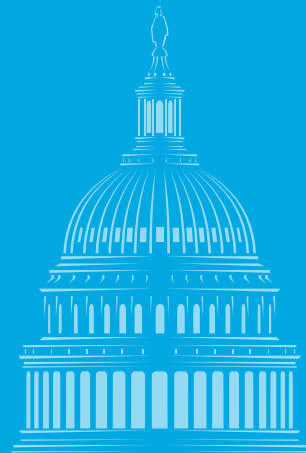


ZERO 
PROSTATE CANCER
SUMMIT

FEBRUARY 27 - MARCH 1, 2017

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#ZEROSummit2017



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Welcome to the 2017 ZERO Prostate Cancer Summit

The journey to ZERO begins with you. You are the champions for the nearly three million American men and families fighting prostate cancer today; You are the heralds of inspirational stories from countless families who have fought courageously; and You are the heroes for the generation to come.

Ending prostate cancer takes passionate and informed leaders. Together, we have earned and preserved \$1.5B in prostate cancer research since ZERO was founded in 1996. The results of our shared passion are remarkable – three new treatments for advanced prostate cancer in the last six years, and many amazing breakthroughs aimed at deciphering aggressive tumors from indolent disease.

While much of our work is focused on improving research outcomes, we need public health programs to help men survive and thrive past prostate cancer. One of the simplest and most effective means to reduce prostate cancer deaths is testing – especially for those who are at high risk. Working with precision science, testing is the beginning to a better life for a prostate cancer patient. A new day is dawning where defined treatment pathways will lead to more lives saved and less suffering endured.

Our task ahead is daunting. There are many challenges facing our nation and calling for solutions. But our challenges pale in comparison to those of the men who are in the fight every day – battling the disease, facing financial troubles, and strapping on their boots and powering to work each day. For these families, our cause means defending patient rights, widening access to care, and providing support in navigating the challenges in their cancer journeys.

As we move forward, we are excited to see how the landmark discoveries and health care improvements we fight for today will better the lives of patients and their families tomorrow. Our shared, cause-driven passion will light our journey and blaze a path to the end of prostate cancer.

With Deep Gratitude,

Jamie Barse
President and CEO
ZERO – The End of Prostate Cancer



AGENDA

MONDAY, FEBRUARY 27

7:00 a.m. – 3:00 p.m. **Advocate Arrivals**

3:00 p.m. – 5:00 p.m. **Registration**

5:00 p.m. – 6:30 p.m. **Welcome/Introduction Session**
Jamie Bearse, President and CEO, ZERO

Bootcamp: Congress 101 for New Attendees and Refresher for Others
Tony Blando, Chief of Staff, Office of Senator Ron Johnson (R-WI)
Louie Perry III, Partner and Co-Founder, Cornerstone Government Affairs
Susan Sweat, Vice President, Cornerstone Government Affairs

TUESDAY, FEBRUARY 28

7:30 a.m. – 8:00 a.m. **Breakfast**

8:00 a.m. – 8:45 a.m. **Welcome: Who is ZERO, Our Mission, and 2018 Policy Agenda**
Jamie Bearse, President and CEO, ZERO
Drew Saelens, MBA, MS, Vice President of Government Relations and Patient Advocacy, ZERO

8:45 a.m. – 9:45 a.m. **Prostate Cancer Research on the Horizon**
Kelvin Moses, MD, PhD, FACS, Vanderbilt University Medical Center, ZERO Medical Advisory Board

PCRP and Its Importance to Prostate Cancer Community
Carolyn Best, PhD, Director of Research, American Urological Association

The Cancer Experience Registry
Joanne Buzaglo, PhD, Senior Vice President of Research & Training, Cancer Support Community

9:45 a.m. – 11:15 a.m. **Prostate Cancer Early Detection: Recommendations, Advancements, and Clinical Practices**
Kirsten Bibbins-Domingo, MD, PhD, MAS, Chair, United States Preventive Services Task Force
Mike Crosby, Prostate Cancer Survivor and Founder, Veterans Prostate Cancer Awareness
Nilay Gandhi, MD, Urologist, Potomac Urology
Bernadette Greenwood, BSc, Director of Research and Development, Desert Medical Imaging
Alan Shindel, MAS, MD, Director of Urology Medical Affairs, Genomic Health

