



ACCC 38TH ANNUAL NATIONAL MEETING

**Focus on Business,
Economics, & Policy**

March 12 – 14, 2012

Renaissance Baltimore Harborplace Hotel
Baltimore, Maryland

KNOWLEDGE IS POWER WHAT?



Oncology drug shortages, coordinated care models, and new Commission on Cancer standards. These are just a few of the realities reshaping cancer care today. Medicare cuts, RAC audits, and increasing staffing costs loom in the future.

Now what?



Association of Community Cancer Centers

REGISTER www.accc-cancer.org/annualmeeting

THE KNOWLEDGE AND RESOURCES YOU NEED



Change in the healthcare environment seems to occur more quickly than ever, mirroring change in technology as well as change in our ability to finance and support the quality healthcare we have today. Clearly, we will be asked to do our work and carry out our mission in the future with scarcer resources. In an era of decreasing reimbursement, declining work force availability, and burgeoning patient numbers, helping members maintain and improve the quality of all aspects of cancer care remains an ACCC priority.

The ACCC 38th Annual National Meeting provides the knowledge you need to preserve the quality of care you deliver. With its more than three decades of experience, ACCC is the organization members of the cancer care team turn to for resources, support, and answers.

Through knowledge we can meet today's challenges and better serve our patients.

Join us in Baltimore, Maryland. Let's make cancer care better together.

Thomas L. Whittaker, MD, FACP
ACCC President

GAIN AN KNOWLEDGE IS POWER

The ACCC 38th Annual National Meeting delivers the insight and top-notch analysis you need to strengthen your cancer program and answer today's challenging questions:

- How can I ensure financial health under new Medicare rules and healthcare reform?
- How can I best control costs and benchmark programs?
- What new business models in community oncology fit best at my institution or practice?
- How can I comply with new and revised Commission on Cancer (CoC) standards?
- How can I ensure that our patients receive the best treatments possible?

Gain fresh perspectives on the economic trends that may affect your cancer program and discover practical "hands-on" solutions to the financial and programmatic puzzles you face every day. Plus, the information you learn will help you communicate more effectively with your team.

Who's Attending

All those involved in the business of delivering quality cancer care in hospital or office settings:

Cancer program administrators
Vice presidents, directors, and managers
Medical and radiation oncologists
Oncology nurses
Pharmacists

Oncology social workers
Chief financial officers
Finance staff
Billers and coders



CONFERENCE AGENDA *(Agenda is subject to change)*

MONDAY, MARCH 12, 2012

3:00 pm – 6:00 pm

Registration

5:00 pm – 5:30 pm

Meet and Greet

New to ACCC or attending your first ACCC national meeting? Find out how to make the most from your conference attendance and your membership. It's a great way to kick off the meeting. All are welcome to attend.

5:30 pm – 7:00 pm

President's Welcome Reception

TUESDAY, MARCH 13, 2012

7:00 am – 5:00 pm

Registration

7:00 am – 6:30 pm

Exhibits

7:30 am – 8:30 am

**Continental Breakfast
with Exhibitors**

8:15 am – 8:30 am

Welcome and Introduction

Thomas L. Whittaker, MD, FACP, *President, ACCC*

Christian G. Downs, JD, MHA, *Executive Director, ACCC*

**ACCC Annual Achievement
Award Presentation**

Join us as we honor an outstanding individual for excellence in advocacy, dedication, and commitment to the care and treatment of patients with cancer.



8:30 am – 9:30 am

KEYNOTE ADDRESS

**Politics and Policy
in This Election Year**

Mara Liasson, *National Public Radio
and Fox News Channel*

As a renowned political analyst, journalist, and media personality, Mara Liasson offers meeting attendees a candid, behind-the-scenes perspective on today's political environment, and how healthcare reform may play out in this election year and beyond.

9:30 am – 10:30 am

New CMS Rules in 2012

Representative from the Centers for Medicare & Medicaid Services (CMS)

From accountable care organizations (ACOs) to sunshine rules to the new Innovation Center, CMS is planning new engines to revitalize and sustain Medicare and play an even greater role in the lives of providers and patients under the Affordable Care Act. Learn how new rules will affect your patients and the business of oncology care.

