

Strategic Roadmap 2026–2029



About ACS NPCRT

The American Cancer Society National Prostate Cancer Roundtable (ACS NPCRT) was launched in 2024 in response to rising rates of prostate cancer diagnosis nationwide. As a national coalition of individual and organizational members, the ACS NPCRT is firmly dedicated to advancing national priorities in prostate cancer by promoting evidence-based strategies and catalyzing policy and patient care solutions. By bringing together diverse voices from across the prostate cancer continuum, members of the ACS NPCRT work together to generate and implement bold new ideas toward the achievement of key outcomes identified in this Roadmap.

Vision

The ACS NPCRT is committed to eliminating death and suffering from prostate cancer, for all.

Mission

Our mission is to improve prostate cancer outcomes and survivorship through increasing awareness and equitable access to prevention, screening, and treatment.

Prostate Cancer

Prostate cancer remains the second leading cause of cancer death in men in the United States, with an estimated 333,830 new cases and 36,320 deaths from prostate cancer expected in 2026 ([American Cancer Society, 2026](#)). Incidence rates have declined sharply in recent years, largely due to decreases in PSA testing because of changes to screening recommendations. However, since 2014, there has been a steady increase in incidence rates by 3% per year overall and an even greater increase of 5% per year for advanced stage disease. These troubling trends highlight a growing need to take decisive action and enact national strategies to disseminate knowledge and best practices around prostate cancer screening, treatment, and survivorship.

Acknowledgments

The ACS NPCRT extends its thanks to our volunteer leaders, members, and staff who served on the Roundtable in 2024-2025 for their unwavering support through the inception, launch, and continued growth of the Roundtable. This remarkable group of experts has laid the groundwork and provided leadership and direction during the early days of the ACS NPCRT, culminating in the development of our first Strategic Roadmap. This Roadmap will guide the work of the ACS NPCRT over the years to come, and we are grateful for all your time, effort, and thoughtfulness in the development and execution of our national strategies toward the equitable improvement of prostate cancer outcomes and survivorship.

Executive Leadership Team

William Oh, MD (*ACS NPCRT Chair*)

Yaw Nyame, MD, MS, MBA (*ACS NPCRT Vice-Chair*)

William Dahut, MD (*ACS Chair*)

Steering Committee

Brian Bragg, MS

Peter L. Choyke, MD

Keith Crawford, MD, PhD

Ruth Etzioni, PhD

Lannis Hall, MD, MPH

Ingrid J. Hall, PhD, MPH

Elisabeth Heath, MD, FACP

Walter Rayford, MD, PhD, MBA

Brian Rivers, PhD, MPH, BS

Phillip E. Rodgers, MD, FAAHPM

Howard Soule, PhD

ACS Staff

Lorelei Mucci, ScD, MPH (*Senior Scientific Advisor*)

Lucas Brand, PhD (*ACS NPCRT Strategic Director*)

Nyyah Green, PMP (*ACS NPCRT Program Manager*)

Natalie Jaynes (*ACS Roundtables Director of Facilitation and Strategic Planning*)

Sarah Shafir, MPH (*ACS National Roundtables Vice President*)

The Work of the Roundtable

The ACS NPCRT develops national strategies, produces tools and resources, and convenes partners to further our overarching mission of improving prostate cancer outcomes and survivorship through increasing awareness and equitable access to prevention, screening, and treatment. Following the Collective Impact model, Roundtable members engage in collaborative action and consensus-building strategies to identify key areas in which intervention could improve the patient experience and lead to fewer deaths from prostate cancer. The Roundtable fosters a supportive environment for members to network, collaborate, and act together to drive greater impact than any one organization could achieve alone.

Roundtable Functions



Convening Partners

Facilitate member dialogue, convene national membership meetings, host cross-sector summits, and engage with other ACS Roundtables.



Developing National Strategies

Align goals across priority teams and establish national guidance on prostate cancer screening, supportive care, and survivorship.



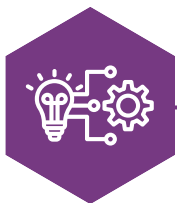
Building Evidence

Conduct barrier analyses, perform landscape assessments, and publish best practices.



