

ACCC 36th Annual National Meeting
Efficiency & Excellence in the New Economic Reality

March 17-20, 2010
Baltimore Marriott Waterfront Hotel

Conference Program

Wednesday, March 17, 2010

3:00 pm – 6:00 pm	REGISTRATION	Harborside
5:30 pm – 7:00 pm	PRESIDENT'S WELCOME RECEPTION	Harborside DE

Thursday, March 18, 2010

7:00 am – 5:30 pm	REGISTRATION	Harborside
7:00 am – 6:30 pm	EXHIBIT HALL	Grand Ballroom V-X
7:00 am – 8:00 am	CONTINENTAL BREAKFAST WITH EXHIBITORS	Grand Ballroom V-X
8:00 am	Welcome and Introductions Luana R. Lamkin, RN, MPH, President, <i>ACCC</i> Christian G. Downs, JD, MHA, Executive Director, <i>ACCC</i> David King Community Clinical Scientist Award Presentation Carl J. Minniti Jr., MD, <i>South Jersey Hospital</i> <i>Elmer & Vineland, NJ</i>	Harborside C-E
8:10 am – 9:10 am	<u>National Perspective on Workforce Shortages</u> Janet Heinrich, DrPH, RN Associate Administrator, <i>Bureau of Health Professions</i> <i>Health Resources and Services Administration</i>	Harborside C-E
9:10 am – 10:10 am	<u>Health IT: A Meaningful Moment</u> David R. Hunt, MD, FACS Medical Officer, Office of Provider Adoption and Support, <i>ONC</i> <i>Department of Health and Human Services</i>	Harborside C-E
10:10 am – 10:40 am	BREAK WITH EXHIBITORS	Grand Ballroom V-X
10:40 am – 12:00 pm	<u>Panel: Comparative Effectiveness</u> Moderator: Cliff Goodman, PhD <i>The Lewin Group</i> Jeff Allen, PhD Executive Director, <i>Friends of Cancer Research</i> Al B. Benson III, MD, FACP Professor of Medicine, <i>Northwestern University</i> H. Kim Lyerly, MD, FACS Office of the Director, <i>Duke Comprehensive Cancer Center</i>	Harborside C-E

Thursday, March 18, 2010

Comparative effectiveness holds promise for improving patient care and supporting personalized medicine. Comparative effectiveness asks: "What works best for the most?" Personalized medicine asks: "What works best for whom?" Find out how we can align comparative effectiveness and personalized medicine in oncology. And learn how comparative effectiveness research may affect the way you practice cancer care.

12:00 pm – 1:00 pm

LUNCH WITH EXHIBITORS

Grand Ballroom V-X

1:00 pm – 2:30 pm

Panel: Treating Cancer in Foreign Healthcare Systems

Harborside C-E

Moderator: Cliff Goodman, PhD
The Lewin Group

Harris W. Dalrymple, PhD, MML
Director of Product Development,
Pharmaceutical Product Development (PPD)

Anne-Pierre Pickaert
Consultant - Oncology Market Access Europe
Kantar Health

Carol Sawka, MD, FRCPC
Vice President, Clinical Programs & Quality Initiatives
Cancer Care Ontario
Professor of Medicine, *University of Toronto*

2:30 pm – 3:00 pm

REFRESHMENT BREAK WITH EXHIBITORS

Grand Ballroom V-X

3:00 pm – 4:00 pm

CONCURRENT TECHNOLOGY BREAKOUTS

Technology I:

The Role of Genetics in Cancer Care

Harborside Ballroom D

Valerie Relias, PharmD, BCOP, Clinical Pharmacy Specialist,
Assistant Professor of Medicine, *Tufts Medical Center*

Learn more about the role of genetics in the selection of cancer chemotherapy and potential response to that therapy. Get an update on genetic tests used in clinical practice along with recommendations for how and when to use such tests.

Technology II:

Diagnostic Imaging: Usage and Reimbursement

Harborside Ballroom E

Jason Launders, MSc
Senior Project Officer – Medical Physicist, *ECRI Institute*

Advanced imaging is able to decrease uncertainty in patient management, but the costs are high. This session will review the latest technical advances in oncology imaging, the clinical evidence supporting their use, and reimbursement issues.

Thursday, March 18, 2010

Technology III: **Project Managing Your Paper-to-Digital Transition** Essex ABC
Carolyn P. Hartley, MA, President and CEO, *Physicians EHR, Inc.*

The transition from paper to health information technology involves not only clinicians, but every department within your organization as well. Map out the scope of work with clarity and understand the interdependencies associated with this transition.

4:00 pm – 5:00 pm

CONCURRENT SESSIONS

Track I: **Adolescents and Young Adults with Cancer** Harborside Ballroom D
Leonard Sender, MD, *Chao Family Comprehensive Cancer Center*

Learn about the unique ancillary needs of adolescents and young adults with cancer, such as fertility management/preservation, psychosocial interventions, and financial support, as well as their long-term follow-up and survivor needs. Dr. Sender will examine outcomes and how they differ in pediatric and older adult patients, and he'll review current treatment recommendations.

