



ACCC 47TH ANNUAL MEETING & CANCER CENTER BUSINESS SUMMIT

March 1-5, 2021

AMCCBS Virtual

POSITIVE DISRUPTION in the COVID-19 Era



Monday, March 1



Today's sessions are sponsored by *Chartis Oncology Solutions*

11:00 AM – 12:00 PM EST

AMCCBS Virtual Welcome Remarks and Opening Policy Keynote
A New Day: Moving Forward Under the Biden Administration

Kavita Patel, MD, MS, FACP, Fellow and Managing Director, Center for Health Policy, Brookings Institution

Hear a forward-thinking view of what Federal healthcare policy could look like under the new Administration around issues related to value-based care—including the Most Favored Nation (MFN) Model, the OCM/OCF and Radiation Oncology (RO) Models, drug pricing, the 340B drug discount program, telehealth, site-neutral payment policies, Stark Law and statute reforms, and more.

12:00 – 1:30 PM EST

Cancer Care in the COVID-19 Era

Sibel Blau, MD, Medical Director, Northwest Medical Specialties; President and Chief Executive Officer, Quality Cancer Care Alliance

David W. Dougherty, MD, MBA, Medical Director, Dana Farber Cancer Institute Network

Luis M. Isola, MD, Director, Cancer Clinical Programs, Mount Sinai Health System & Tisch Cancer Institute

Jody Pelusi, PhD, FNP, AOCNP, Oncology Nurse Practitioner, Honor Health Research Institute

Mary Miller, MSN, RN-BC, OCN, Nurse Manager, Franciscan Health Cancer Center Indianapolis

Adam Riker, MD, FACS, Chair of Oncology, Anne Arundel Medical Center, DeCesaris Cancer Institute

Leigh Boehmer, PharmD, BCOP, Medical Director, Association of Community Cancer Centers (Moderator)

A panel of healthcare professionals with diverse perspectives share real-world data and experiences about the impact of COVID-19 on cancer care delivery, from staffing for clinic vs. telehealth visits, ramping up outreach and screening efforts, strategies to protect and strengthen operational and financial performance, meeting patients' changing needs, increased financial toxicity due to unemployment, and mentoring and support techniques to bolster an exhausted workforce.

1:30 – 2:30 PM EST

Issue of the Day: COVID-19 Networking Event

Michael Kolodziej, MD, Vice President and Chief Innovation Officer, *ADVI Health* (Moderator)

Tuesday, March 2

 **vie cure**. Today's sessions are sponsored by VieCure

11:00 – 11:30 AM EST

Policy Considerations for Adopting and Expanding Telehealth at Your Cancer Program

Feyi Olopade Ayodele, MBA, Chief Executive Officer, *Cancer IQ, Inc.*

Mei Wa Kwong, JD, Executive Director, *Center for Connected Health Policy*

Frank Micciche, Vice President, Public Policy and Communications, *National Committee for Quality Assurance*

Teri Bedard, BA, RT(R)(T), CPC, Executive Director, Client and Corporate Resources, *Revenue Cycle Coding Strategies* (Moderator)

This panel conversation will explore policy considerations for cancer programs looking to expand and sustain their telehealth services. Panelists will discuss reimbursement and regulatory barriers, lessons learned and opportunities in the current era, the status of provisions after the public health emergency ends, healthcare disparities, and the policies that are still required to ensure long-term adoption of telehealth.

11:30 AM - 12:00 PM EST

TRACK 1

Virtual Solutions: Oncology Telemedicine for Rural Communities

Johanna Garzon, MHA, HBAT, Cancer Center Director, *Central Care Cancer Center and Heartland Cancer Center*

While most cancer programs adopted telehealth virtually overnight, challenges still exist, and lessons learned from telehealth

programs established pre-pandemic can help. Hear strategies to address challenges around access to technology, socio-economic barriers, and standardization. Learn how to improve health equity by ensuring non-English speaking patients and those with limited financial resources can effectively access these services.