Professional Education

Amplify guidance on best practices, conduct learning collaboratives, develop webinars, and create educational tools.



System, Practice, & Policy Change

Identify opportunities to optimize patient navigation, overcome barriers to care, and promote equitable access to prostate cancer screening and treatment through education and advocacy.

Strategic Roadmap

Background

Prior to its launch in 2024, the ACS NPCRT was preceded by the [ACS Prostate Cancer Collaborative](#). The Collaborative engaged experts from across the prostate cancer continuum to build consensus around key strategic priorities that, if addressed, have the potential to significantly improve the state of prostate cancer screening and care in the United States. The priorities identified by the Collaborative were ultimately adopted as the guiding principles of the ACS NPCRT, which has built upon this foundation through early action throughout its first year.

As the ACS NPCRT activated its early programs and expanded its infrastructure throughout 2025, the Steering Committee undertook a structured series of strategic planning sessions to lay the groundwork for the next three years of the Roundtable's work. Through a series of consensus-building and refinement steps, the Committee reaffirmed the Roundtable's commitment to its Strategic Priorities and further developed a series of implementation strategies targeted at achieving key outcomes within each of the Priority areas. These elements, along with metrics and evaluation plans for each outcome, are integrated into this Strategic Roadmap and will shape the work and priorities of the ACS NPCRT over the next three years (2026-2029).

Timeline



Strategic Roadmap Development Overview

The Strategic Roadmap was created through a consensus-building process that began with the 2023 ACS Prostate Cancer Collaborative and culminated in a combined strategic planning retreat and Summit on barriers to care in prostate cancer. Using a set of guiding design principles, ACS NPCRT leadership and team members then refined the Roadmap through a structured, five-step methodology.

Design Principles

Throughout this process, we committed to:

- **Building on what already works**, honoring the strengths and successes of our prior and existing initiatives.
- **Responding to member needs**, ensuring the roadmap reflects the priorities and insights of our diverse partners.
- **Aligning with the ACS's mission** to ensure everyone has an opportunity to prevent, detect, treat, and survive cancer.
- **Maintaining strategic focus while enabling flexibility**, allowing us to stay aligned with long-term goals and still adapt to emerging opportunities and challenges.

These principles informed each step and ensured that the roadmap remained both grounded in evidence and adaptable to real-world contexts.

Our Five Step Strategy Development Process

Drawing on best practices in strategic planning, we utilized a five-step process to shape the Strategic Roadmap:

1. **Retrospective Analysis:** Looking back at the roundtable's history for what has worked and other lessons learned?
2. **Contextual Analysis:** What current scientific developments need to be reflected and what are our member needs/wants?
3. **Strategic Direction:** What does the roundtable want to complete in the next 3 years?
4. **Strategic Interventions & Measures:** What helps us achieve that strategic direction and how will we remain accountable to our impact?
5. **Review & Revise:** Seek member input and adapt plan as new discoveries or challenges emerge.

ACS NPCRT Three-year Goal

As a coalition of member organizations, the ACS NPCRT will lead the advancement and dissemination of evidence-based best practices spanning the entire prostate cancer continuum.

Priority Areas

1

RISK ASSESSMENT AND SCREENING

Improving access to and awareness of recommended prostate cancer screening, risk assessment, and follow-up through community and professional education, with a focus on high-risk men and especially Black men, will decrease cancers diagnosed at advanced stage and improve outcomes.

2

FACILITATING ACCESS TO OPTIMAL CARE FOR LOCALIZED PROSTATE CANCER

Improving access to early and equitable multidisciplinary treatment strategies will increase likelihood of patients receiving appropriate standard of care, thereby improving outcomes for high-risk patients while reducing overtreatment and optimizing quality of life.

3

IMPROVING OUTCOMES THROUGH EVIDENCE-BASED MANAGEMENT OF ADVANCED PROSTATE CANCER

Improving timely and equitable implementation of evidence-based and emerging strategies will produce better survival rates, quality of life, and supportive care for patients with metastatic prostate cancer.