Track II: **2010 Cancer Care Trends** Harborside Ballroom E
Lee Blansett, MBA, Senior Vice President, *Kantar Health*

Here's an analysis of ACCC's 2010 "Cancer Care Trends" survey of community cancer centers. Get a snapshot of your peers. Find out about staffing levels, the state of capital budgets and purchases of new technologies, and reliance on private practices. Are hospitals moving toward increased physician employment? What's the impact? How are programs demonstrating value through operating performance, quality report cards, and outcomes? Find practical answers to benchmark your oncology services and chart your course in 2010 and beyond.

Track III: **Building a New Cancer Center: LEAN & Green** Essex ABC
Mark Parkinson, Administrative Director, *Park Nicollet Frauenshuh Cancer Center*
Brad Krump, *BWBR Architects*

Green, patient-centered cancer centers that bring all care to the patient is one trend in 2010. How can blood draws, nurse assessments, physician visits, IV therapy and appointment scheduling all be done in the privacy of the patient's suite, so that patients can conserve energy for what is most important to them? Learn the answers and what programs are doing to meet LEED certification (Leadership in Energy and Environmental Design).

Roundtable: **Social Workers: What Roles Do They** Laurel ABC
Fill in Oncology?
Facilitator: Virginia T. Vaitones, MSW, OSW-C

5:00 pm – 6:30 pm

EXHIBITOR RECEPTION

Grant Ballroom V-X

Friday, March 19, 2010

7:00 am – 5:30 pm	REGISTRATION	Harborside
7:00 am – 8:30 am	CONTINENTAL BREAKFAST	Harborside Foyer
7:45 am – 9:30 am	<u>Political Roundtable</u> Keynote Speakers: Fred Barnes , Executive Editor, <i>The Weekly Standard</i> Bill Press , Host of “The Bill Press Show”	Harborside C-E
	Join us for a special presentation on Healthcare Reform. Gain insider insight with a comic spin from Bill Press and Fred Barnes.	
9:30 am – 10:30 am	CONCURRENT TRACK SESSIONS	
Track I:	<u>Utilizing Your Registry to Aid in ACoS Accreditation</u> Suzanna S. Hoyler, CTR, Cancer Program Consultant	Essex ABC
	Learn how to use Cancer Registry data and staff to monitor and meet current Commission on Cancer and National Accreditation Program for Breast Centers (NAPBC) standards for accreditation without duplicating efforts of other departments.	
Track II:	<u>The Impact of the Economy on Pharmacy Services</u> Bonnie Kirschenbaum, MS, FASHP, FCHSP, Healthcare Consultant	Laurel AB
	In light of recent payment changes and the downturn in the economy, what actions should your pharmacy take to manage the department’s financials and provide leadership for your institution? Understand present and coming changes to the hospital pharmacy, specialty pharmacy, and risk evaluation and mitigation strategies (REMS).	
Track III:	<u>HITECH and HIPAA – With All the Changes, Is Your Facility Still in HIPAA Compliance?</u> Dan Rode, MBA, CHPS, FHFMA, Vice President, Policy and Government Relations <i>American Health Information Management Association</i>	Laurel CD
	The federal government has initiated a major push to adopt electronic health records—moving from managing paper to digital records and communications. The process is one of health information management and “meaningful use.” Learn how federal initiatives will impact cancer programs.	
Roundtable:	<u>New and Experienced Administrators: Hospital</u>	Iron
10:30 am – 11:00 am	REFRESHMENT BREAK	Harborside Foyer

Friday, March 19, 2010

11:00 am – 12:00 pm

CONCURRENT TRACK SESSIONS

Track I:

How to Leverage Clinical and Business Tools to Drive Quality and Value-Based Cancer Care

Essex ABC

Kimberly Bergstrom, PharmD, Chief Clinical Officer,
McKesson Specialty Care Solutions

Learn tools to benchmark compliance and demonstrate quality improvements. Understand the importance of developing standardized treatment regimens and associated treatment orders.

Track II:

Certified Specialists in Oncology Nutrition: Taking Nutrition Care to New Heights

Laurel AB

Barbara Grant, MS, RD, LD, CSO, Outpatient Oncology Dietitian
Saint Alphonsus Cancer Care Center

Learn about the new specialty board certification for registered dietitians working in oncology care settings. Oncology nutrition resources for enhancing patient care and tools for advancing the practice and knowledge of your institution's nutrition staff will also be presented

Track III:

RAC Readiness

Laurel CD

Jane Snecinski, MBA, FACHE
Post Acute Advisors, LLC

The Recovery Audit Contractor (RAC) demonstration project proved to be highly successful for CMS, but had a significant financial impact for providers. The "lessons learned" from the demonstration project and the information beginning to be provided from each RAC should be incorporated into all of your pre-RAC readiness activities. Learn the critical issues that may impact reimbursement for cancer patients and use this information to develop safeguards in the case of a RAC audit.