11:30 AM – 12:00 PM EST
TRACK 2

Cancer Care During the Pandemic: The Good, the Bad, and the Ugly from the Patient Perspective

Elizabeth F. Franklin, PhD, MSW, Executive Director, Cancer Policy Institute, *Cancer Support Community*

Shelley Fuld Nasso, MPP, Chief Executive Officer, *National Coalition for Cancer Survivorship*

Michael Kolodziej, MD, Vice President and Chief Innovation Officer, *ADVI Health (Moderator)*

The rapid adoption of telehealth that enabled cancer programs to continue to care for patients during the pandemic is widely and extensively praised. But this acclaim is largely testimonial and anecdotal—and generally from providers. But what do patients think? What's working in telehealth and what's not? Is telehealth really going to become standard practice in the post-pandemic? The patient advocacy groups represented on this panel have studied telehealth from the patient perspective and will share their findings with the goal of improving patient care.

12:00 – 12:30 PM EST
TRACK 1

The Role of Remote Cancer Symptom Management in An Evolving Reimbursement Landscape

Ethan Basch, MD, MSc, Chief, Division of Oncology; Physician-in-Chief *NC Cancer Hospital*; Professor, Health Policy and Management, *UNC Gillings School of Global Public Health*; Director, Cancer Outcomes Research Program; Co-Leader, Cancer Prevention and Control Program, Control Program, *Lineberger Comprehensive Cancer Center*

Nadia Still, DNP, RN, Senior Director of Client Services, *Carvive Systems, Inc.*

Madelyn Trupkin Herzfeld, Founder and Vice Chair, *Carvive Systems, Inc.*

Bruno Lempersse, Chief Executive Officer, *Carvive Systems, Inc.*

Learn about the latest research findings on patient-reported outcomes (PROs), the role of remote symptom management (RSM) in an evolving reimbursement landscape, how to implement RSM in your practice, and how to use insights from patient experience data to inform the future of cancer care.

12:00 – 12:30 PM EST
TRACK 2

Video Visits to Virtual Care Centers: The Evolving Digital Opportunity

Royce Cheng, Principal, *The Chartis Group*
Kelley D. Simpson, MBA, Director, Chartis Oncology Solutions
Leader, *The Chartis Group*

Gain information on virtual technologies and supporting digital tools with enduring value beyond the present pandemic, including ePROs, virtual care navigation, tumor boards, consultations, follow-up, and supportive care services. Learn reasons to support increased adoption of virtual care modalities, including the opportunity to dramatically expand care access beyond physical subspecialty hubs, promote screening in the face of significant declines in new cancer detection rates, and mitigate risks for patients.

Hear strategic drivers for adopting virtual care, such as improved resource efficiency and productivity, and clinical and research program growth through improved new patient consults and clinical trial access. Learn how to develop a virtual care center which serves as an operational hub for clinical expertise, service capabilities, and intellectual capital outside of traditional geographic constraints.

12:30 – 1:00 PM EST
TRACK 1

Prevention on the Go—Workplace

Renea Austin-Duffin, MPA, Vice President, Cancer Support, Outreach & Clinical Research, *Mary Bird Perkins Cancer Center*

With the precipitous drop in screenings in the spring of 2020, COVID-19 has had a catastrophic impact on cancer screening and prevention. Learn from the changes this program made to continue to offer these critical services to at-risk patients, including education on how mobile vans can offer a safe—and more comfortable—alternative for people hesitant to return to the clinic.

12:30 – 1:00 PM EST
TRACK 2

Keeping Patients Connected to Telegenetics—During and Beyond COVID-19

Mallory Kirby, Senior Analyst, *The Advisory Board Company*
Rachel McConachie, RN, BSN, Clinical Operations Director, *Dignity Health Cancer Institute*
Ashley Navarro, MS, LCGC, Board Certified Genetic Counselor (ABGC); Genetic Counseling Manger, *Dignity Health Cancer Institute*

Hear short- and long-term benefits of tele-genetic counseling, including expanded access, remote patient engagement, reduced administrative burden, and improved collaboration

between genetic counselors and providers. Learn practical strategies to successfully implement a tele-genetic counseling program and integrate it into workflows. Understand how to leverage the Cancer IQ genetic cancer risk assessment platform to remotely screen patients for genetic cancers and deliver virtual genetic counseling sessions.

