



Association of Community Cancer Centers  
**37TH ANNUAL NATIONAL MEETING**  
March 24 - 26, 2011  
Washington Hilton, Washington, DC



## A New Focus to Meet the Times

**How policies and trends will change  
the economics of cancer care**

- ★ What's the inside story about healthcare reform and what does it mean to the oncology community?
- ★ What will a shift in site of service mean financially to hospitals and practices?

**Find Answers. Calm Concerns. Plan Strategies.**

**For more details and to register go to  
[www.accc-cancer.org/2011AnnualMeeting](http://www.accc-cancer.org/2011AnnualMeeting)**



**Take advantage of the early bird discount. Register by February 25 and save!**



## Why You Need to Attend

Unprecedented changes are on the way. Learn how healthcare reform, new regulations, declining reimbursements, realignments, new partnerships, and shift in site of care will affect your cancer program or practice.

As boundaries between hospitals and practices blur... new hospital-physician relationships multiply... regulatory demands escalate with no corresponding increase in reimbursement or resources... this is the one oncology meeting designed to interpret the changes and complexities and make your job easier.

### Pre-Conference

**THURSDAY, MARCH 24, 2011**

**Grass-Roots Advocacy Pre-Conference**  
Visit with your U.S. Senators and Representatives to discuss healthcare reform and cancer care legislative issues.

8:00 am – 9:00 am

**Advocacy 101**

Matthew Farber, MA, Director, Provider Economics and Public Policy, ACCC

9:00 am

**Bus to Capitol Hill**

10:00 am – 2:00 pm

**Meetings with U.S. Senators and Representatives**

### ACCC 37th Annual Meeting Agenda

*(agenda is subject to change)*

**THURSDAY, MARCH 24, 2011**

3:00 pm – 6:00 pm

**Registration**

6:00 pm – 7:00 pm

**Exhibitors' Welcome Reception**

**FRIDAY, MARCH 25, 2011**

7:00 am – 5:30 pm

**Registration**

7:00 am – 8:00 am

**Breakfast with Exhibitors**

8:00 am

**Welcome and Introductions**

Al B. Benson III, MD, FACP, President, ACCC  
Christian G. Downs, JD, MHA, Executive Director, ACCC

8:10 am – 9:20 am

**Healthcare Reform from the Congressional Perspective**

Will the 112th Congress change the face and future of healthcare reform? Hear what newly elected legislators have to say.

9:20 am – 10:10 am

**ACCC Legislative and Regulatory Update**

Matthew Farber, MA, ACCC

10:10 am – 10:40 am

**Break with Exhibitors**

10:40 am – 12:00 pm

**Panel: Oncology Care 2021**

Moderator: Clifford Goodman, PhD, *The Lewin Group*  
Invited Speakers: Mark B. McClellan, MD, PhD, *Brookings Institute*; Scott Gottlieb, MD, *American Enterprise Institute*

12:00 pm – 1:00 pm

**Lunch with Exhibitors**

1:00 pm – 1:45 pm

**CMS and its Role in Changing Payment Models**

Learn directly from CMS leaders as they discuss new payment models and their effects on the oncology community.

1:45 pm – 2:30 pm

**HHS, Healthcare Reform, and Cancer Care**

The healthcare reform law mandates new responsibilities for the Department of Health and Human Services (HHS). A senior representative from HHS will examine agency plans and programs that may affect cancer care.

2:30 pm – 3:00 pm

**Refreshment Break with Exhibitors**

3:00 pm – 4:00 pm

**Guidelines vs. Physician Autonomy vs. Personalized Medicine**

Cary A. Presant, MD, FACP, *Wilshire Oncology Medical Group*; Roy Beveridge, MD, *Virginia Cancer Specialists, PC*; and others

A panel of oncologists will discuss the emerging dilemma in cancer treatment planning and the role of physician autonomy. Should physicians select therapies based on their own preferences and interpretations of data? Is it better to comply with published evidence-based guidelines and pathways? And where do emerging tools fit in, such as biomarkers and assays that can predict drug sensitivity of individual patients?

