

NewsLine



Illinois Medical Oncology Society (IMOS)

www.imos-illinois.com

October 19, 2009

President's Message

It's hard to believe that autumn is here and that the Annual Membership Conference of IMOS and the Illinois State Oncology Hematology Administrators is right around the corner. This year's Conference will take place on Friday, November 13, at the Hyatt Regency Woodfield in Schaumburg.

As is our tradition, we have planned an excellent program that will provide an array of presentations on the economics, public policy, and clinical aspects of cancer care. We have a stellar line-up of speakers and state-of-the-art topics for you and your oncology colleagues. We hope you will agree!

Matthew Farber, ACCC's Director of Provider Economics and Public Policy, will kick off the morning program with a Legislative and Medicare Update. This is a must-attend session, because of all the recent changes in Medicare policy. An IMOS/ISOHA favorite, Roberta Buell, will follow with an Oncology Billing and Coding Update. Ted Okon, CEO of the Community Oncology Alliance, will be joining us and making a presentation on "National Healthcare Reform and the Practice of Oncology." Given the deliberations going on in Washington and the ever-changing news items, I know you won't want to miss Ted's up-to-the-minute report!

In the afternoon, Dr. Mark Kozloff will make a presentation on the Treatment of Colorectal Cancer, 2009, and our own Dr. Al Benson will speak on the hot topic, Comparative Effectiveness Research and Improving Medical Decisions.

In addition to the Conference's extensive educational program, there will be numerous opportunities for you to exchange ideas with colleagues and industry partners.

As your CAC representative, I am working with the Wisconsin Physicians Services Health Insurance Corporation (WPS), our new J-6 Medicare Administrative Contractor, as we go through the transition from our previous carrier, Noridian. Please contact me at stephanie.williams2@usoncology.com if you have any concerns or challenges that relate to this transition.

On another note, you will soon be receiving a ballot for the election of new IMOS Board Members. Please participate in this election and return your ballots before the designated deadline.

We are in the midst of challenging times for oncology practices and cancer care services for our patients and prospective patients. The best way to deal with these challenges is by being knowledgeable about the issues and united in our advocacy efforts. To that end, I implore you to come to our 2009 Conference or send a representative from your practice. I hope to see you in Schaumburg!

Sincerely
Stephanie Williams, MD



Interaction with Industry: Different Focus, Increased Value

Although the healthcare landscape is in the midst of change, corporate alliances between the oncology state societies, pharmaceutical companies, and other support organizations continue to be valuable and mutually beneficial for everyone. The new PhRMA guidelines and current economic conditions have all contributed to investigating new areas of support, reevaluating approaches to funders, and using different techniques to navigate grant preparation and submission, where the process seems to be evolving.

IMOS continues to revise the way of rethinking about its programs and collaboration with industry partners. We are now renaming the exhibit hall and calling it the Resource Center with the aim that it will become more about education and information and less about the "selling" of products.

As a medical association, we need to remind everyone that the interaction with manufacturers provides insight, education about their current products, their pipeline, and their patient assistance programs. Our supporters, in turn, have the opportunity to tell their story and hopefully help us solve quandaries and provide the best possible cancer options for patients. See you in the Resource Center!

Linda Jackier Schugar
Manager, Corporate Relations
lschugar@accs-cancer.org

Drugs in the News from the IMOS Corporate Members

Novartis (East Hanover, N.J.) announced that the Food and Drug Administration (FDA) has approved **Afinitor® (everolimus) tablets** for patients with advanced renal cell carcinoma (RCC) after failure of treatment with Sutent® (sunitinib) or Nexavar® (sorafenib). The drug is intended for those patients with advanced RCC who have already tried another kinase inhibitor, Sutent or Nexavar. For more information, go to: <http://www.afinitor.com/index.jsp?site=PC013498&source=01030&irmasrc=ONCWB0046>. (*Oncology Issues*, May/June 2009)

Genentech Inc. announced that the U.S. FDA has approved **Avastin® (bevacizumab) plus interferon-alfa** for people with metastatic renal cell carcinoma. The approval is based on data from a global, randomized, double-blind, placebo-controlled Phase III study (AVOREN) of 649 patients with previously untreated metastatic renal cell carcinoma. The study showed patients who received Avastin plus interferon-alfa had a 67 percent increase in progression-free survival (PFS) compared with patients receiving interferon-alfa plus placebo. For more information, go to: <http://www.gene.com/gene/news/press-releases/display.do?method=detail&id=12307>.

