



## ACCC Celebrates Its 50th Anniversary with a Name Change and Rebrand

For more than [50 years](#), the Association of Community Cancer Centers (ACCC) has served the cancer care team and the patients and families they treat. The organization has grown and prospered through the commitment and dedication of its volunteer members, corporate partners, and staff.

For most of 2023, ACCC Board and staff undertook a strategic planning process that reflected—and celebrated—its glorious past accomplishments and looked to position the organization for continued growth and expansion to meet the changing needs of its membership. This strategic planning process included input from a broad cross section of ACCC members, key stakeholders, and professional consultants.

To reflect a changing landscape and the future direction of multidisciplinary team-based cancer care delivery, a consensus was reached to make a subtle change in the organization’s name. Moving forward, ACCC will be known as the [Association of Cancer Care Centers](#), the leading education and advocacy organization for the cancer care community. For more on this name change and rebrand, please read the “From the Editor” in this *Oncology Issues*.

Because words matter, below we share some of the thought processes that went into this decision.

The word “Association” reflects the gathering, inclusion, and value of everyone on the ever-expanding cancer care team. This team includes both clinical members (multi-specialty physicians, nurses, pharmacists, social

workers, etc.) and non-clinical members (COOs, CFOs, administrators, financial advocates, quality officers, etc.). It also includes those involved in discovering new treatments, clinical trial navigators, outreach specialists who spearhead cancer education and prevention efforts, those professionals in evolving treatment specialties, patients and caregivers, and everyone else looking to become part of the cancer care community.

The words “Cancer Care” have evolved during ACCC’s 50-year history—from a relatively small number of anti-cancer drugs, surgical procedures, and radiation treatments to an incredible armamentarium of highly specialized personalized treatments. In addition to these scientific and medical advances, the words “Cancer Care” reflect many other critical services and patient needs, like psycho-social care, genetic counseling, and nutrition services, which allow patients and families to recognize optimal outcomes. Most importantly, the words “Cancer Care” mean care this is equitable, readily available to everyone—regardless of the community they live in.

The word “Centers” is representative of our multidisciplinary members who come from all types of cancer programs that serve the community: independent physician practices, enterprise level physician networks, small hospital cancer programs, major integrated delivery networks, academic cancer programs, and everything in between and wherever cancer care may be delivered over the next 50 years.

All those involved in this strategic planning process believe that this new name reflects the evolution and growth of our organization, aligning ACCC more closely with the diverse needs of its members and the patients they serve, and positioning ACCC for the next 50 years of growth. Over the coming weeks, you will witness updates to ACCC branding and communications as we implement this change seamlessly.

Thank you for your ongoing support, and we look forward to advancing our shared mission under our new identity as the Association of Cancer Care Centers.



Leading education  
and advocacy for the  
cancer care community

## ACCC Welcomes Its Newest Members



### AdventHealth Parker Cancer Center

Parker, Colorado  
Delegate Rep: Stacy Ban  
Website: [adventhealth.com/hospital/adventhealth-parker/cancer-care](https://adventhealth.com/hospital/adventhealth-parker/cancer-care)

### Baptist Health Floyd Cancer Center

New Albany, Indiana  
Delegate Rep: Christy Flynn  
Website: [baptisthealth.com/blog/cancer-care/oncology-cancer-treatment-in-new-albany-in](https://baptisthealth.com/blog/cancer-care/oncology-cancer-treatment-in-new-albany-in)

### Blanchard Valley Health System-Armes Family Cancer Care Center

Findlay, Ohio  
Delegate Rep: Adele Simon  
Website: [bvhealthsystem.org/locations/locations-details?practice=30](https://bvhealthsystem.org/locations/locations-details?practice=30)

### Carle Health System

Urbana, Illinois  
Delegate Rep: Anne Bowman  
Website: <https://carle.org>

### Carle Cancer Institute Normal

Normal, Illinois  
Delegate Rep: Joseph Prosser  
Website: [carle.org/locations/carle-cancer-institute-normal](https://carle.org/locations/carle-cancer-institute-normal)

### Palouse Oncology and Hematology

Moscow, Idaho  
Delegate Rep: Sonya Spraul  
Website: <https://www.gritman.org/services-care-areas/cancer-care/oncology>

### Redlands Community Hospital, Center for Cancer Care

Redlands, California  
Delegate Rep: Lori Arias  
Website: <https://www.redlandshospital.org/locations/rch-center-for-cancer-care>

### Titus Regional Medical Center, Cancer Care at Titus

Mt. Pleasant, Texas  
Delegate Rep: Laura Walsh  
Website: [titusregional.com/cancer](https://titusregional.com/cancer)

### University of Maryland Cancer Network

Baltimore, Maryland  
Delegate Rep: Nick Jaidar  
Website: <https://www.umms.org/health-services/cancer/network>

### University of Maryland Capital Region

Largo, Maryland  
Delegate Rep: Sarah Larson  
Website: [umms.org/capital](https://umms.org/capital)

## Building the Next Generation of Oncology Leaders

In his final fireside chat, 2023-2024 ACCC President Olalekan Ajayi, PharmD, MBA, chief operating officer at Highlands Oncology Group was joined by Kristen E. Wynn, program manager at Livestrong Cancer Institutes at Dell Medical School at The University of Texas at Austin, to discuss strategies for building the next generation of oncology leaders. They explored tools for developing mentorship programs for middle, high school, and college students pursuing a career in oncology as well as actionable strategies for mentoring leaders within your own cancer program or practice. Watch this [video](#) to learn more about how the The University of Texas at Austin is establishing a diverse education pipeline.



## ICYMI: Explore Strategies for Workforce Development

A multitude of workforce-related challenges require today's oncology programs and practices to reimagine many of their strategies, operations, and processes. To help its member programs create the positive change their clinicians, staff, and patients deserve, ACCC has developed this [online curriculum](#) as part of the 2023-2024 ACCC President's Theme, *(Re)Building the Oncology Workforce to Deliver Next Generation Care*. In this free curriculum, learners explore strategies along the continuum from improving recruitment and onboarding to establishing trust and relationships with staff to implementing effective leadership development and training.