10:30 am – 11:00 am

Break with Exhibitors

11:00 am – 12:00 pm

**The Affordable Care Act—
Two Years Later**

Even with legal challenges and the November election on the horizon, the Affordable Care Act presses forward. Explore key aspects and requirements of the law that have already been implemented and the next steps, including state exchanges—standards for ongoing federal oversight, quality data reporting requirements, and the definition of essential health benefits for each state.

12:00 pm – 1:00 pm

Lunch with Exhibitors

1:00 pm – 2:00 pm

**The CMS Hospital Value-Based
Purchasing (VBP) Program**

Representative from the Centers for Medicare & Medicaid Services (CMS)

CMS is committed to transforming the quality of hospital care by realigning hospitals' financial incentives. The 2014 Hospital VBP Program is part of the agency's Outpatient Prospective Payment System rule. Find out how hospitals will be evaluated and achievement points awarded. Learn about "patient experience of care" measurements and how a hospital's total performance score is converted into a value-based incentive payment.

2:00 pm – 3:00 pm

**Radiation Technology Panel
Cost-Benefit Analysis**

Moderator: Cliff Goodman, PhD, *The Lewin Group*

Many radiation technologies, such as image-guided radiation therapy and proton therapy, come with a heavy price tag. A new proton therapy center, for example, can cost \$100–140 million. At the same time, new Medicare rules in 2012 significantly affect radiation oncology reimbursement. Learn about the newest advances in radiation oncology technology and treatments and hear our panel weigh the benefits against the costs for providers and patients.



CONFERENCE AGENDA *(continued)*

2:00 pm – 3:00 pm ROUNDTABLE DISCUSSIONS

Roundtable I: Administrators 101

Roundtable II: Case Study of Successful Hospital/Private Practice Integration

3:00 pm – 3:30 pm Break with Exhibitors

3:30 pm – 4:30 pm Drug Shortages: Ethics of Drug Distribution

Many facilities report they are temporarily modifying or suspending a chemotherapy regimen for their patients because they are unable to obtain a specific drug. At the same time, the oncology drug shortage has opened the door for so-called gray market companies that exploit the short supply, buying up drugs and then selling them to hospitals at massive markups. Find out how some cancer programs and practices ethically address the current crisis in drug distribution.

4:30 pm – 5:30 pm From AWP to ACOs: An Oncologist's Journey

Leonard Kalman, MD, *Advanced Medical Specialties, LLC*

The business model of community oncology is evolving, and the choices an oncologist faces are expanding. Explore the pros and cons of going it alone in a small practice, joining a larger practice or a national network, becoming part of a local/regional network that integrates with the local/regional health system, or pursuing an employment model. Learn about the drivers of success, key relationships and challenges, and the range of choices an oncologist faces today.

5:30 pm – 6:30 pm Exhibitors' Reception

WEDNESDAY, MARCH 14, 2012

7:00 am – 4:00 pm Registration

7:00 am – 8:15 am Continental Breakfast

7:30 am – 8:30 am Role and Importance of Patient Assistance Programs for Cancer Drug Access

Saurabh Aggarwal, PhD, *Novel Health Strategies, LLC*

Increasingly, payers are choosing not to cover certain cancer drugs or placing them on a specialty tier, leading to significant costs for patients. Community-based patient assistance programs can provide free drugs, co-pay assistance, and counseling to uninsured and underinsured patients with cancer. Learn how the design, operation, and management of these programs have significantly evolved during the past few years and understand trends in access to cancer drugs.



8:30 am – 10:00 am ACCC Education Program: The Changing Landscape of Cancer Care and Payments

Rhoda Dunn, *KantarHealth*
Kathleen Lokay, *D3 Oncology Solutions/
Via Oncology Pathways*

Among the many findings from ACCC's recent meeting, "Navigating the Changing Landscape of Payment Models in Community Oncology," and from ACCC's 2011 survey, "Cancer Care Trends in Community Cancer Centers," are that 1) traditional reimbursement models are changing, 2) collaborative programs between payers and physicians are emerging, and 3) physician affiliations with cancer programs are increasing. Explore the trends in cancer care and reimbursement, and benchmark your program against others in terms of consolidation, expansion, replacement of clinical technology, hiring, and financial health.