4:00 pm – 5:00 pm

**Economics of Pathways**

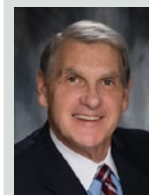
Lesli Lord

This session includes discussion of business models designed to provide and document the most effective care for patients using evidence-based clinical pathways. Learn how a collaborative approach between payers and providers can increase quality and cost effectiveness of cancer care through the implementation of an evidence-based oncology clinical pathways program.

6:00 pm – 7:00 pm

**President's Reception**

7:00 pm – 9:00 pm **Dinner**  
**An Evening of Entertainment, Inspiration, and Fine Food**



**Climbing the Ladder of Success and Taking Your Family With You**

Charles Petty, CSP, CPAE, PhD

Gain insights on how to take care of *your* family

while you take care of your patients and *their* families. Dr. Petty will share key principles to help achieve success in balancing one's job and family and will motivate attendees to put these principles into practice.



**For more details and to register go to [www.accc-cancer.org/2011AnnualMeeting](http://www.accc-cancer.org/2011AnnualMeeting)**

## SATURDAY, MARCH 26, 2011

7:00 am – 5:30 pm

### Registration

8:00 am – 9:00 am

### Continental Breakfast

8:00 am – 8:45 am

### ACCC House of Delegates Meeting

8:45 am – 9:30 am

### Future Trends in Cancer Care

John Peabody, MD, PhD, FACP, Sg2

9:30 am – 10:15 am

### The Oncology IT Balancing Act: Integration vs. Functionality

Monique Rasband, KLAS

Gain insight from clinical and IT end-users into the strengths and weaknesses of leading oncology IT systems: Elekta, IntrinsicQ, Varian, BMSi, Epic, and US Oncology.

10:15 am – 10:30 am

### Refreshment Break

10:30 am – 11:15 am

### Risk Evaluation and Mitigation Strategies (REMS): Past, Present, and Future

Tim Tyler, PharmD, FCSHP, *Comprehensive Cancer Center at Desert Regional Medical Center*

How can your pharmacy cope with the enormous burden that risk evaluation and mitigation strategies (REMS) may unleash? As the number and complexity of REMS programs increase, the challenges associated with prescribing and dispensing the drug increase as well, including adding significant workload to prescribers and dispensers of drugs, making it potentially less likely for a drug with complex REMS to be used at all. We'll explore the benefits and concerns associated with REMS, and examine REMS from the perspective of different players.

11:15 am – 12:00 pm

### HITECH & Meaningful Use: What Does it Mean for Patients and Their Families

Gena Cook, *Navigating Cancer*

With meaningful use objectives, physicians will be required to give patients electronic access to their health information and provide information and tools to help engage patients and their families in their care. How do meaningful use criteria relate to the goal of engaging patients and their families to improve care coordination? Which HITECH (Health Information Technology for Economic and Clinical Health Act) tools work best? What do patients want from their providers?

12:00 pm – 1:30 pm

### Annual Achievement Award Presentation Lunch

1:30 pm – 2:30 pm

### CONCURRENT SESSIONS

#### TRACK I

#### Update on the 340B Drug Program

#### TRACK II

#### Economics of Setting up a Cancer Survivorship Program

Denice Economou, RN, MN, CNS, AOCN, *City of Hope National Medical Center*; Tom Lay, MHA, *Cancer Treatment Centers of America*; Fran Zandstra, RN, MBA, OCN, *University of Texas M.D. Anderson Cancer Center*; Becky Ball, RN-BC, BSN, *Sanford Cancer Center Hematology and Oncology and Infusion Center*

To help you start and/or grow your survivorship program, a panel of experts will discuss staffing, including physicians, advanced practice nurses, supportive care team members, community resources, and downstream revenue. Gather innovative ideas to help you envision the survivorship program and activities that your program or practice can implement.

2:30 pm – 3:30 pm

### CONCURRENT SESSIONS

#### TRACK I

#### Multidisciplinary Care Conferences and Clinics in the Community Setting: A Paradigm for Best Cancer Care

Mark Krasna, MD, *St. Joseph Medical Center, The Cancer Institute*; Andrew L. Salner, MD, FACP, *Helen & Harry Gray Cancer Center at Hartford Hospital*

The National Cancer Institute Community Cancer Centers Program (NCCCP) focuses on outreach to help reduce cancer disparities. Find out about progress and programs, including NCCCP survivorship and palliative care programs, and tools your program can use.