11:15 a.m. – 12:00 p.m. **How Advocates Can Engage with Federal Agencies**
Melissa Cunningham, PhD, Prostate Cancer Research Program Manager, Congressionally Directed Medical Research Programs, Department of Defense
Patrick Mahoney, Advocacy Relations Manager, National Institute of Health
Ingrid J. Hall, PhD, MPH, Epidemiologist, Centers for Disease Control and Prevention
Ken Cavellier, Prostate Cancer Research Program Peer Reviewer

12:00 p.m. – 1:15 p.m. **Keynote Lunch with Congressman Donald Payne, Jr. (D-NJ)**

1:15 p.m. – 1:45 p.m. **Advocate Social Dessert and Coffee**

1:45 p.m. – 2:45 p.m. **Breakout Session 1**

Salon 1

Nutrition and Exercise for Patients and Survivors
Jeff Bostic, Prostate Cancer Survivor and Former Member of the Washington Redskins
Cynthia Choi, MS, RD, Certified Specialist in Oncology Nutrition, Virginia Hospital Center
Juan Ochoa, MD, FACS, Global Manager Clinical Affairs Acute Care Nutrition, Nestlé Health Science

AGENDA

TUESDAY, FEBRUARY 28

1:45 p.m. – 2:45 p.m. **Breakout Session 1 (cont.)**

Salon 2

Specific Issues for African Americans
Robert Ginyard, Board of Directors, ZERO
Kelvin Moses, MD, PhD, FACS, Vanderbilt University Medical Center, ZERO Medical Advisory Board
Artie L. Shelton, MS, MD, COL (ret) USA, Survivor Network Regional Coordinator, Prostate Health Education Network

Foyer

What a New Congress and Administration Mean for Health Care
Susan Sweat, Cornerstone Government Affairs
Mark Mioduski, Partner, Cornerstone Government Affairs
Laura Bozell, Vice President, Cornerstone Government Affairs

2:45 p.m. – 3:45 p.m. **Breakout Session 2**

Salon 1

Sexual Health and Function
Meredith Morgan, MSN, The New York Presbyterian Hospital, ZERO Medical Advisory Board
Kelvin Moses, MD, PhD, FACS, Vanderbilt University Medical Center, ZERO Medical Advisory Board
Eric Shinohara, MD, MSCI, Vanderbilt University Medical Center, ZERO Medical Advisory Board

Salon 2

Financial Toxicity and Patient Care Management
Charles Sweeney, Prostate Cancer Advocate and Patient
Joanne Morales, Esq., Triage Cancer, ZERO Medical Advisory Board
Terri Likowski, Program Director/Support Group Services, Us TOO International
Alison Sachs, MSW, CSW, OSW-C, Eisenhower Lucy Curci Cancer Center, ZERO Medical Advisory Board

Foyer

How to Advocate in Your Local Community
Drew Saelens, MBA, MS, ZERO
Matt Marks, Government Relations Coordinator, ZERO
Erin Kelly, Midwest Chapter Director, ZERO
Shawn K. Supers, Mid-Atlantic Chapter Director, ZERO
Vanessa Petersen, California Chapter Director, ZERO

3:45 p.m. – 4:15 p.m. **Advocate Social Coffee with Remarks by Ken Griffey Sr.**

4:15 p.m. – 5:15 p.m. **What to Expect in Your Meetings and Meeting Role Play**
Susan Sweat, Cornerstone Government Affairs
Todd Webster, Vice President, Cornerstone Government Affairs

5:00 p.m. – 5:30 p.m. **Meeting Schedules, Q&A**
Susan Sweat, Cornerstone Government Affairs
Patrick Ronk, Associate, Cornerstone Government Affairs

5:30 p.m. – 6:00 p.m. **Closing Remarks and Adjourn**

WEDNESDAY, MARCH 1

7:00 a.m. – 8:00 a.m. **Breakfast, Schedules, and Questions**

8:00 a.m. – 5:00 p.m. **Advocates Offsite for Hill Meetings**

5:30 p.m. – 7:30 p.m. **Congressional Reception**
Jimmy Charles, ZERO Spokesman and Nashville recording artist
Ken Griffey Sr., Men Who Speak Up, and baseball legend

THURSDAY, MARCH 2

All Day

Advocates Depart

BREAKOUT GROUP TOPICS

Nutrition and Exercise for Patients and Survivors

A heart-healthy diet and exercise can help prevent prostate cancer as well as help mitigate side effects of treatment. Join us for a discussion on the importance of maintaining a healthy lifestyle on your prostate cancer journey. We will also discuss the science behind what nutrients tumors need to survive and what nutrients tumors destroy to evade the immune system.