Priority 1

Risk Assessment and Screening

Outcomes – by 2029, we will achieve:

- Modernize the perception of risks vs. benefits of PSA test-based prostate cancer screening through education and training.
- Optimize risk assessment practices to identify patients who would benefit most from prostate cancer screening.
- Broadly increase prostate cancer screening uptake.

Activities – how we will achieve the Outcomes:



Convene diverse stakeholders to align on key strategies and messaging



Review and advocate for evidence-based best practices at all levels



Develop and disseminate talking points about prostate cancer, risk, and the benefits of screening



Develop early messaging guidance for primary care practitioners to use with patients for earlier and on-time screening tailored to the patient's personal risk



Develop partnerships with health systems and centers of excellence to implement screening best practices, including EHR integration



Develop and disseminate a targeted campaign on recent changes in detection, diagnosis, and treatment of prostate cancer

Measures – how we will know we have succeeded:

- Reach (Webinar attendance & Resource Analytics (website, social media users, views, sessions, engagement/impressions))
- Satisfaction (webinar/meeting survey)
- Knowledge & Capacity on health equity and screening strategies (webinar/meeting survey)
- Implementation of recommended health equity and screening strategies (Member Survey, webinar/meeting intention to apply, testimonials)

Roundtable Functions



Convening Partners



Developing National Strategies



Building Evidence



Professional Education



System, Practice, & Policy Changes

Priority 2

Facilitating Access to Optimal Care for Localized Prostate Cancer

Outcomes – by 2029, we will achieve:

- Increase provider understanding and implementation of active surveillance (AS) in appropriate patients
- Improve quality of life post-treatment and throughout survivorship
- Educate providers on guideline-concordant care for early-stage disease

Activities – how we will achieve the Outcomes:



Convene experts, patients, and clinicians to define the goals of AS and strategies to improve appropriate decision-making in early-stage disease



Generate tools to help providers discuss AS with patients and caregivers



Discuss the case for surveillance through webinars, guidelines, and resources



Promote awareness of advances in technology that enable optimal symptom and side effect management in prostate cancer survivors



Ensure providers are aware of treatment guidelines for low-risk disease through webinars and training opportunities

Measures – how we will know we have succeeded:

- Reach (Webinar/Training attendance & Resource Analytics (website, social media users, views, sessions, engagement/impressions))
- Satisfaction (webinar/meeting survey)
- Knowledge & Capacity on multidisciplinary treatment strategies (webinar/meeting survey)
- Implementation of recommended multidisciplinary treatment strategies (Member Survey, webinar/meeting intention to apply, testimonials)

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Priority 3

Improving Outcomes Through Evidence-based Management of Advanced Prostate Cancer

Outcomes – by 2029, we will achieve:

- Educate providers on current evidence-based care strategies for metastatic hormone-sensitive prostate cancer
- Increase utilization of genetic & biomarker testing by promoting awareness of its role in optimizing treatment decisions
- Increase clinical trial enrollment by building trust and partnerships
- Improve quality of life throughout treatment and survivorship

Activities – how we will achieve the Outcomes:

  Develop toolkits and campaigns that promote awareness and address myths, side effects, and comorbidities



Make the case for expanding the use and coverage of biomarker testing to support treatment decisions



Simplify operational processes and develop an operational excellence strategy that emphasizes diversity in clinical trials



Build partnerships with protocol designers, industry partners, and community organizations



Promote awareness of advances in technology that enable optimal symptom management in prostate cancer patients and survivors

Measures – how we will know we have succeeded:

- Metastatic Prostate Cancer standard metric promotion (Implementation resources, dissemination activities, #-type events/resources)
- Reach (Webinar attendance & Resource Analytics (website, social media users, views, sessions, engagement/impressions))
- Satisfaction (webinar/meeting survey)
- Knowledge & Capacity for metastatic prostate cancer high-quality care strategies (webinar/meeting survey)
- Implementation of recommended metastatic prostate cancer high-quality care strategies (Member Survey, webinar/meeting intention to apply, testimonials)

Roundtable Functions



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Building Evidence



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