1:00 – 2:00 PM EST

Innovation Showcase: Telehealth, Virtual Care Models, and Remote Monitoring

OncoAIR, Lauren Sutton, Senior Product Manager, *Flatiron Health*

Oncolens: Virtual Tumor Board, Speaker TBD

AssistPoint: Unleashing the Power of Financial Assistance Cycle Management, **Joe Baffone**, Co-Founder and Chief Executive Officer, *Annexus Health*

Gitesh Patel, Chief Executive Officer, *Sargas Pharmaceutical Adherence & Compliance International* (Moderator)

2:00 – 2:30 PM EST

Issue of the Day: Telehealth, Virtual Care Models, and Remote Monitoring Networking Event

Barry Russo, MBA, Chief Executive Officer, *The Center for Cancer & Blood Disorders* (Moderator)

Wednesday, March 3



Today's sessions are sponsored by Flatiron Health

11:00 – 11:30 AM EST

Cancer Service Line Efficiency and Revenue Optimization

Nina Chavez, MBA, FACMPE, Head of VBC Solutions and Transformation, *Flatiron Health*

11:30 AM – 12:00 PM EST

TRACK 1

Optimizing Revenues and Outcomes

Lynette Garcia, RN, BSN, OCN, Clinical Services Director, *New Mexico Cancer Center*

Kathy Oubre, MS, Chief Operations Officer, *Pontchartrain Cancer Center*

Nina Chavez MBA, FACMPE, Head of VBC Solutions and Transformation, *Flatiron Health* (Moderator)

11:30 AM – 12:00 PM EST

TRACK 2

Precision Cancer Care for Older Adult Oncology Patients: Digitalizing a System-Wide Geriatric Screening and Intervention Program

Martine Extermann, MD, PhD, Program Leader, Senior Adult Oncology Program, *Moffitt Cancer Center*

With the risk that COVID-19—and other contagious diseases—have for older patients with cancer, virtual screening can help keep patients out of the clinic while ensuring they receive important clinical and supportive interventions through telehealth visits. Learn how this digital, evidence-based screening tool identifies at-risk patients and then tailors interventions to improve the patient experience and patient outcomes.

12:00 – 12:30 PM EST

TRACK 1

A Dedicated Oncology Revenue Integrity Analyst Improves Revenue Collection and Mitigates Losses

Catherine L. Lowe, MBA, CPC-A, Oncology Revenue Integrity Analyst, *Maine Medical Center Cancer Institute*

With the devastating economic impact that COVID-19 has had on our healthcare system, cancer programs cannot afford to leave money on the table. Learn how to ensure accuracy in pre-registration, registration, prior authorizations, benefits investigations, coding, and claim data. Improve the accuracy of the charge master, with special attention given to new, non-formulary medications. Hear how to communicate effectively with all team members to ensure quick and agile responses to potential issues that can cause financial loss, including off-label medicine use, and to educate patients about all available financial assistance resources.

12:00 – 12:30 PM EST

TRACK 2

Care Code: Innovative Stress Relief for Oncology Staff

Laura Himmelstein, LCSW, Coordinator, Caregiver Support and Healing Touch Programs, *White Plains Hospital*

Mary Beth Schmidt, MA, BCC, Senior Staff Chaplain, *White Plains Hospital*

To protect their most valuable asset—its employees—cancer programs must understand how to screen and identify signs of burnout, vicarious trauma, and stress among cancer care team members. Learn how to develop and disseminate effective self-care strategies that address the emotional, physical, and spiritual health of staff. Hear how to foster a culture that prioritizes well-being, including how to obtain buy-in and support from members of the C-suite and other leadership.

12:30 – 1:00 PM EST
TRACK 1

Oncology Capture of Emergency Department Patients with Incidental Radiologic Findings

Nicholas Garland, MS, Administrative Fellow, *Vanderbilt University Medical Center*

Katharine Klar, RN, BSN, Assistant Nurse Manager, *Vanderbilt University Medical Center*

Cancer programs that struggle to ramp up screening and prevention efforts in a COVID-19 world will benefit from hearing about the development and implementation of a structured process for ED incidental radiologic imaging. Hear how this process ensures follow-up and referral to the appropriate subspecialties, improves patient care and provides a financial incentive through additional visits, procedures, surgeries, radiology, labs, and pathology.