#### TRACK II

#### Cancer Data Analysis: A Must-Have Tool for Service Line Administrators

J. Brian Cassel, PhD, *Virginia Commonwealth University Health System*

Oncology service lines are complex entities comprised of many different accounting units. Find out how to access and analyze all oncology-related hospital data in order to strategize and evaluate disease-specific centers of excellence. Learn practical advice from the Virginia Commonwealth University Health System, which has used a data analysis approach for more than 12 years to meet the ever-increasing demand for data intelligence.

3:30 pm – 4:30 pm

### CONCURRENT SESSIONS

#### TRACK I

#### Structuring Research Programs to Increase Utilization of Services as Well as Improve Patient Outcomes in an Environment of Declining Reimbursement

Chris Beardmore, *Translational Research Management*

The biopharmaceutical industry has experienced a revolution in research and development fueled by the advent of bioinformatics, genomics, and combinatorial chemistry. The resulting landscape provides opportunity for community cancer centers to structure clinical trial programs focused on innovative collaborations with community oncologists and other ancillary service providers. These relationships can form the foundation of a sustainable physician strategy to positively impact patient outcomes and provide revenue to offset declining reimbursement.

#### TRACK II

#### Can Hospitals and Independent Community Practices Work Together?

Joe Vegso, *US Oncology*

Relationships between independent community practices and hospitals vary widely depending on the local market. Some are collaborative, while others are hostile competitors. There are several models for community physicians to work with their local hospital. Learn about various types of arrangements and the benefits of finding an arrangement that works for both parties.

4:30 pm

### Adjourn

“The value of networking with colleagues performing similar work and differing functions in cancer care is unparalleled. Nowhere else can I begin discussing an issue, such as how to reduce drug costs, and pull in doctors, nurses, pharmacists, social workers, etc., with varying levels of knowledge, unbiased opinions, and workable solutions.”

— Becky DeKay, BS, MBA, Director of Oncology Services, Louisiana State University Health Sciences Center, Feist-Weiller Cancer Center, Shreveport, LA

## Speaker Highlights



**Chris Beardmore** is the President and CEO of Translational Research Management, an organization dedicated to building a nationwide network of community cancer centers and oncology practices for the purpose of streamlining and improving the conduct of trials that benefit oncologists, drug developers, and the patients they serve.



**Mark Krasna, MD**, is director of The Cancer Institute at St. Joseph Medical Center in Towson, Md., and advisor to Catholic Health Initiatives (CHI), St. Joseph's parent organization, in the development of a national cancer service line strategy for CHI's 70 hospitals and 40 cancer centers. He has championed the idea of making cancer care a patient-centered experience, bringing different physician specialists to the bedside.



**J. Brian Cassel, PhD**, is senior analyst of the Oncology Business Unit at the Virginia Commonwealth University Health System and a member of the VCU Massey Cancer Center Data Analytics team. Also a member of the Palliative Care Leadership Center at VCU, he has trained more than 140 teams from hospitals across the country in establishing and sustaining palliative care programs.



**Lesli Lord** is an oncology executive with 15 years in oncology, GPO, and association management. She is executive director of Oncology Physician Resource, PLLC, and for several oncology management and group purchasing organizations, including the MOASC Purchasing Network and the Southwest Oncology Network.



**Gena Cook** is the co-founder and CEO of Navigating Cancer, a non-profit organization whose vision is to empower cancer patients to navigate their best care. Navigating Cancer offers a free website, providing tools and authoritative cancer resources that empower patients to take control of their health and partner more closely with their physicians and other patients.



**John Peabody, MD, PhD, FACP**, is medical director and senior vice president of Sg2, which provides advanced healthcare analytics, business intelligence, and education. For almost two decades, he has examined how health systems affect care quality and patient outcomes.



**Denice Economou, RN, MN, CNS, AOCN**, is project director, Nursing Research and Education, and a senior research specialist/project director in survivorship education for quality cancer care at City of Hope National Medical Center. She is a founding board member of the Southern California Cancer Pain Initiative, as well as an oncology faculty member for the End-of-Life Nursing Education Consortium.