Specific Issues for African Americans

Prostate cancer disproportionately impacts African-American men in the U.S. Join us for a lively discussion about the significant impact of this disease, how to increase awareness in the community, and available resources.

What a New Congress and Administration Mean for Health Care

Have a health care policy question? Ask these government relations experts! Get the behind-the-scenes scoop on the ever-changing federal health care landscape, including new Secretary of Health and Human Services, Tom Price, and the "repeal and replace" movement in Congress.

Sexual Health and Function

Sexual health is important for a balanced and healthy lifestyle. The side effects of prostate cancer treatment can have a negative impact on our sex lives. Let's talk about sex, how to communicate with your partner, and what treatments and exercises can help get our sex lives back on track.

Financial Toxicity and Patient Care Management

Cancer is emotionally draining and can be financially draining as well. Treatment and follow-up can be expensive and the costs of daily living can become unmanageable. Learn what resources are available to the prostate cancer community to help reduce the financial burdens that we can experience as a result of battling cancer.

How to Advocate in Your Local Community

Led by a panel of ZERO staff, we will focus on what you can do to stay involved once you leave the #ZEROSummit2017. There are many different ways to begin a dialogue in your local community and ZERO is your one-stop shop for assistance and resources.



Advocates
Val Moore and
the Nikituks with
Representative
Mark Meadows
(R-NC)

SPEAKERS AND MODERATORS

Carolyn J.M. Best, PhD

Dr. Best is the Director of Research at the American Urological Association (AUA) where she is responsible for all programs, events, and resources of the Office of Research, a major division of the AUA and committed to supporting urologic research through funding, advocacy, and education. Prior to joining the AUA, she was Program Manager of the Department of Defense Prostate Cancer Research Program (PCRP) of the Congressionally Directed Medical Research Programs (CDMRP).

Kirsten Bibbins-Domingo, PhD, MD, MAS

Dr. Bibbins-Domingo is the Lee Goldman, MD, endowed chair in medicine and professor of medicine and of epidemiology and biostatistics at the University of California, San Francisco (UCSF). She is a general internist and attending physician at Zuckerberg San Francisco General Hospital. Dr. Bibbins-Domingo was appointed chair of the U.S. Preventive Services Task Force in March 2016. She has been a member of the Task Force since July 2010 and was previously appointed Vice Chair in March 2014.

Jeff Bostic

Jeff Bostic is a prostate cancer survivor currently living outside of Atlanta, GA. A former member of the three-time Super Bowl champion Washington Redskins, Jeff was inducted into the Redskins Ring of Honor in 2015. Jeff has repurposed "The Hogs", the famous nickname for the Redskins offensive line to "The HOGS: Helping Other Guys Survive" in an effort to spread awareness of prostate cancer.

Joanne Buzaglo, PhD*

Joanne Buzaglo, PhD is the SVP of Research & Training at the Cancer Support Community (CSC). She leads strategic initiatives that leverage the research capabilities of CSC's global cancer patient support network through collaborations with patients, caregivers, advocacy organizations, academics, health economists, and leaders in industry.

Ken Cavellier

Ken is a prostate cancer survivor from Cincinnati, OH. A three-time Summit attendee, Ken has been a Prostate Cancer Research Program (PCRP) Peer Reviewer since 2015.

Cynthia Choi, MS, RD, CSO

Cynthia Choi is a Certified Specialist in Oncology Nutrition and has been providing nutritional counseling for over 10 years. She currently works as the oncology dietitian at Cancer Resource Center for Virginia Hospital Center. Cynthia's focus in nutrition is for cancer care covering all aspects including cancer prevention, the cancer treatment journey and survivorship.