10:00 am – 10:30 am Break

10:30 am – 11:15 am ACCC Legislative and Regulatory Update

Matthew Farber, MA, *ACCC*

Find out how to guide your cancer program through the cuts in drug reimbursements, removal of the prompt pay discount, and cuts in payments to hospitals for bad debt.



BALTIMORE

From the family-friendly Babe Ruth Birthplace Museum and the Edgar Allan Poe House & Museum to the Maryland Science Center and Baltimore Aquarium, this vibrant city is a hub of activity from end to end.

11:30 am – 12:30 pm
CONCURRENT SESSIONS

TRACK I

**Financial Optimization of
Employed Physician Practices**

Matt Sturm, *ECG Management Consultants*

Assess the feasibility of employing physician practices in light of the new employed physician framework. Understand how to structure the transaction and help manage the operational transition of a practice from independence to part of the medical group enterprise within the hospital setting.

TRACK II

**Expanding Facility Offerings
through Creation of an APBI Program**

Deanna Attai, MD, *Center for Breast Care*

As longer-term clinical results establish the efficacy of accelerated partial breast irradiation (APBI), more facilities are considering an APBI program. Hear from the surgeon leader of a ground-breaking APBI program in Southern California who explores the potential advantages for establishing such a program, as well as how to assess demand in your service area, selection criteria, and key elements of communications and professional networking to support a successful APBI program.

TRACK III

Online Financial Resource Tools

Ariana Vargas, *GiveForward.com*

A number of non-profit organizations help patients and their families navigate the financial aspects of treatment for cancer. A new trend helps patients take control of their own finances: online tools such as Simplee Health, MedGift, and GiveForward, which are changing the way patients communicate with their support network and helping them acquire funds to meet out-of-pocket medical expenses.

12:30 pm – 2:00 pm

**Awards Luncheon: David King
Community Clinical Scientist**

Award Presentation

House of Delegates

At this special luncheon we recognize an outstanding researcher for excellence in service to the oncology community. Plus, learn Board of Trustee election results, hear a wrap-up of key ACCC initiatives in 2011–2012, and meet ACCC's incoming President at the House of Delegates Meeting. All are invited.

2:15 pm – 3:15 pm

CONCURRENT SESSIONS

TRACK I

**Meeting New Commission on
Cancer Standards for Navigation,
Survivorship, and Distress Screening**

Jennifer Bires, LICSW, *George Washington University
Medical Faculty Associates*

Mandi Pratt-Chapman, MA, *George Washington University
Cancer Institute*

Kat Steacy, APRN, FNP-C, CPON, *Center for Cancer and
Blood Disorders, Children's National Medical Center*

This presentation will outline new Commission on Cancer (CoC) standards for patient navigation, cancer survivorship, and psychosocial distress; provide an overview of a CoC-designated best practice survivorship program; and share challenges and successes of creating and sustaining navigation, survivorship, and psychosocial support programs.

TRACK II

**Challenges and Successes in
Integrating Quality Improvement/
Quality Measurement into
Clinical Practice**

Vickie Byler, RN, MSN, *Rex Cancer Center*

Cynthia L. Jones, BSHA, CPHQ, *Rex Cancer Center*

The journey to quality care demands accurate assessment of what your quality needs are and development of engaged service/specialty performance improvement teams. Find out how to recognize key strengths in your services and use these to enhance and improve your cancer service line. Plus, gain unique service line tools and simple analytic options to transform your data into useful information and make your operations more effective.

TRACK III

**RAC Audits: Prevention
and Preparation**

Sally Eggleston, *Revenue Cycle, Inc./RC Billing*

CMS is taking a proactive approach in its mission to stop Medicare fraud. The Recovery Audit Contractor (RAC) is one of its auditing entities. This session will supply tips to lessen the possibility of a RAC audit and explore real-world examples of RAC reviews and their outcomes.

