



## North Carolina Oncology Association

[www.ncoa-northcarolina.com](http://www.ncoa-northcarolina.com)

July 10, 2009

### President's Message

See You at The Umstead!

August is right around the corner and so is the 2009 NCOA Membership Conference, which will take place at The Umstead in Cary, NC on August 14<sup>th</sup> and 15<sup>th</sup>. 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.

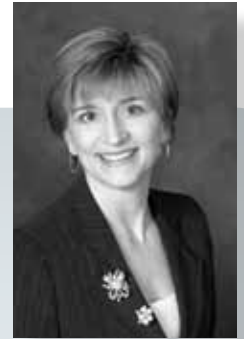
The Friday afternoon program will kick off with a National Legislative Update by Matthew Farber of the Association of Community Cancer Centers. Dana E. Simpson Esq., NCOA's lobbyist, will talk about NCOA lobbying initiatives, and Carol Scheele, JD, of the North Carolina Medical Society, will provide an update on Blue Cross/Blue Shield. Ron Howrigan, President of Fulcrum Strategies, will finish out the afternoon with a presentation entitled, "Dancing with the Devil: How to Negotiate with Managed Care Companies."

The hallmark of NCOA Membership Conferences is clinical presentations by representatives from university oncology programs in North Carolina. These speakers represent the breadth and depth of oncology knowledge and cancer care

our State has to offer. This year is no exception! Mark Socinski, M.D. and Bert O'Neil, M.D., of the University of North Carolina at Chapel Hill, will provide updates on lung cancer and colon/gastrointestinal cancer, respectfully. Speakers from Duke University Medical Center include Andrew Armstrong, M.D. and Jeffrey Peppercorn, M.D., whose respective topics are genitourinary cancer and breast cancer. Perry Shen, M.D. from Wake Forest University will present on "Cytoreductive Surgery and Hyperthermic Intraperitoneal Chemotherapy for Peritoneal Surface Malignancy." Don't miss any of these Saturday sessions.

In addition to the extensive educational program and the numerous opportunities you will have to exchange ideas with colleagues, The Umstead is a beautiful, top-notch venue! Please plan on attending NCOA's Membership Conference next month—I look forward to seeing you there!

Jennie Crews, M.D.  
President, NCOA



### A Hot, Busy Summer is Predicted for Healthcare

The summer of 2009 is turning out to be one of the busiest for healthcare-related issues that we have seen in a long time. Everything from healthcare reform to regulatory updates to changes in commercial reimbursement is on the radar screen. The following is a short list of some of the hot issues ACCC is working on this summer:

#### Healthcare Reform

Congress is actively working on numerous versions of a healthcare reform bill that it hopes to have written by July 4, voted on by the end of July, and sent to the President by October. This is a short timeframe in which to work, and despite some recent setbacks over the high cost of the reform plans, Congress is still attempting to abide by this framework. The reform efforts are expected to cover more of the uninsured and underinsured in the US, while at the same time trimming other areas of Medicare in the hope of saving some money.

#### Other Healthcare-Related Bills

There are a number of other healthcare- and oncology-related bills that are taking a back burner to healthcare reform right now. The Kennedy Cancer Care ALERT Act is one such bill, which will not be addressed until healthcare reform is finished. Efforts are being made to include other bills, such as S. 1221 and H.R. 1392, that would remove the prompt pay discount from the Average Sales Price, in the larger healthcare reform bill, since no stand alone, smaller issue health bill is likely to pass this year outside of the more encompassing healthcare reform bill. NCOA has sent letters to each North Carolina representative and senator encouraging them to support S. 1221 and H.R. 1392. We hope that an SGR fix also

is included in healthcare reform, but if not, a separate SGR bill will likely happen by the end of the year.

#### Regulatory Updates

CMS recently released rules for hospital outpatient departments and the physician fee schedule. ACCC will work to summarize the rules and provide analysis to the membership within a couple of weeks. Drug and administration reimbursement, evaluation and management reimbursement, and imaging rates are all determined by these rules.

#### Private Payer Challenges

Members are reporting an increase in the number of reimbursement challenges they are facing with private payers. The trend seems to be an increase in the number of prior authorizations required for both medical and radiation oncology. In addition, payers seem to be reducing reimbursement in other areas. Please email me at [mfarber@accc-cancer.org](mailto:mfarber@accc-cancer.org) about any issues you are having with private payers.

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

### 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 forever changing and evolving.



NCOA continues to revise the way of rethinking about its programs and collaboration with industry partners. We are now re-naming the exhibit hall and calling it the Resource Center with the aim that it will become more about education and information and less emphasis on the "selling" of the 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@accc-cancer.org](mailto:lschugar@accc-cancer.org)

## Drugs in the News from NCOA Corporate Partners\*

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). Afinitor belongs to a class of drugs called kinase inhibitors, which interfere with cell communication, preventing tumor growth. The drug is intended for those patients with advanced RCC who have already tried another kinase inhibitor, Sutent or Nexavar. While Sutent and Nexavar are multiple kinase inhibitors (acting on a number of cellular targets), Afinitor works by blocking a specific protein known as the mammalian target of rapamycin or mTOR. The protein blocking action disrupts the growth, division, and metabolism of cancer cells. For more information, go to: <http://www.afinitor.com/index.jsp?site=PC013498&source=01030&irmasrc=ONCWB0046>. (*Oncology Issues*, May/June 2009).

### \*NCOA Corporate Partners (as of 6/30/09)

*Gold*  
Abraxis BioScience  
Amgen  
AstraZeneca  
Bayer Healthcare Pharmaceuticals/Onyx  
Biogen Idec  
Celgene  
Centocor Ortho Biotech  
Eisai, Inc.  
Genentech  
Glaxo SmithKline  
Merck & Co

For more information about  
North Carolina Oncology Association  
go to: [www.ncoa-northcarolina.com](http://www.ncoa-northcarolina.com)  
or call: 301-984-9496, ext. 218

## BOARD OF DIRECTORS

### PRESIDENT

Jennie R. Crews, MD, Marion L. Shephard Cancer Center

### PRESIDENT- ELECT

Richard Krumdieck, MD, Lake Norman Hematology Oncology Specialists

### SECRETARY/TREASURER/MEMBER AT LARGE

T. Flint Gray, III, MD, Watauga Medical Center, Seby Jones Regional Cancer Center

### IMMEDIATE PAST PRESIDENT

T. Flint Gray, III, MD, Watauga Medical Center, Seby Jones Regional Cancer Center

### MEMBERS-AT-LARGE

Thomas W. Hauch, MD, Carolina's Cancer Care  
Kenneth S. Karb, MD, Moses Cone Health System Regional Cancer Center  
Mary Ann Knovich, MD, Wake Forest University School of Medicine

### ONCOLOGY CAC REPRESENTATIVE

David A. Eagle, MD, Lake Norman Hematology Oncology Specialists

### ONCOLOGY CAC ALTERNATE REPRESENTATIVE

Thomas W. Hauch, MD, Carolina's Cancer Care

### HEMATOLOGY CAC REPRESENTATIVE

James Boyd, MD, Presbyterian Oncology Association

Millennium, The Takeda Oncology Company  
Novartis Oncology  
sanofi-aventis  
Wyeth Pharmaceuticals

*Silver*  
Biologics, Inc.  
Genzyme  
Lilly Oncology  
Oncology Supply/ION  
Pfizer

Thank you for the value you add to NCOA!

**Save the Date:**  
**August 14th and 15th**

2009 NCOA Membership Conference,  
The Umstead, Cary, NC