12:30 – 1:00 PM EST
TRACK 2

Results from a National Survey of the Financial Impact of the Radiation Oncology Model



This session is sponsored by Radiation Business Solutions

Sally Eggleston, MBA, RT(T), Vice President, Integration, *Radiation Business Solutions*

1:00 – 2:00 PM EST

Innovation Showcase: Operational Efficiencies and Revenue Optimization

Flatiron Assist, Shawn Huda, Senior Product Manager, *Flatiron Health*; **Rebecca Maniago, PharmD, BCOP**, Senior Clinical Pharmacist, *Flatiron Health*

LeanTass, Speaker TBD

ION Solutions, Speaker TBD

Navigating Cancer: Customer Relationship Management Platform, Speaker TBD

Ron DiGiaino, MBA, FACHE, Chairman, *Revenue Cycle Coding Strategies* (Moderator)

2:00 – 2:30 PM EST

Issue of the Day: Operational Efficiency and Revenue Optimization Networking Event

Nina Chavez, MBA, FACMPE, Head of VBC Solutions and Transformation, *Flatiron Health* (Moderator)

Thursday, March 4

 **IntegraConnect** *Today's Sessions are Sponsored by Integra Connect*

11:00 – 11:30 AM EST

Precision Oncology's Role in Successfully Driving the Value of Healthcare

Sorena Nadaf, MS, MMI, President Precision Oncology and Chief Data Officer, *Integra Connect*

11:30 AM – 12:00 PM EST

TRACK 1

Leveraging Data Analysis and Decision Support

Charles Saunders, MD, Chief Executive Officer, *Integra Connect*

11:30 AM – 12:00 PM

TRACK 2

Hosting a Successful Men's Health Screening: Strategic Alignment of Health Communication via Culturally Tailored Media, Marketing, and Community Engagement Efforts

Kearston L. Ingraham, MPH, Program Evaluator, *Duke Cancer Institute*

Angelo Moore, PhD, MSN, RN, NE-BC, Program Manager, Office of Health Equity, *Duke Cancer Institute*

Health equity is an urgent area of focus. Hear effective strategies to target your outreach and prevention efforts to underserved patient populations and engage community leaders. Understand how to leverage stakeholder insight and expertise to develop effective recruitment campaigns, social media messaging, and marketing efforts.

12:00 – 12:30 PM EST

TRACK 1

Progressive Employers Addressing Disparities in Cancer Care for Their Employees: Unlock Access to Leading-Edge Cancer Expertise

Harlan Levine, MD, President of Strategy and Business Ventures, *City of Hope*

AccessHope, a wholly owned subsidiary of City of Hope, provides leading-edge knowledge and insights from National Cancer Institute-level subspecialists to cancer care clinicians throughout the U.S. The goal is to partner with community oncologists and cancer care physicians to improve clinical outcomes and quality of life, identify clinical trials for patients

with unmet care needs, and collaborate to optimize cancer care.

By forging partnerships with the local oncology network clinicians, health plans, third-party administrators, and pharmacy benefit managers, AccessHope supports patients receiving the best care while staying home within their respective local communities.

Hear how this innovative new model creates a unique bridge through which clinicians, patients, families, communities, and healthcare stakeholders can easily access leading-edge academic expertise in cancer genomics, science, clinical therapeutics, potentially life-saving research trials, and supportive care medicine.

12:00 – 12:30 PM EST

TRACK 2

Experience of a Large Cancer Center Adjusting to COVID-19

Teri U. Guidi, MBA, FAAMA, Chief Executive Officer, Strategy & Innovation, *Adaptis Oncology Consultants*

Georgina Rodgers, BSN, RN, OCN, NE-BC, Director, Clinical Cancer Services, *Cleveland Clinic Taussig Cancer Institute*

Learn practical strategies to successfully convert in-person visits and services to virtual engagements. Understand the impact that a virtual care model can have on your operations, policies, billing, and reimbursement. Benefit from the experience of the Cleveland Clinic Taussig Cancer Institute in areas such as innovative staffing patterns and models; care coordinator telephone outreach; documentation and coding education for staff; and how to realize capacity reduction that allows for social distancing while meeting patient demands.