3:15 pm – 4:15 pm

CONCURRENT SESSIONS

TRACK I

**ACCC Education Program
Prostate Cancer Programs: Developing
Tools and Measuring Effectiveness in
the Community Setting**

TRACK II

**ACCC Education Program
Establishing and Improving Cancer
Nutrition Programs in the Community
Cancer Setting**

A comprehensive nutritional program is a key component for a quality patient experience. This educational program provides strategies and tools for ensuring a successful nutrition program.

TRACK III

**Non-Medicare Patients: Their Place
in Your Program**

Matthew Zachary, *Founder/CEO, Stupid Cancer*

Medicare patients account for roughly half of most cancer centers' patient population, leaving many children and young adults to make up the remaining patient mix. We'll detail the resources you need to assure that these patients' needs are met.





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 13.25 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 13.25 contact hours for nurses who attend all sessions.

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 15.3 KBN contact hours for nurses who attend all sessions 3/13/12 = 6.25 ANCC and 7.5 KBN contact hours, 3/14/12 = 7.0 ANCC and 8.2 KBN contact hours. Provider #: 3-0008-01-13-361 - 362. In order to receive credit for this 2 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.

Disabilities Statement

If you need special assistance, please call Association of Community Cancer Centers at 301.984.9496.

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

1. Understand the trends in cancer care, including changes to traditional reimbursement models, increasing physician affiliations with cancer programs, and integration of quality measures into clinical practice.
2. Identify challenges to meeting new Commission on Cancer standards and gain creative strategies to best implement new requirements for navigation, survivorship, and psychosocial support programs.
3. Discuss how the Affordable Care Act and the 2012 rules from the Centers for Medicare & Medicaid Services (CMS) will affect cancer patients and the business of oncology care.
4. Learn how the design, operation, and management of patient assistance programs for cancer drug access are evolving.
5. Assess the challenges and drivers of success of new employment models between physician practices and hospitals.
6. Find ethical solutions to dealing with the crisis in distribution of many oncology drugs.

This activity has applied for credits and is awaiting approval from:

The National Association of Social Workers
The National Cancer Registrars Association



HOST HOTEL

Renaissance Baltimore Harborplace Hotel

202 East Pratt Street, Baltimore, MD
Phone: 800.468.3571/410.547.1200
Fax: 410.539.5780
www.marriott.com

Special reduced room rates are available until February 21, 2012, (or until the block of rooms is sold out). Single or double rooms are \$219 plus tax. Suites, triple, and quad occupancy are available at an additional cost. Reservations can be made by calling the hotel directly at 800.468.3571. Please request the group rate being offered to the Association of Community Cancer Centers.

EXHIBIT HALL

More than 50 companies will display the latest improvements in new treatments, technology, and oncology services. Take advantage of this opportunity to introduce yourself to new and innovative products. Meet industry leaders one-on-one. The Exhibit Hall is open on Tuesday, March 13, 2012, from 7:00 am to 6:30 pm.

REGISTRATION FORM

(Exhibitors: Please do not use this form)

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.

PARTICIPANTS' 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 registering as 2nd registrant)

IN CASE OF EMERGENCY

Name/Relationship

Day Telephone

Evening Telephone

Additional meeting registration information including cancellation policy is available online at www.accc-cancer.org/annualmeeting.

REGISTRATION FEES

- ACCC Member (all categories)**
Registered & paid by February 24 \$600
Registered & paid after February 24 (including onsite) \$650
- 2nd Registrant***
Registered & paid by February 24 \$325
Registered & paid after February 24 (including onsite) \$375
- Non-Member/Industry**
Registered & paid by February 24 \$725
Registered & paid after February 24 (including onsite) \$775
- One-Day, For Providers Only**
 Tuesday or Wednesday \$300

*2nd Registrant

A second person from an institution or practice may register at the discounted rate for every full-price member registration received (\$600 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.

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

Cardholder's Signature

REGISTRATION METHODS

- Online at www.accc-cancer.org/annualmeeting
- 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



Association of Community Cancer Centers

11600 Nebel Street, Suite 201
Rockville, MD 20852

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REGISTER & MORE INFO www.accc-cancer.org/annualmeeting