

A New Decade; New Challenges

by Luana R. Lamkin, RN, MPH

2010. The start of a new decade. An ideal time to pause, reflect on what we are likely to be dealing with over the course of this year, and the next ten years, and make some new resolutions. Whatever challenges may come, ACCC will continue to be an advocate and a resource for community cancer care providers.



& Excellence in the New Economic Reality. Sessions will educate you about healthcare reform and how to best deal with the changes to come. Learn more at www.accc-cancer.org. Take advantage of the Association's webinars, symposia, and ACCC's CE Blackboard (<http://www.accc-cancer.org/education/education-blackboard.asp>) for online learning and continuing education credits.

Look to this installment of *Oncology Issues* for some glimpse of what the future may hold. Mark Dubow's article assesses the top oncology trends in light of the current economic environment. Information that we all can use given that—although the economy seems to be turning around on Wall Street—it's not the case for the majority of cancer patients that I see, many of whom face the prospect of COBRA insurance that is running out.

Author Dawn Holcombe's article sketches out key trends likely to shape the face of private practice in the year to come. And on the new technology front, Lisa Gurksi and colleagues give us a tantalizing look at the potential of 3D matrices for drug development and testing.

What kind of resolutions is ACCC making? Let's look at our Strategic Plan and how it fits with the world we will face in this decade:

- **Educate Members.** We will continue to provide national conferences twice a year and five to six regional conferences annually. Plan to attend ACCC's 36th Annual National Meeting in Baltimore, March 17-20, *Efficiency*

and continuing education credits.

- **Advocate for patients and providers.** Stay current at ACCC's website and connected via ACCC's social media (Facebook, LinkedIn, Twitter, ACCCBuzz, and the Association's Listserv) to keep up to date up with legislative and regulatory changes. Find out how to make your voice heard and influence these changes.

- **Be fiscally responsible.** If you haven't renewed your ACCC membership yet, please do it today. These funds support the education and advocacy we are famous for.

As you're making your list of professional resolutions, let me suggest a few additions:

- Support ACCC's efforts in education and advocacy.
- Plan for the oncology professional shortfall that will be in full swing by the end of this decade.
- Keep patients first. Because that is what we do.

Ready or not, the next decade is here. Together we can meet the challenges. Happy New Year! 🎉

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- ◆ Cancer Care Patient Navigation: What Is It and How Well Does it Work
- ◆ Incorporating Personalized Oncology Care in Community Cancer Centers: Obstacles and Solutions
- ◆ Better Breast Care through Accreditation: the Development of the NAPBC
- ◆ Longitudinal Network Patient Navigation: The Experience of the George Washington University Cancer Institute
- ◆ Delivering Effective and Meaningful Cancer Survivorship Care
- ◆ Anthracycline Extravasation: Reducing Risk and Improving Quality in the Community Setting
- ◆ Surgery for Metastatic Disease