12:30 – 1:00 PM EST

TRACK 1

Leveraging Data and a Virtual Rideshare Hub to Decrease Disparities & Drive Ambulatory Strategy

Rachel Marquez, MPH, Director, Transportation Services, *Cone Health*

Transportation is a major barrier for many patients with cancer. Learn how to identify at risk-patients and develop a transportation program that can help reduce health inequities caused by social determinants. Hear how specific, tailored resources can meet individualized needs of underserved patients and increase revenue opportunities.

12:30 – 1:00 PM EST
TRACK 2

Clinical Pathways as a Means to an End: Driving Value Across Your Cancer Center



This session is sponsored by Elsevier/ClinicalPath

Mark Wojtowicz, MS, MBA, Administrative Director, Oncology Research and Innovation, *Geisinger Cancer Institute*

Cancer centers use clinical pathways as an effective strategy to innovate and reach quality improvement goals. Learn how you can apply pathways into your operations to make care standardization part of your infrastructure, enable multidisciplinary care coordination, initiate palliative care at the right time in the right way, and tap into data for actionable insight into practice performance.

1:00 – 2:00 PM EST

Innovation Showcase: Managing for Success

Unlimited Systems: Revenue Cycle Technology/Services, **Emily Rost**, Software Sales Specialist, *Unlimited Systems*

Integra Connect: Value-Based Revenue Cycle Management, **Parag Shah**, President, Practice Solutions, *Integra Connect*

Spensa: Molecular Diagnostic-Driven Decision Support Solution, Speaker TBD

CardinalHealth: Debunking Myths About AI for Community Oncology Practices, **Jeff Hunnicutt**, Chief Executive, Officer Highlands Oncology Group

Teri U. Guidi, MBA, FAAMA, Chief Executive Officer, Strategy and Innovation, *Adaptis Oncology Consultants* (Moderator)

2:00 – 2:30 PM EST

Issue of the Day: Managing for Success Networking Event
Elaine Kloos, Senior Director Consulting, *Radiation Business Solutions*

Friday, March 5

GRAIL Today's sessions are sponsored by Grail

10:15 – 10:45 AM EST

AMCC House of Delegates/Business Meeting

Open to all AMCCBS Virtual Attendees

11:00 – 11:30 AM EST

TRACK 1

Research and Clinical Trials

Robert Coleman, MD, FACOG, FACS, Gynecologic Oncologist and Chief Scientific Officer, *US Oncology Research*

11:00 – 11:30 AM

TRACK 2

Change is the Only Constant: The 2021 Regulatory “Level Set” in the Sprint to Value-Based Care

Tynan O. Kugler, Principal, *PYA, P.C.*
Adria Warren, Partner, *Foley & Lardner, LLP*

A major overhaul of the Stark Law and Anti-Kickback Statute in 2021 has introduced new flexibilities to encourage innovative value-based arrangements and further the government's goals of improved quality outcomes, health system efficiencies, and lower costs. This presentation will address key highlights of the regulatory framework under the final rules and provide practical tips and considerations applicable to structuring, valuing, and implementing oncology transactions.

11:30 AM – 12:00 PM EST

TRACK 1

The Sarah Cannon Model: Evolutionary Approach to Research

David Spigel, MD, Chief Scientific Officer, *Sarah Cannon Cancer Institute*

11:30 AM – 12:15 PM EST

TRACK 2

The Next Wave in Oncology Transactions



This session is sponsored by Alliance Oncology

Curtis Bernstein, CPA/ABV, CVA, ASA, CHFP, MBA, Principal, *Pinnacle Healthcare Consulting*
Josh Eaves, Senior Vice President, Strategic Partnerships and Acquisitions, *Alliance Oncology*
Brad Prechtl, MBA, Chief Executive Officer, *American Oncology Network, LLC*
Adria Warren, Partner, *Foley & Lardner, LLP*

Providers across the country are exploring ways to leverage emerging opportunities in value-based care, whether independently, with hospitals, or as part of a “value-based arrangement” as recently defined by CMS. Join us to explore the newest trends and learn about opportunities and business models available to community providers and hospitals in oncology transactions.

12:00 – 12:30 PM EST

TRACK 1

Biosimilar Adoption in Oncology: How Attitudes Have Changed and What's Ahead?

