

ACCC Convenes 2022 ACCC Institute for the Future of Oncology at the 39th National Oncology Conference

ACCC leadership, key stakeholders, and thought influencers came together on October 11 for the ACCC Institute for the Future of Oncology—an event dedicated to ACCC President Dr. David Penberthy’s 2022-2023 theme: “Leveraging Technology to Transform Cancer Care Delivery and the Patient Experience.” The question posed to attendees: what does the future of cancer care delivery look like?

In presenting industry’s perspective, Scott Penberthy, director of applied AI (artificial intelligence) at Google, shared one question Google Health is trying to answer: “How can we take all available healthcare data, feed it into a machine, and turn it into a tool for providers to use?” On partnering with providers, Penberthy said that Google has the science and technology expertise to understand and analyze patterns in big data, but it must partner closely with physicians and hospitals who have the medical expertise and who are the “keepers” of patient data.

Additionally, “patients want to know about the newest technologies and treatments available to them, and social media is one tool we can use to deliver that information,” suggested Sanjay Juneja, MD, chief of Oncology Service at Baton Rouge General Hospital and co-founder and chief operating officer at MedFluencers. While active on his own social media accounts, Dr. Juneja shared how apps like Facebook, Twitter, and Instagram, among others, are digital platforms that can be helpful for cancer-related education efforts like busting commonly believed myths about this disease.

Moving into the business and operational perspective of cancer care in 2040, Jennie Kung, senior director at Mayo Clinic Innovation Exchange, detailed how Mayo is replicating, as close as possible, the capabilities of a brick-and-mortar hospital in its Advanced Care at Home Program.

“We saw this program as an opportunity to rethink the patient experience and reduce or even eliminate hospitalizations,” said Kung. “When operationalizing the program, we took a step back and listened to the voice of the patient.” Mayo Clinic believed that its program would not only address patient concerns and dissatisfiers but also reduce costs. This last goal was particularly important, considering the average cost of a three-day hospital stay is about \$30 thousand and that 66 percent of all bankruptcies in the United States are tied to medical care, said Kung. To date, more than 1,000 patients have been admitted into the Advanced Care at Home Program and more than 3,000 bed days were saved.

The Institute then moved on to the most important voice at the table, when Adam Hayden—writer, speaker, and patient advocate—shared how genomic sequencing improved his quality of life after being diagnosed with brain cancer in 2016. Completing a patient’s “genomic sequencing and then giving them that information is so important,” he said, adding that it can help patients plan their lives. While patients

ACCC Welcomes its Newest Members

CoxHealth, Hulston Cancer Center

Springfield, Mo.

Delegate Rep: Lori Matthews, MBA

Website: [coxhealth.com/our-hospitals-and-clinics/our-locations/hulston-cancer-center](https://www.coxhealth.com/our-hospitals-and-clinics/our-locations/hulston-cancer-center)

Ivinson Memorial Hospital

Meredith and Jeannie Ray Cancer Center

Laramie, Wyo.

Delegate Rep: Cheryl Rodgers, BSN

Website: [ivinsonhospital.org/cancer-center](https://www.ivinsonhospital.org/cancer-center)

Central Georgia Cancer Care, P.C.

Macon, Ga.

Delegate Rep: Kevin Svoboda

Website: [centralgacancercare.com](https://www.centralgacancercare.com)

AdventHealth Cancer Institute Hinsdale

Hinsdale, Ill.

Delegate Rep: Kimberly Schram

Website: <https://www.adventhealth.com/hospital/adventhealth-hinsdale/cancer-care>

may not be able to read lab results or interpret scans, Hayden shared: “We do know how we feel and how we want to feel.”

He then discussed the need for multi-stakeholder engagement. “Being a patient is a job. We have responsibilities like completing insurance paperwork and applying for disability benefits. We [patients] are working together with providers in a therapeutic partnership.”

Closing out the Institute for the Future of Oncology, attendees learned about several successful grant opportunities that required a partnership between clinicians, researchers, industry, and the federal government, including the National Institutes of Health’s AIM-AHEAD Initiative. This initiative is dedicated to improving patient outcomes and their healthcare experience in the Appalachian Region through technology and data, with findings being shared with the broader oncology community. “We’re here to talk about how a business plan with a contribution margin can save lives and ensure we are delivering value-based care,” concluded Doug Flora, MD, LSSBB, executive medical director of Oncology Services at St. Elizabeth Cancer Center. 

HIGHLIGHTS FROM ACCC 39TH NATIONAL ONCOLOGY CONFERENCE



1. Approximately 500 cancer care professionals and industry attended the ACCC 39th National Oncology Conference (#ACCCNOC), Oct. 12-14, in West Palm Beach, Fla. During the opening keynote, attendees participated in a bias activity which revealed that innovations are not always the first ideas that come to mind.

2. Opening the meeting, innovation and tech-xpert Julie Holmes acknowledged that healthcare—especially oncology—is rife with competing demands that make it particularly challenging to engage oncology staff in innovation. Her message to attendees: even when your days are already packed, budgets are limited, and ideas are either non-existent or overwhelming, innovation is possible through “little big bangs” or micro-innovations.



