Expanding Comprehensive Coverage for Tobacco Cessation to Ensure Access to Evidence-Based Treatment in North Carolina  
A Collaborative Summit  
May 29, 2014 – Durham Downtown Marriott 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


10:50 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