Roundtable:

New and Experienced Administrators: Practice

Iron

Facilitator: Elaine Towle, CMPE

12:00 pm – 1:30 pm

**ANNUAL ACHIEVEMENT
AWARD PRESENTATION LUNCH**

Harborside C-E

Barbara Hoffman, JD
Rutgers University, School of Law

Friday, March 19, 2010

1:30 pm – 2:30 pm

CONCURRENT TRACK SESSIONS

Track I: **Leadership and Opportunities for Influence in Reimbursement** Essex ABC

Ernest R. Anderson, Jr., MS, RPh, System Vice President of Pharmacy
Caritas Christi Health Care

How can oncology pharmacists and others on the oncology team position themselves to influence future reimbursement under the Hospital Outpatient Prospective Payment System (HOPPS)? Learn how pharmacy leadership can influence Medicare regulatory policies and your role in the process.

Track II: **Patient Support Programs** Laurel AB

Tracy Foster, MBA, President, *Lash Group*

Patient needs continue to grow and evolve as practice resources grow tighter. Join a discussion of key trends impacting patient needs and the role for advocacy. Recognize how these trends are influencing advocacy service offerings. And apply recommendations to improve advocacy and enhance your practice's operations.

Track III: **Help! What Do My Cancer Patients Want?** Laurel CD

A Summary of Evidence-Based Design

Natalie Petzoldt, AIA, LEED®, AP, EDAC, Vice President, *Cannon Design*

Designing a patient-centered facility presents unique challenges. Nearly ten years ago, Cannon Design began a pilot study focused on oncology infusion treatment areas. The goal was to understand the environmental design elements that affect perception of the space. Survey results demonstrate the importance of guest accommodations, privacy, daylight, contact with staff, and more. How can your infusion treatment services take advantage of these research findings?

Track IV: **The 7th Vital Sign: Nutrition!** Iron

Screening for Malnutrition as Part of a Well-Rounded Cancer Center

Rhone Levin, MEd, RD, LD, CSO

Oncology Dietitian, *Mountain States Tumor Institute/St. Lukes Regional Medical Center*

Malnutrition is common among cancer patients at some point in their treatment. Timing of oncology nutrition intervention is an important factor in patient care as well as effective use of Registered Dietitian time. Use of a standardized nutrition screening process applied routinely to oncology patients is essential for a well- rounded oncology nutrition program.

2:30 pm – 3:30 pm **Episode-Based Payment System** Harborside C-E

Lee N. Newcomer, MD, MHA, Senior Vice President, *United Healthcare*

3:30 pm – 3:45 pm **REFRESHMENT BREAK** Harborside Foyer

Friday, March 19, 2010

3:45 pm – 4:45 pm	<u>Burnout Among Oncologists and Surgeons</u> Charles Balch, MD, FACS, Professor of Surgery and Oncology and Dermatology Deputy Director, <i>Johns Hopkins Institute for Clinical and Translational Research</i> <i>The Johns Hopkins University</i>	Harborside C-E
	Physician burnout occurs in 30 to 40 percent of oncologists and surgeons. Understand the symptoms of burnout, the importance of physician wellness, and the availability of resources to mitigate the adverse consequences of this syndrome. We'll also provide survey/assessment instruments.	
4:45 pm – 5:30 pm	<u>Employment: Private Practices in the Hospital System, Pros and Cons</u> Vicki G. Byler, MSN, RN, <i>Rex Hospital</i> Jeffrey M. Crane, MD, FACP, <i>Rex Hospital</i>	Harborside C-E
	The physician employment landscape is shifting with more private practice physicians becoming interested in hospital system employment. What does this mean for the hospital system administration and for the practicing oncologist? Learn the pros and cons from an administrator's and an oncologist's perspective.	
5:30 pm – 6:30 pm	<u>ACCC's House of Delegates Meeting</u>	Essex ABC

Saturday, March 20, 2010

7:00 am – 12:00 pm	REGISTRATION	Harborside
7:00 am – 8:30 am	CONTINENTAL BREAKFAST	Harborside Foyer
7:00 am – 8:00 am	<u>ACCC's Prostate Cancer "Best Practices" Project and Comparative Effectiveness: Leading the Way Toward Shared Decision Making</u> Mary Lou Bowers, MBA, President & CEO <i>The Pritchard Group, LLC</i>	Salon DE
	Successful prostate cancer programs establish qualitative and quantitative criteria to measure program success <i>before</i> launching the prostate cancer program. Does your program know how to ensure ongoing monitoring and tracking of critical data? What data should you be monitoring and tracking? Are you providing patients with standardized outcomes data regarding their treatment options? Get answers at this session. Plus, learn what the Institute of Medicine has recommended as priority topics related to prostate cancer that will be the initial focus of a new national investment in comparative effectiveness. The data you collect could impact future policy decisions.	
8:00 am – 8:30 am	<u>ACCC's Dispensing Pharmacy Educational Project</u> Steven L. D'Amato, RPh, BCOP, Clinical Pharmacy Specialist <i>Maine Center for Cancer Medicine</i>	Salon DE