Eli Lilly and Company (Indianapolis, Ind.) announced that the company received a fourth approval from the U.S. FDA for **Alimta® (pemetrexed for injection)**. The latest approval is for Alimta as a maintenance therapy for locally advanced or metastatic non-small cell lung cancer (NSCLC), specifically for patients with a nonsquamous histology whose



disease has not progressed after four cycles of platinum-based first-line chemotherapy. Alimta is not indicated for treatment of patients with squamous cell NSCLC. For more information, go to: <http://www.alimta.com/pat/index.jsp>.

New label information on the cancer treatment **Erbix[®] (cetuximab)** will state there is no evidence the drug works on a minority of colon cancer patients with a specific genetic mutation. Eli Lilly and Company and Bristol-Myers Squibb Company announced that the addition to the drug's label will state that studies have not shown that Erbix helps patients whose tumors have a mutated gene, or biomarker, called KRAS. Amgen Inc. announced a similar label change for its cancer drug Vectibix[®] (panitumumab). For more information, go to: http://www.accc-cancer.org/mediaroom/media_newsfeed.asp#labelchange.

IMOS Corporate Members (as of 10/1/09)

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GlaxoSmithKline
Novartis
Wyeth Pharmaceuticals

Silver

Amgen
Celgene
Genentech
Imclone Systems, Incorporated
Lilly Oncology
sanofi-aventis

Thanks for the value you bring to IMOS!

Community Clinical Perspectives

Take advantage of a new educational opportunity. The Association of Community Cancer Centers and Medscape Oncology have launched a new online educational initiative that offers a community provider perspective about emerging data and treatment strategies presented at scientific meetings, such as those of the American Society of Clinical Oncology. While much of the data coming out of large national meetings is important and relevant to cancer patients and providers, sometimes it is not clear how this information translates into practice in the community setting. With this in mind, ACCC and Medscape have teamed up to provide community-based oncologists, nurses, pharmacists, and others with perspectives from their colleagues in the field. Learn more at: <http://www.accc-cancer.org/education/education-medscape.asp>.

The first program explores multiple myeloma and looks at data presented at ASCO and the European Hematology Association meetings. In this online program, Ammar Hasan, PharmD, scientific director, MedscapeCME Oncology, spoke with two community oncologists, Leon H. Dragon, MD, medical director, Kellogg Cancer Care Center in Highland

Upcoming IMOS Event— Save the Date

ANNUAL IMOS MEMBERSHIP
CONFERENCE:
Friday, November 13, 2009;
Hyatt Regency Woodfield,
Schaumburg, IL

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Park, Ill., and Amy Skorupa, MD, a hematologist/oncologist at Cancer Specialists of Tidewater, Virginia Beach, Va., about the impact that these data may have on the management of multiple myeloma in the community setting. They discuss treatment regimens, maintenance therapy, prognostic tests, and even reimbursement.

The second program explores management strategies of solid tumors in GU, GI, and lung cancers.

- **Community Perspectives on Genitourinary Cancers.** These activities provide expert commentary from Dr. Howard Scher and Dr. Brian Rini on the latest data from ASCO 2009 on GU cancers as well as the impact these data may have on community practice.
- **Community Perspectives on Lung Cancer.** These activities provide expert commentary from Dr. Mark Socinski on the latest data from ASCO 2009 on lung cancer as well as the impact these data may have on community practice.
- **Community Perspectives on Gastrointestinal Cancers.** These activities provide expert commentary from Dr. Axel Grothey and Dr. Joleen Hubbard on the latest data from ASCO 2009 on GI cancers as well as the impact these data may have on community practice.

CMEs for physicians, nurses, and pharmacists are available. Check online for details.