Mike Crosby

Michael Crosby is a retired US Naval Commander and now serves as the President of Green Life Can, LLC, an emerging growth company providing 100% plant based industrial chemical solutions to US Government & International customers. Michael is an active advocate and the founder of the Veterans Prostate Cancer Awareness group, which aims to educate veterans about their risk for prostate cancer.

Melissa Cunningham, PhD

Dr. Cunningham joined the DOD's Congressionally Directed Medical Research Programs (CDMRP) as a Science Officer in 2010 where she coordinated and managed a large portfolio of active research projects for the PCRP, including management of the high-profile Prostate Cancer Clinical Trials Consortium (PCCTC). Dr. Cunningham assumed the leadership of the PCRP as Program Manager in 2014. She is responsible for executing the entire PCRP program life cycle, including investment strategy, program announcement development, proposal review, funding of awards, and analysis of PCRP accomplishments and effectiveness.

* Member, ZERO Medical Advisory Board

SPEAKERS AND MODERATORS

Nilay Gandhi, MD

Dr. Gandhi is a urologist with Potomac Urology in Virginia. He trained at the Brady Urological Institute at Johns Hopkins Hospital, and has published numerous articles in prestigious journals, written multiple book chapters, and presented at various regional and national medical conferences.

Juan B. Ochoa Gautier, MD, FACS

Dr. Ochoa Gautier is the Chief Medical Officer for Nestlé Health Science in the United States. He continues to participate in academic pursuits maintaining a limited clinical practice in critical care at Geisinger Medical Center. He continues to perform research and has published over 110 manuscripts in peer reviewed medical journals and chapters in major reference books.

Robert Ginyard

An entrepreneur, former banker, and marketing director, Robert is a veteran Summit speaker, who promotes prostate cancer awareness and overall good health. He is a prostate cancer survivor and board member at ZERO who works to raise awareness through media interviews and outreach with his new Dream it. Believe it. Do it. Be it. (DiBi DiBi) campaign.

Bernadette Greenwood

Ms. Greenwood serves as Director of Research and Development at Desert Medical Imaging, where she oversees research activities and relationships involving oncologic imaging and genomics. She also lectures frequently on topics related to prostate imaging and is an internationally recognized expert in prostate MRI and MR-guided intervention.

Ken Griffey Sr.

When former “Big Red Machine” outfielder and three-time All-Star Ken Griffey Sr. first learned he had prostate cancer, the diagnosis didn’t come out of left field. After losing four uncles to the cancer, he knew he was at risk and chose to make regular prostate exams a priority. This helped him catch his prostate cancer early. However, nothing had prepared him for hearing the words “you have prostate cancer.” After his diagnosis, speaking up about prostate cancer became more difficult, especially when it came to telling his Hall-of-Famer son, Ken Griffey Jr. But Griffey Sr. found his voice and shared the news, a move that ultimately helped him become more comfortable speaking with his doctor about his prostate health. Now, the father-son duo hope to inspire other men to do the same through Men Who Speak Up.

Ingrid J. Hall, PhD, MPH

Dr. Hall is an epidemiologist in the Division of Cancer Prevention and Control’s Epidemiology and Applied Research Branch at the Center for Disease Control. Dr. Hall’s current research focus is in the area of minority health, particularly finding culturally relevant ways to publicize the need for participation in cancer screening and early detection by minority populations.

Terri Likowski

Terri Likowski brings warmth, professionalism, an eye for detail, and a deep caring for others to all her endeavors. Her experience spans over 35 years in customer service. She has worked for Us TOO International Prostate Cancer Education and Support Network for 12 years and is currently the Program Director/Support Group Services.

Patrick Mahoney

Patrick serves as an Advocacy Relations Manager with the National Cancer Institute (NCI). He serves as a link for advocate stakeholders to collaborate with NCI, and works with individual research advocates, local and national advocacy groups, and professional societies to ensure the collective patient perspective is represented in NCI efforts to advance research and improve patient outcomes.