Sonia Oskouei, PharmD, BCMAS, DPLA, Vice President,
Biosimilars, Cardinal Health

Use of biosimilars among oncologists has increased markedly over the past year, with some oncology biosimilars now capturing more market share than their originator products. This session will explore how oncologists' attitudes about biosimilars and prescribing behaviors have shifted, what factors have led to those changes, and what barriers to adoption still exist for some physicians. The discussion will be based on original research conducted with community-based oncologists from 2017 through 2020.

12:15 – 1:00 PM EST

TRACK 2

Understanding Antitrust and Oncology

Holden Brooks, Partner, *Foley & Lardner, LLP*

Michael Diaz, MD, Assistant Managing Physician, *Florida Cancer Specialists and Research Institute*; Director of Patient Advocacy, *Florida Society of Clinical Oncology*; Former President, *Community Oncology Alliance*

Barbara L. McAneny, MD, Chief Executive Officer, *New Mexico Oncology and Hematology Consultants*; Former President, *American Medical Association*

The competitive landscape in oncology has been in flux for many years, with community-based practices and individual physicians deciding to join or affiliate with hospital-based systems in increasing numbers. Understanding antitrust concepts has never been more important in the oncology space. In these conversations, we will explore how to think of recent developments in the business of oncology through the lens of antitrust and also provide basic guidance around antitrust compliance, drawing on the broad industry perspective and practical experience of the panelists.

12:30 – 1:00 PM EST

TRACK 1

Supporting Oncology Nurses in a World of Dynamic Medical Knowledge

Lance Ortega, MBA, BSN, RN, OCN, Director, Nursing Services,
Texas Oncology

Gain effective practices for streamlining the onboarding process for new nurses by leveraging print materials, eLearning, and virtual education; standardizing nurse education across all clinic sites; and conducting productive virtual huddle meetings.

1:00 – 2:00 PM EST

Innovation Showcase: Research & Clinical Trials

LabCorp: Cancer Registry Solution to Precision Medicine Disparities, Speaker TBD

Carevive Systems: Remote Symptom Monitoring Drives the Carevive OPT-IN® Research Program, **Debra Wujcik, PhD, RN, FAAN**, Vice President, Research and Clinical Operations, *Carevive Systems, Inc.*

McKesson: Innovating Lung Cancer Research Through Real World Data and Precision Medicine, Speaker TBD

PierianDx: Digital Genomics/Next Generation Sequencing, Speaker TBD

Carla Balch, Chief Executive Officer, *Spesana* (Moderator)

2:00 – 2:30 PM EST

Issue of the Day: Business Consolidation Networking Event

Josh Eaves, Senior Vice President, Strategic Partnerships and Acquisitions, *Alliance Oncology* (Moderator)

2:30 – 3:30 PM EST

Quality Improvement in Breast Cancer Testing: Highlights from ACCC Member Programs

Jennifer R. Klemp, PhD, MPH, Professor of Medicine, Division of Medical Oncology, *University of Kansas Medical Center*; Director, Cancer Survivorship; Co-Program Leader, Cancer Prevention and Control, Cancer Risk Counseling, *University of Kansas Cancer Center*

Charles H. Shelton, MD, Radiation Oncologist; Chair of Cancer Committee; Breast Program Leader, *The Outer Banks Hospital*

In 2018, fifteen ACCC Cancer Program Members were awarded grants from Pfizer, Inc. for quality improvement (QI) projects focused on improving the quality of care for patients with breast cancer. Grantees planned and implemented projects that supported increasing the rates of guideline-concordant BRCA testing for this patient population. Hear from grantees about their findings and experiences in successfully orchestrating a QI project and expanding BRCA testing for eligible patients with breast cancer. Learn about open opportunities to participate in an ACCC-supported QI project, then see how ACCC's online self-assessment tools can help identify areas of improvement at your program or practice.

2:30 – 5:00 PM EST

ACCC Alternative Payment Model Coalition Workshop

The workshop will review the current landscape of alternative

payment models, assess experiences with both federal and commercial models, and identify needs of the cancer care delivery community going forward. In addition, workshop facilitators will help you better understand your likelihood for success under different risk scenarios, including the upcoming Radiation Oncology Model proposed by the Centers for Medicare & Medicaid Services.

Last updated 2.9.2021 | Agenda subject to change