ACI is excited to announce our 7th Lung Cancer Screening & Continuum of Care Conference on December 12-13, 2018. A dedicated forum to learn and network with representatives from organizations nationwide that are prepared to deliver superior service in thoracic oncology.

Our event will be an exploration of techniques and policy changes to better fit lung screening programs through case studies, research findings and organizational models from renowned healthcare and radiology institutions. The top thoracic oncology programs in the country will showcase their successes and share strategies in achieving excellence in patient care and cost-effective management.

This two-day event will focus on implementing lung screening programs and services to maximize competitive advantage, meet increased demand and exceed patient satisfaction. The goal of this event is to bring industry leaders together, highlight the best practice achievements, and discuss the current issues and developments in stroke care for the thoracic oncology community.
THANNUAL LUNG CANCER SCREENING & CONTINUUM OF CARE
DECEMBER 12-13, 2018 • TAMPA, FL

Content & Theme

Lung cancer is the leading cause of cancer-related deaths in the United States. This largely stems from lung cancer’s minimal symptoms in its early stages, which is when the disease is most treatable. For this reason, there is a push for regions to offer screening services for their populations, enabling potential patients to receive care at the most opportune time. Providing this service to potential patients comes with its own challenges, such as motivating patients to get screened regularly, generating funding for these services, raising awareness in your community and many more.

Key Topics

Through a series of presentations, sessions, and panel discussions, this event will cover some of the major current concerns of the industry.

- Establishing a Regional Lung Cancer Screening Program
- Determining the Cost-Effectiveness of Starting a Program
- Benefits Infrastructure Development and Artificial Intelligence can bring to Screening
- Implementing Effective Smoking Cessation Plans
- Developing Guidelines for High-Risk Patients
- Increasing Involvement from Primary Care Providers
- Current Advances in Alternate Screening Techniques
- Improving Community Awareness and Funding Strategies

Who Should Attend

This two-day conference will offer excellent opportunities for you to network with your peers:

- CEOs, CIOs, CSOs, Vice-Presidents, Directors, and Senior Managers responsible for
- Thoracic Cancer/Oncology Centers
- Cancer/Oncology Centers
- Hospitals
- Health Care Systems
- Physician Clinics
- Community Health Centers
- Hospital Management Groups
- CT Scanning Companies

Key titles include:

- Medical Director
- Nurse Practitioner and Navigator
- Lung Cancer Program Director
- Chair/Chief of Thoracic Imaging
- Chief Medical Officer
- Radiologist
- Surgical Oncologist
- Chief Quality Officer
- Chief Transformation Officer
- Director of Epidemiology
- Physician in Chief
- Cancer Committee Chair

Call for Papers

If you would like to be considered as a speaker for the event with a 30-45 minute presentation, please submit an abstract for consideration.

Garett Williams
Senior Conference Producer
312.780.0700 • gwilliams@aciusnet

Sponsorship Opportunities

With leading companies and organizations from the Lung Cancer Screening and Continuum Care industry attending and speaking at our event, we have the perfect opportunity to provide outstanding exposure to a high-level, professional audience.

There are varying sponsorship packages available, including sponsorship of a cocktail reception on the first evening of the event and sponsorship of a networking lunch.

Angela Hamilton
Manager of Sponsorship Sales
414.221.1700 • ahamilton@acius.net

Chairperson

Steven Riddle
Executive Director for West Central Florida
AMERICAN LUNG ASSOCIATION

Speakers

Thomas Bauer
Medical Director of Thoracic Oncology
HACKENSAK MERIDIAN HEALTH
Samantha Tomicki
Senior Healthcare Data Analyst
MILLIMAN
David Midthun
Pulminology - Critical Care Medicine
MAYO CLINIC
Emanuela Taioli
Division of Social Epidemiology Director
MOUNT SINAI HEALTH SYSTEM
Carrie Oscarson
Oncology Nurse Practitioner
ROBERT & CAROL WEISSMAN CANCER CENTER
Kathy Tossas-Milligan
Director of Global Assets and Innovative Approaches
UNIVERSITY OF ILLINOIS CANCER CENTER
Robert Winn
Associate Vice Chancellor for Community-Based Practice
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Robert Winn
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UNIVERSITY OF ILLINOIS CANCER CENTER
CONFERENCE DAY ONE • WEDNESDAY, DECEMBER 12, 2018

