



Association of Community Cancer Centers

ONCOLOGY ISSUES

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FROM THE EDITOR

Charting Our Course: Rebranding, ACCC 50th Anniversary, and Growing Our Community

BY MARK LIU, MHA



Change is upon us in this new year at ACCC, and it brings a renewed sense of purpose and unity. In my first column of 2024, I am thrilled to share the culmination of multiple efforts in ACCC's rebranding, marking a significant

milestone in our association's history. Our new identity, the **Association of Cancer Care Centers**, reflects the entire cancer care community and underscores how the Association represents cancer centers of all shapes and sizes in our mission to serve and support all those affected by cancer. You can read more about the strategic planning and decision-making behind our name change and rebrand in the "Action" column in this *Oncology Issues*.

2024 is also the year that ACCC turns 50 years old. As we celebrate our 50th anniversary, I find myself reflecting on the journey we've taken together and the remarkable achievements we've been a part of. An interactive [timeline](#) on the ACCC 50th anniversary webpage highlights the critical role the Association has played in supporting cancer care teams and improving patient outcomes. This resource not only chronicles the pivotal moments in our organization's history but also serves as a testament to the dedication and hard work of each member of our community. From pioneering initiatives to groundbreaking research, every milestone is a testament to our collective impact in the fight against cancer. ACCC's commitment has remained steadfast throughout the years, driving us to continually evolve and innovate for the oncology community as a whole.

On the personal front, my years engaging and volunteering with ACCC have been profoundly rewarding. Whether it's through educational programs, advocacy efforts, or collaborative projects, each of us plays a vital role in shaping the future of cancer care delivery. Contributing to ACCC has given me so much perspective on how cancer care is delivered in all the different settings across the

country, an appreciation of our commonalities (and differences), and an understanding of our shared passion to provide the best care for patients and their circles of support. For me, ACCC has made an already rewarding career in oncology even more purposeful.

As ACCC celebrate its 50th anniversary, we have set an ambitious goal to reach 50,000 individual cancer care professionals at our member programs and practices, as well as our chapter members, by the end of this milestone year. Achieving this target will not only strengthen our community but also enhance our ability to advocate for policies that support cancer care teams and patients. To help us succeed in this endeavor, I encourage you to send in your staff rosters—with emails—to ACCC's membership director, Nicole Banks at nbanks@accc-cancer.org. Sharing this information allows your colleagues to benefit from critical education and resources, like *Oncology Issues*.

In closing, I want to express my gratitude to all of you for your unwavering support and dedication. Together, we have achieved remarkable progress, but our work is far from over. As we look to the future, let us continue to collaborate, innovate, and advocate for positive change in cancer care. Happy Anniversary ACCC. Here's to another 50 years! 🎉