3. Continuing the theme of innovation, Thursday morning’s sessions featured presentations from the five 2022 ACCC Innovator Award winning programs. ACCC president David R. Penberthy, MD, MBA, (far left) and ACCC executive director Christian Downs, JD, MHA, (far right) pose with the 2022 ACCC Innovator Award presenters (left to right) Erin Heuser, MBOE, RT(R)(T), LSSBB, CCMP, senior process engineer at the Arthur G. James Cancer Hospital and Richard J. Solove Research Institute; Zoe Larned, MD, system chair of Hematology & Oncology at Ochsner Health, Ochsner Cancer Institute; Morgan Nestingen, MSN, APRN, AGCNS-BC, NEA-BC, OCN, ONN-CG, director of nursing, Patient Intake and Navigation Services at Baptist Health’s Miami Cancer Institute; Allison L. Held, JD, associate general counsel & director at Medical-Legal Partnership at VCU Health System, Virginia Commonwealth University Health System, VCU Massey Cancer Center; and Debra Delaney MSN, FNP-BC, primary care nurse practitioner at ChristianaCare’s Helen F. Graham Cancer Center & Research Institute.



4. Friday morning’s sessions kicked off with presentations from three ACCC Award Winners: 2022 Clinical Research Award recipient Carmen Guerra, MD, MSCE, FACP, the Ruth C. and Raymond G. Perelman Professor of Medicine at the Perelman School of Medicine at the University of Pennsylvania and vice chair of Diversity and Inclusion for the Department of Medicine and the associate director of Diversity and Outreach for the Abramson Cancer Center (left) and 2022 David King Community Clinical Scientist Award recipient Leana Cabrera Chien, MSN, RN, GCNS-BC, GNP-BC, a nurse practitioner at the City of Hope Center for Cancer and Aging (right). Not pictured is 2022 Annual Achievement Award recipient Lola A. Fashoyin-Aje, MD, MPH, a medical oncologist and deputy director in the Division of Oncology 3 in the Office of Oncologic Diseases at the U.S. Food and Drug Administration’s Center for Drug Evaluation and Research.



5. After Friday’s award presentations, meeting attendees attended concurrent sessions on a wide range of topics, including leveraging data analytics to mobilize the workforce and prepare for the future; preparing for population health in oncology; developing a leadership pipeline within cancer care teams; navigating the Great Resignation: rebuilding the oncology workforce; recruitment and retention of community-based general surgical oncology services; and more.

NOC Keynote Focuses on Innovation and Technology



During her keynote to the ACCC membership, innovation and tech-xpert Julie Holmes used live polling to engage with the audience, get to know who was in the room, and identify common challenges, including staffing and retention and recruitment, staff engagement and morale, fatigue and burnout, patient access to care, billing efficiencies, time constraints, and more.

To assist attendees in how to best approach innovation before putting solutions into action, Holmes shared some guiding principles she uses to identify and implement “little big bangs.” First, and foremost, Holmes shared that everyone, everywhere needs to “take a time out.” By not allowing the time and space to really step back from a problem and evaluate truly helpful solutions, you can stifle creativity. And by constantly being in a rush to complete your laundry list of work, you lose time in the day that could be dedicated to

Holmes’ next lesson centered on bias—the beliefs, interpretations, assumptions, and stories that affect our daily lives and interactions. In an activity where Holmes asked audience members to “draw a flying horse,” many sketched out a Pegasus, which is, in fact, a horse with wings. To drive her point home, Holmes shared that one’s biases could be so clear they impacted this activity. While a Pegasus is quite literally “a flying horse,” Holmes shared how more thoughtful (and perhaps easier) solutions to her direction would be drawing a horse with a cape or a horse on a plane. “We are burned by our bias,” she said, adding that innova-

tions aren’t necessarily the first ideas that come to mind like the Pegasus mentioned above. Instead, the more thoughtful solutions are often creative, potentially resource saving, and may better address challenges in the long term.

Finally, Holmes shared how technology—even simple technology that auto populates and automates tedious staff processes and workflows—is often the answer to the problem. With the question, “What are you asking your staff to repeat?” Holmes challenged attendees to re-evaluate their daily processes to think about how technology could be used to ease workloads and effectively address morale and burnout rates. Additionally, Holmes suggested that everyone “stretch their tech,” meaning that they look at what technology is already in use but isn’t being utilized to its full potential. This could mean dedicating staff members to specialize in specific platforms, who can address how new features can be used to innovate care delivery. When implementing these practices, Holmes emphasizes the need to adjust for the future and announce these “little big bangs” in advance (before applying them into practice). This will ensure the successful implementation of any innovation.

Holmes closed with this uplifting message, “Innovation is viable and attainable,” she said. “Your teams have incredible ideas if you give them the space to innovate.”

Continuing the theme of “Innovation,” the rest of the morning’s sessions featured presentations from the five 2022 ACCC Innovator Award winners. 