**Cary A. Presant, MD, FACP**, is a staff physician at Wilshire Oncology Medical Group and professor of clinical medicine at the University of Southern California School of Medicine. He has served as director of cancer programs at Washington University School of Medicine, the Jewish Hospital of St. Louis, the Los Angeles Cancer Institute of St. Vincent's Medical Center, and the City of Hope National Medical Center.



**Clifford Goodman, PhD**, is a senior vice president at The Lewin Group, a healthcare policy and human services consulting firm. He has 30 years of experience in such areas as health technology assessment, evidence-based healthcare, and health economics. Dr. Goodman directs the Lewin Group Center for Comparative Effectiveness Research.



**Andrew L. Salner, MD, FACP**, is the director of the Cancer Program at the Helen & Harry Gray Cancer Center at Hartford Hospital in Hartford, Conn., and he serves as the medical director of Radiation Oncology at Hartford Hospital.



## Medicine and Nursing Continuing Education Accreditation Statements

### Medicine Accreditation Statement

This activity has been planned and implemented in accordance with the Essential Areas and policies of the Accreditation Council for Continuing Medical Education through the joint sponsorship of the University of Kentucky College of Medicine and Association of Community Cancer Centers. The University of Kentucky College of Medicine is accredited by the ACCME to provide continuing medical education for physicians.

The University of Kentucky College of Medicine designates this live activity for a maximum of *12 AMA PRA Category 1 Credits™*. Physicians should claim only the credit commensurate with the extent of their participation in the activity.

The University of Kentucky College of Medicine presents this activity for educational purposes only. Participants are expected to utilize their own expertise and judgment while engaged in the practice of medicine. The content of the presentations is provided solely by presenters who have been selected for presentations because of recognized expertise in their field.

### Nursing Accreditation Statement

The University of Kentucky, College of Nursing is accredited as a provider of continuing nursing education by the American Nurses Credentialing Center's Commission on Accreditation (COA).

This activity is offered for a maximum of ANCC (60 minute) 11.1 contact hours for nurses who attend all sessions 3/25/11 5.1 ANCC contact hours, 3/26/11 6.0 ANCC contact hours.

The Kentucky Board of Nursing (KBN) approves The University of Kentucky, College of Nursing as a provider as well. ANCC and KBN approval of a continuing nursing education provider does not constitute endorsement of program content nor commercial sponsors. The University of Kentucky does not approve commercial products. This activity is offered for a maximum of 13.4 KBN (50 minute) contact hours for nurses who attend all sessions. 3/25/11 = 6.2 KBN contact hours, 3/26/11 = 7.2 KBN contact hours. Provider #: 3-0008-01-13-263 - 264. In order to receive credit for this day conference, participants will complete the CNE activity and submit a credit application and evaluation form online. Certificates may be printed once the evaluation is completed.

### Other Continuing Education Certificates

The University of Kentucky Colleges of Medicine and Nursing will provide certificate of attendance for non-physicians. Each individual should claim only those hours actually spent in the educational activity.

### Disclosure Statement

All planners, speakers, authors, reviewers and staff members involved with content development for continuing education activities sponsored by the University of Kentucky Colleges of Medicine and Nursing are expected to disclose any real or perceived conflict of interest related to the content of the activity. Detailed disclosures will be included in participant materials or given prior to the start of the activity.

The University of Kentucky is an Equal Opportunity University.

### Upon completion of this meeting, participants will be able to:

1. Understand changes in healthcare reform as well as in Medicare and private payer policies, particularly as they affect oncology care, reimbursement, and the 340B drug discount program.
2. Discuss the economics behind guidelines, pathways, and predictive assays in community cancer care.
3. Describe the most cost-effective ways to provide patient education and survivorship programs.
4. Identify ways to structure research programs in an environment of declining reimbursements.
5. Define the barriers and facilitators to multidisciplinary care conferences in the community setting.
6. List key strategies in mining data for research, advanced strategic planning, and business development.

ACCC is seeking credit hours from National Cancer Registrars Association.