SPEAKERS AND MODERATORS

Joanne Morales, JD*

Mrs. Morales is a cancer rights attorney, author, speaker, and CEO of Triage Cancer, a national nonprofit organization connecting people to cancer survivorship information and resources through a national speakers bureau, educational events, and online tools. Mrs. Morales has spent more than nineteen years working on behalf of individuals with cancer.

Meredith Morgan, MSN, NP*

Meredith Morgan, ACNP-BC, is a Urologic Oncology Nurse Practitioner at Weill Cornell Medical College/ New York-Presbyterian Hospital. She leads a survivorship program at Cornell to follow patients who have been treated for a urologic cancer and are in remission. She specializes in non-surgical treatment options for post-prostatectomy erectile dysfunction.

Kelvin Moses, MD, MPH*

Dr. Moses is Assistant Professor of Urologic Surgery at Vanderbilt University Medical Center and Chief of Urology at Nashville General Hospital in Nashville, TN. He received his training at Emory University, and completed a fellowship at Memorial Sloan-Kettering Cancer Center where he served as Chief Administrative Fellow. Clinically, he focuses on advanced prostate cancer care (metastatic and castrate-resistant disease), as well as renal, bladder, and testicular cancer.

Congressman Donald Payne, Jr. (D-NJ)

A Newark native, Congressman Donald M. Payne, Jr. was first elected to the U.S. House of Representatives in November 2012, and is now serving in his second term. He is a vocal advocate for cancer prevention, introducing the National Colorectal Cancer Awareness Month Resolution to stress the importance of regular cancer screenings. Congressman Payne, Jr. is also a member of the Congressional Black Caucus (CBC).

Alison Sachs, MSW, CSW, OSW-C*

Alison Mayer Sachs is Community Outreach and Patient Support Services Director at Eisenhower Medical Center, Eisenhower Lucy Curci Cancer Center. She maintains a presence as a Certified Oncology Social Worker, facilitating five disease specific cancer support groups, providing direct patient care and offering patient education on a variety of cancer related topics.

Artie L. Shelton, MD, PhD, Colonel (retired) USA

Dr. Shelton is a fourteen-year prostate cancer survivor and advocate and for the Prostate Health Education Network. Dr. Shelton was appointed to serve as a member of the Maryland Council on Cancer Control and co-chaired writing the prostate chapter for the Maryland Comprehensive Cancer Control Plan Executive Summary. Dr. Shelton has also served on the CDMRP as a consumer reviewer/advocate.

Alan Shindel, MAS, MD

Alan W. Shindel, MD serves as the Director of Urology Medical Affairs for Genomic Health, Inc. His work advances the use of molecular testing to help men make more informed decisions about urologic cancer management. Prior to Genomic Health, Dr. Shindel served in the faculty of urology at the University of California, Davis.

Eric Shinohara, MD, MSCI*

Dr. Shinohara joined the Vanderbilt-Ingram Cancer Center as Assistant Professor in 2010. He received a BS in Physiology and Neurobiology as well as a BA in Japanese from the University of Maryland. He received his MD degree in 2003 from Vanderbilt University School of Medicine and went on to receive a MS in Clinical Investigation in 2005. He completed his residency in radiation oncology at the Hospital of the University of Pennsylvania in 2010.

Charles Sweeney

Charles Sweeney is a prostate cancer advocate and patient, based in Rhode Island. He shares his story to educate men on early detection.

* Member, ZERO Medical Advisory Board

2016 SUMMIT HIGHLIGHTS



In Memorium

Dedicated in memory of the beloved advocates who lost their battles with prostate cancer this past year.

Don LaFollette

Gerald Hamilton

Preston Williams

ABOUT ZERO

ZERO — The End of Prostate Cancer is the leading national nonprofit with the mission to end prostate cancer. ZERO advances research, improves the lives of men and families, and inspires action. We're building Generation ZERO, the first generation of men free from prostate cancer, through our national run/walk series, education and patient support programs, and grassroots advocacy. ZERO is a 501(c)(3) philanthropic organization, accredited by the Better Business Bureau, with regional chapters across the country. We dedicate 94 cents of every dollar to research and programs. For more information, visit www.zerocancer.org.



515 King Street
Suite 420
Alexandria, VA 22314

Phone: 202-463-9455
Email: info@zerocancer.org

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