8:00 AM  REGISTRATION AND COFFEE

9:00 AM  CHAIRPERSON’S OPENING REMARKS
        Steven Riddle, Executive Director for West Central Florida
        AMERICAN LUNG ASSOCIATION

9:15 AM  CONFERENCE PRESENTATION: STEPS TO ESTABLISHING A REGIONAL LUNG CANCER SCREENING PROGRAM
        • Securing a well-organized EHR system and integrating with the ACR registry to handle patient volumes and easily share screening data
        • Delineating health system needs, regional smoking rates and population severity to establish an implementation budget
        • Hiring a patient navigator or program coordinator to establish a clear direction for your program and provide staffing recommendations

10:00 AM  PANEL DISCUSSION: COST-EFFECTIVENESS ANALYSIS OF INCORPORATING SCREENING SERVICES
        • Classifying high-risk demographics within a given population to determine local screening necessity
        • Comparing cost-disparity among treatments for early- and late-stage NSCLC patients
        • Attaining maximum reimbursements from both Medicare and commercial insurance providers to improve program cost-effectiveness

10:45 AM  MORNING REFRESHMENTS

11:15 AM  SESSION ONE: MANAGING CARE FOR HIGH-RISK PATIENTS
        • Setting up regular screening appointments based on the patient’s habits and risk level
        • Enacting an appropriate course of action to provide care for patients deemed “inoperable”
        • Determining a consensus of risk level to avoid unnecessary denial of treatment to questionable patients

12:30 PM  LUNCH

1:30 PM  CONFERENCE PRESENTATION: UTILIZING BIG DATA TO IMPROVE LUNG CANCER SCREENING EFFORTS
        • Analyzing the success of the existing “big data” trials and studies, and where the technology is going positives
        • Identifying machine learning’s ability to improve detection accuracy and reduce the frequency of false positives
        • Augmenting existing public data sets with further images to improve the accuracy of AI’s application for detecting abnormalities in lung screens

2:15 PM  CONFERENCE PRESENTATION: SUPPORTING YOUR SCREENING PROGRAM THROUGH INFRASTRUCTURE DEVELOPMENT
        • Outlining steps for development of a functional IT system and a look at the potential return-on-investment
        • Providing guidance for various roles of oncology professionals through sharing of diagnostic examination information and helping to identify potentially at-risk patients
        • Managing communication with patients and respective PCP’s to improve success rates of follow-up consultations and procedures