**Please check the ACCC website at [www.accc-cancer.org/meetings/meetings-AM2011.asp](http://www.accc-cancer.org/meetings/meetings-AM2011.asp) for credit hour updates.**

## Registration Fees

Registration fees include official program events, materials, social events, and all scheduled meal functions as outlined in the agenda. ACCC currently accepts Visa, MasterCard, American Express, or check, payable to the Association of Community Cancer Centers. Note: If paying by check, you may still register online at [www.accc-cancer.org/2011AnnualMeeting](http://www.accc-cancer.org/2011AnnualMeeting). Mail a copy of the registration form or confirmation and check to: Meetings Department, ACCC, 11600 Nebel Street, Suite 201, Rockville, MD 20852-2557.



“ACCC’s two yearly conferences provide me with excellent ideas and increased knowledge. My goal is to attend both each year, but with financial constraints I like to attend at least one. All travel reimbursement was cancelled by my facility, but I felt the meeting worthwhile enough to pay the costs myself.”

— Faye Flemming, BSN, Service Line Director, Southside Regional Medical Center, Petersburg, VA

## Rate Descriptions:

### Member Rate

This rate is available for ACCC members in any category of membership. This includes cancer program members, chapter members, and individual members. If you need assistance to determine your membership status, or have other questions, please contact Karla Smith at 301.984.9496, ext. 216, or by email at [ksmith@accc-cancer.org](mailto:ksmith@accc-cancer.org).

### Non-Member/Industry Rate

This rate is available for individuals that are not members of ACCC.

**More Added Value! ★★★★★★★★★★**

### 2<sup>nd</sup> Registrant Rate

#### **ACCC Members—Bring a Colleague**

ACCC Members—bring a friend! A member that registers for the meeting at the full rate (\$550 or higher) may register a second person, member or non-member, from an institution or practice at a **discounted rate**. Please register both individuals at the same time and indicate that the two registrations are together (on the online form use the box to indicate the name of the full-member registrant that links the 2nd registrant to this individual). This offer cannot be combined with any other offer, promotion, or prize award. Industry representatives are excluded as the 2nd registrant.

### One-Day Rate

This rate is available for cancer care team members working in hospitals, medical institutions, or private practices that only want to attend one day of the meeting. Industry representatives are excluded from the one-day rate.

**For more details and to register go to [www.accc-cancer.org/2011AnnualMeeting](http://www.accc-cancer.org/2011AnnualMeeting)**

## Host Hotel

**Washington Hilton**  
1919 Connecticut Avenue, NW  
Washington, DC 20009  
Phone: 202.483.3000  
Fax: 202.232.0438

### Hotel Accommodations

The Hilton is holding rooms for the ACCC conference at a reduced rate until March 3, 2011 (or until the block of rooms is sold out): Single or Double rooms are \$249 plus tax (currently 14.5%). Suites, triple, and quad occupancy are available at an additional cost.

For room reservations, please call 800.HILTONS (800.445.8667). The reduced rate is available from March 23–March 26, 2011. Request the group rate being offered to the Association of Community Cancer Centers. If you wish to extend your stay, the special rate may be available up to three days before and after the meeting based on hotel availability. Contact the Hilton directly at 202.483.3000 (in-house reservations department) to make extended reservation requests.



# Registration Form

Please print clearly.

Exhibitors: Please do not use this form.



Association of Community Cancer Centers  
**37TH ANNUAL NATIONAL MEETING**  
March 24 - 26, 2011  
Washington Hilton, Washington, DC

## Registration Methods

**Online** at [www.accc-cancer.org](http://www.accc-cancer.org)

**Fax** your form to Karla Smith at 301.770.1949

**Mail** your form and payment to:

Association of Community Cancer Centers  
11600 Nebel Street, Ste. 201  
Rockville, MD 20852  
Attn: Karla Smith

First-time Meeting Attendee?  Yes  No

FULL NAME AND DEGREE(S)

BADGE NAME/NICKNAME (IF DIFFERENT)

TITLE/POSITION

COMPANY/AFFILIATION

DEPARTMENT

ADDRESS

CITY/STATE/ZIP

TELEPHONE

FAX

EMAIL

## Special Services

Please check here if you require special services to fully participate and an ACCC staff member will contact you.

## Participant List Opt-Out

Please check here if you **do not wish** your name, title, company name, and address to appear on the official participants' list.

