



“We are truly entering a new age of discovery and a new age of therapy: an age in which we will be able to specifically tailor our prevention and our treatment for each individual patient.”
John E. Niederhuber (NCI Director)

The U.S. National Cancer Institute (NCI) recognizes that the communication revolution sweeping the globe will change the face of cancer prevention, treatment, and long-term care as we know it. Deployment of cancer grid technologies in biomedical science is catalyzing discovery; a move toward electronic support in patient care is revolutionizing cancer care delivery; and a continued deep, and global, penetration of the Internet is changing the way cancer patients and their families obtain support for vital medical decisions.

To seize the opportunity provided by an historic confluence of events, NCI has invested heavily in research and infrastructure to support the global fight against cancer. NCI knows that electronic health communication enables both government and nongovernmental organizations to better explain the story of scientific discovery, implementation, and opportunity, and has dedicated significant resources to the progress and pursuit of eHealth initiatives. NCI hopes that, if rooted on a base of empirical evidence, eHealth initiatives can help create a system for cancer care that is safe, effective, patient-centered, efficient, and equitable. If you are interested in exploring cutting-edge issues in the use of distributed network technologies in cancer, please come listen to a special panel on October 16 and visit our exhibit on October 16 and 17 in the Ballroom of the Fairmont Royal York Hotel in Toronto, Canada.

NCI Panel Cancer Information on the Internet

When: October 16, 2006
 Where: Concert Hall, Fairmont Royal
 York Hotel, Toronto

Agenda:

2:05-3:05

Panel 1: Information across the Cancer Continuum

- Tailoring prevention, *Vic Strecher*
- Primary care counseling, *Kevin Patrick*
- Support at diagnosis, *David Gustafson*
- Support for survivors, *Ellen Beckjord*

3:05-4:05

Panel 2: International Perspectives

- Online Asian portal, *Moon Chen*
- Online medical literature, *Fred Wood*
- Spanish resources, *Silvia Ines Salazar*
- Multilingual seekers, *Mary Anne Bright*

4:30-5:30

Panel 3: User-Centered Informatics Research

- Health information needs, *Brad Hesse*
- Clinical trials, *Lakshmi Grama*
- Quality index for service, *Terry Sullivan*
- Promoting innovation, *Connie Dresser*

5:30-6:30

SBIR eHealth Product Demonstrations

When: Oct 16-17
 Where: Exhibit Hall, Fairmont Royal
 York Hotel, Toronto

Three Components Working as One

The NCI panel combines research from three areas of activity within the Institute.

The Health Communication and Informatics Research Branch (HCIRB)

The Health Communication and Informatics Research Branch (HCIRB) is part of the Division of Cancer Control and Population Sciences and supports behavior research aimed at developing a seamless health communication and informatics infrastructure accessible to all. HCIRB research and outreach initiatives include

- Health Information National Trends Survey
- Centers of Excellence in Cancer Communication Research
- Small Business Innovation Research

See <http://cancercontrol.cancer.gov/hcirb/>

NCI Office of Communications (OC)

NCI's Office of Communications supports The Institute overall strategic priorities by providing a communications infrastructure for information dissemination and advancing science. Three notable initiatives include

- www.cancer.gov
- The Cancer Information Service (including "Live Help")
- Asian language and Spanish portals for cancer content

See www.cancer.gov

Operations Research Office (ORO)

The Operations Research Office (ORO) partners with other NCI offices to identify consumer information needs and ensure the information can be understood, processed, and acted upon when needed. The ORO works to ensure that treatment and prevention solutions meet the needs and circumstances of real people, in real time. The ORO's efforts are seen in many of NCI's eHealth projects, including

- Online access to cancer risk information
- User-centered informatics research
- Clinical applications in cancer prevention