3:00 PM  AFTERNOON REFRESHMENTS
<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
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<tbody>
<tr>
<td>3:30 PM</td>
<td><strong>CONFERENCE PRESENTATION: BENEFITS OF IMPROVING TOMOGRAPHY IMAGE QUALITY</strong></td>
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<td></td>
<td>• Eliminating unnecessary rescreens by incorporating HRCT scanning technology and increasing diagnostic confidence</td>
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<td>• Decreasing the psychological burden of potential lung cancer patients associated with prolonged diagnoses and questionable results</td>
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<td>• Benefiting from financial savings associated with a reduction in overall quantity of screening procedures</td>
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<td>4:15 PM</td>
<td><strong>CONFERENCE PRESENTATION: METHODS OF IMPROVING SMOKING CESSATION EFFORTS OF PATIENTS</strong></td>
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<td>• Fostering an open dialogue between patients and care givers regarding tobacco-related habits and consequences of use</td>
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<td>• Developing a systematic approach to determine a patient’s tobacco use and their willingness to quit</td>
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<td>• Distinguishing the role and effectiveness of smoking alternatives in the cessation process</td>
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<td>5:00 PM</td>
<td><strong>CONFERENCE DAY TWO • THURSDAY, DECEMBER 13, 2018</strong></td>
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<tr>
<td>8:30 AM</td>
<td>Registration and Coffee</td>
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<tr>
<td>9:00 AM</td>
<td><strong>CHAIRPERSON’S OPENING REMARKS</strong></td>
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<td>Steven Riddle, Executive Director for West Central Florida AMERICAN LUNG ASSOCIATION</td>
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<td>9:05 AM</td>
<td><strong>CONFERENCE PRESENTATION: KEEPING UP WITH CURRENT NCCN 2018 GUIDELINES AND THEIR INFLUENCE ON INSURANCE POLICY</strong></td>
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<td>• Clarifying any confusion associated with insurance coverage and how it corresponds to specific guideline sets</td>
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<td>• Choosing correct guidelines as they correspond with cause per case and pack-year rate</td>
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<td>• Adopting the Lung-RAD scale to improve consistency and reduce confusion when sharing data</td>
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<td>9:50 AM</td>
<td><strong>PANEL DISCUSSION: STRATEGIES TO FURTHER INVOLVEMENT OF PRIMARY CARE PROVIDERS</strong></td>
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<td>• Hiring a “patient navigator” to help liaise the decision making process between patient and primary care provider</td>
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<td>• Offering incentive to lung screening candidates in the form of compensated shuttling services</td>
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<td>• Reinforcing the ability of primary care providers to be the first line of defense when it comes to early symptom detection</td>
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<td>10:35 AM</td>
<td><strong>MORNING REFRESHMENTS</strong></td>
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<tr>
<td>11:05 AM</td>
<td><strong>SESSION TWO: ALTERNATE SCREENING MODALITIES AND LOW-DOSE ALTERNATIVES</strong></td>
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<td>• Observing cancerous cells via molecular imaging and how to incorporate this technology into your facility</td>
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<td>• Establishing a new standard of care by adopting painless and reliable liquid biopsy techniques</td>
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<td>• Exploring the safe alternative of screening via blood draw and its effectiveness for early-stage LC detection</td>
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<tr>
<td>12:20 PM</td>
<td><strong>LUNCH</strong></td>
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### 1:20 PM  
**CONFERENCE PRESENTATION: FOSTERING A GREATER COMMUNITY AWARENESS FOR THE IMPORTANCE OF SCREENING**
- Harnessing the capabilities of nonprofit publicity outlets to deliver an effective message
- Taking advantage of the cost-effective nature of social media channels to reach a wide audience
- Recruiting lung cancer survivors diagnosed through screening to share their story and provide a first-hand account of the necessity and importance of screening

### 2:05 PM  
**SESSION THREE: STRATEGIES FOR GENERATING FUNDING FOR SCREENING SERVICES AND FURTHERING COMMUNITY ENGAGEMENT**
- Founding grant services to enable private funding outlets and offer sponsorship opportunities to local businesses
- Hosting community events to reinforce awareness for and importance of regular screening
- Contrasting the effectiveness of various fundraising events based on attendance, generation of funds and post-event screening frequency

**Kathy Tossas-Milligan**, Director of Global Assets and Innovative Approaches  
**UNIVERSITY OF ILLINOIS CANCER CENTER**

**Robert Winn**, Associate Vice Chancellor for Community-Based Practice  
**UNIVERSITY OF ILLINOIS CANCER CENTER**

### 3:20 AM  
**CHAIRMAN’S CLOSING REMARKS**
**Steven Riddle**, Executive Director for West Central Florida  
**AMERICAN LUNG ASSOCIATION**

### 3:30 PM  
**END OF CONFERENCE AND AFTERNOON REFRESHMENTS**

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**ACTIVE COMMUNICATIONS INTERNATIONAL**

Active Communications International, Inc. (ACI) is a leader in conference planning and production. With offices in Chicago, London, Pune, Portland, Poznan and Milwaukee, we produce world-class events focusing on areas of most relevance to our served industry sectors. We are dedicated to deliver high-quality, informative and value added strategic business conferences where audience members, speakers, and sponsors can transform their business, develop key industry contacts and walk away with new resources.

**Mission Statement**: ACI’s mission is to unite key industry influencers and leaders to build strong relationships and enable our clients to achieve operational efficiencies, maintain competitive advantage in the marketplace, and increase their profitability.

**Quality**: ACI invites senior-level executives and key industry leaders to share their insights and real-life working experiences with our audience. Our unique conference format offers an intimate and time-efficient educational development platform where our attendees can meet one-on-one with the people that can assist them in achieving their goals.

**Research**: ACI offers cutting-edge conferences that are developed through extensive research and development with industry experts to bring you the latest trends, forecasts, and best practices.

**Experience**: Our team of experienced conference producers and managers know you and your business demands. ACI has the resources, knowledge, and experience to create the events you need to remain on the forefront of your industry.

**Garett Williams**, Senior Conference Producer, thanks contributing professionals for their insights, recommendations, and participation.