Name of Primary Registrant (If you are registering as the 2<sup>nd</sup> registrant): \_\_\_\_\_

## Emergency Contact

NAME

RELATIONSHIP

DAY TELEPHONE

EVENING TELEPHONE

## Registration Fees

### ACCC Member (all categories)

Registered & paid by February 25.....\$550  
Registered & paid by March 11.....\$600  
Registered & paid after March 11.....\$650  
Onsite at the hotel.....\$650

### 2<sup>nd</sup> Registrant\*

Registered & paid by February 25.....\$275  
Registered & paid by March 11.....\$325  
Registered & paid after March 11.....\$375  
Onsite at the hotel.....\$375

### Non-Member/Industry

Registered & paid by February 25.....\$675  
Registered & paid by March 11.....\$725  
Registered & paid after March 11.....\$775  
Onsite at the hotel.....\$775

### One-Day, For Providers Only.....\$300

Friday or  Saturday

### \*2<sup>nd</sup> Registrant

A second person from an institution or practice may register at the discounted rate for every full-price member registration received (\$550 or higher). Please submit registration forms for both individuals together. The second registrant may not be from industry. This discount may not be combined with any other offer, promotion, or prize award.

## Grass-Roots Advocacy Pre-Conference

Please check here if you are planning to participate in the Grass-Roots Advocacy Pre-Conference on Thursday, March 24.

## Method of Payment

Total Amount Due: \$ \_\_\_\_\_

Check # \_\_\_\_\_

Payable to **Association of Community Cancer Centers**.  
Please write each registrant(s) name on check.

Visa  American Express  MasterCard

CARD NUMBER

EXP. (MO/YR)

CARDHOLDER'S NAME

CARDHOLDER'S SIGNATURE



## Look who's coming to DC: the entire oncology care team.

- ★ **Medical, radiation, and surgical oncologists**
- ★ **Hospital, practice, and cancer program administrators**
- ★ **Physician assistants**
- ★ **Pharmacists and pharmacy technicians**
- ★ **Oncology nurses and nurse practitioners**
- ★ **Radiation therapists**
- ★ **Hospital and practice billers and coders**
- ★ **Physician office managers**
- ★ **Oncology social workers**
- ★ **Cancer registrars**
- ★ **Other support staff**

## Historic, Monumental Washington, DC

The site for ACCC's 37th Annual National Meeting is the conveniently located **Washington Hilton** hotel near Dupont Circle in the heart of the nation's capital. The hotel is a mile from the **Smithsonian National Zoo** and just four blocks from the **Dupont Circle Metro Station**, providing easy access to Washington's exciting entertainment and well-known monuments.

Washington's historic streetscapes showcase the city's newest arts, dining, sports, and entertainment scene along with world-renowned theaters, museums, and memorials. Historic downtown, located between the White House and the Capitol, features the Smithsonian—the largest cluster of museums in the world—and all the monuments, as well as hundreds of national treasures from art galleries to sculpture gardens. Plus, Washington, DC, hosts some of the greatest stage productions at the Kennedy Center, National Theater, Arena Stage...and more.

“This was an amazing conference that provided great information on patient-focused customer service, physician integration models, patient financial advocacy, social worker and survivorship strategies, and pharmacy risk management. I would strongly encourage conference attendance by all oncology practice professionals.”

— Mark Lopshire, Director, Mountain States Tumor Institute, St. Luke's Regional Medical Center, Twin Falls, ID

## Exhibit Hall

Meet the industry leaders one-on-one! Visit more than 100 exhibitors who will display the latest improvements in new treatments, technology, and oncology services. Take advantage of this opportunity to introduce yourself to new and innovative product ideas.

The Exhibitors' Welcome Reception is on Thursday, 6:00 pm to 7:00 pm. On Friday, visit the Exhibit Hall from 7:00 am to 6:30 pm.



I N D U S T R Y P A R T N E R S



### Industry Advisory Council

Amgen Inc.  
AstraZeneca, LP  
Bayer Healthcare Pharmaceuticals/Onyx Pharmaceuticals  
Bristol-Myers Squibb  
Centocor Ortho Biotech Inc.  
Cephalon Oncology  
Eisai Inc.  
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### Emerging Companies Council

Abbott Oncology  
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### Technical Advisory Council

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