

# **Expanding Comprehensive Coverage for Tobacco Cessation to Ensure Access to Evidence-Based Treatment in North Carolina A Collaborative Summit**

**May 29, 2014 – Durham Downtown Marriot and Convention Center**

- 8:30 Register, Coffee, Fruit, Gallery Walk and Informal Greetings
- 9:00 **Welcome Tamatha Thomas-Haase, Facilitator**  
Opening Remarks: Penny Slade-Sawyer, Director, NC Division of Public Health
- 9:15 **Context and Goals for Today: Dr. Ruth Petersen, Chief, Chronic Disease and Injury  
Section, NC Division of Public Health**
- 9:45 **Setting Our Compass: Sally Herndon, Branch Head, Tobacco Prevention and Control  
Branch, Chronic Disease and Injury Section, NC Division of Public Health**
- 10:10 **Public-Private Partnerships for Cessation: Expanding Access to Cessation Treatment:  
Deb Osborne, Manager, North American Quitline Consortium Public-Private  
Partnerships Initiative**
- 10:50 **BREAK**
- 11:00 **Making the Business Case for Cessation: Perspectives from Stakeholders**  
*Panel presentation*
- **ROI Perspective:** Health Care Practice and the Return on Investment (ROI) – Lou Anne Crawley-Stout, MBA, CLSSBB, PMP; Improvement Specialist, NC State University-Industrial Extension Service at NC Center for Public Health Quality
  - **Hospital Perspective:** J. Chad Knight, Administrator, Oncology Services, Co-Champion, Service and Operational Excellence, New Hanover Regional Medical Center
  - **Large Employer Perspective:** NC Medical Society/Medical Mutual – Jason Horay, Health Promotion Coordinator
  - **“State as an Employer” Perspective:** State Health Plan for Teachers and State Employees – Jessica Pyjas, Health Promotion and Wellness Coordinator
- 12:00 **LUNCH**
- **12-12:30: informal networking and eating lunch**
  - **12:30-1: formal networking activity**
- 1:00 **Using Our Strengths to Cultivate Cessation: Tamatha Thomas-Haase**
- 1:50 Thank You/Closing and **Next Steps: Dr. Ruth Petersen and Sally Herndon**
- 2:00 **End of Meeting**