

2022 Leaders in Oncology
Eden Roc Hotel, Miami Beach
Meeting Highlights

A special thanks to all of the Oncology State Society Board Leaders across the country. We were thrilled to have many of you join us for the Second Annual Leaders in Oncology meeting in Miami. For those of you who were unable to travel due to the COVID situation, we hope you will be able to join the Leaders in Oncology virtual events we will be hosting throughout 2022.

Friday, January 28

Welcome Reception and Dinner

Saturday, January 29

Leaders in Oncology Workshop

Christian G. Downs, JD, MHA, Executive Director, *Association of Community Cancer Centers*, welcomed State Society Leaders to the Second Annual Leaders in Oncology meeting. Lowell Aplebaum, FASAE, CAE, CPF, facilitated the meeting and led a series of interactive sessions with State Society and ACCC Leadership and their staff partners.

Session Highlights

Networking Evolution – Helping Members Make Meaningful Relationships

Attendees participated in engaging relationship-building activities that can be used at board meetings, membership meetings, and in their clinical practices. Work with your Executive Director to incorporate relationship building into your next meeting and explore additional ways to network on virtual meetings.

Relationship-Building Activities

1. **Ask Me About** - Attendees flipped their name badge over and wrote their name and “ask me about.” The exercise generated conversations around a wide variety of topics.
2. **Pick a Photo** – In this “Show and Tell” activity, attendees selected a meaningful photo from their phone to share with the broader group. Photos included family, hobbies, pets, and more.
3. **2/2 on LinkedIn** - Attendees shared 2 things in their LinkedIn profile and 2 things not included in their profile and then connected with each other on LinkedIn.
4. **Day in the Life** – Attendees paired up with a partner to share their day-to-day activities at work, home, and play and created a new business card and title based on the multiple hats they wear.

Membership – Retention & Engagement

Lowell shared the three keys to creating value: *Right Solutions, Easy Access, and Positive Experience*. He also discussed the need for societies to understand their “core audience matrix.” Who are your members? What geographies of your state are represented? What types of clinicians are represented? What career stage? Your Executive Director and our Membership team can work with your state society to explore opportunities to engage and expand your membership.

Creating a Welcoming Environment

Welcoming environments are created by intention. How does your state society welcome new members, including corporate partners? How does your society collaborate with industry and other external partners? Ideas discussed include establishing a Chief Welcoming Officer and Committee, hosting new member events and networking opportunities at meetings. Explore these opportunities and more with your Executive Director and our Membership and Meetings staff.

Governance of Excellence: A Reflective Discussion

Board members wear multiple hats – Strategist, Visionary, Decision Maker, Voice of Membership, and more. How can boards work together to create a strategic vision and roadmap for the future? The group discussed revisiting their state society’s mission statement and finding dedicated time for strategic planning. Your Executive Director can work with you and your board to coordinate a strategic planning session and share effective practices from their work with other State Societies.

Learning Through Inquiry, Discovery, and Understanding

Our afternoon session focused on four key areas: Membership, Education, Policy, and Leadership. Attendees broke into 4 groups to develop questions state society leaders can use to help guide their strategic planning process. Each group identified their top three questions and discussed with the larger group. The full list for each group is included below and each is a great start for discussions with your board colleagues.

Membership

Top 3

- What barriers do we face?
- What is the value of membership?
- What metrics do we use to define success?

Complete List

- How do organizations/memberships differentiate from other organizations?
- Why would a community practice/provider want to be part of a state society?
- What value does the membership give to those involved?
- What are barriers to membership?
- How do you engage members?
- How do you retain members?
- How do you market/make it known?
- How do you include Fellows from academic centers?
- How do you broaden the base outside of physicians?
- How do you measure success?
- What are priorities (dues vs engagement)?
- How do you communicate with members in this day and age?
- What are the metrics we need to follow?
- How do you deal with conflict among members?
- How do you effectively engage with state policy and legislature?

- How do you decide what members want at meetings?
- How do you make sure your board is a proxy of membership?
- Is there alignment between board and membership?
- How often do we send out invitations?
- Which organizations are competition, and which are allies?
- How do we define who is a member?
- How do we choose board members?
- How do we break location barriers?
- How do we collaborate with other states?
- What is the best way to collect info on topics/wants/needs?
- What does “engaged” member mean?
- What other incentives can be provided?
- Are members aware of membership benefits?
- Difference in membership with ACCC versus State Society?
- Is there potential for exponential growth?
- How do you get members involved in meeting planning?
- How large should the board be?
- What are assigned roles of the board and how do we enforce?
- How do we foster inclusive membership?
- What are easy ways to immediately engage members?
- How do we ensure diversity all around?

Policy

Top 3

- What are the policy needs for our state?
- How do we actively engage our members in policy issues?
- Who are our partners and adversaries?

Complete List

- What policy already exists?
- What policy challenges do we face in academic and community oncology?
- How do we engage policymakers?
- How do we build relationships with the policymakers?
- What are the policy needs in our state?
- How do we deal with conflicting advocacy interests in our state?
- Should our state have an advocacy committee?
- How do we tell the historical story of our efforts, successes, and failures?
- What policies do we think will be important in the future?
- Do we want multidisciplinary input as we formulate our policies?
- How do we convey the value of policy initiatives when the process is so long?
- Can we pull in patients in our policy initiatives?
- Should your state hire a lobbyist?
- How do you find a lobbyist?
- Do you want to be proactive or reactive on policy issues?

- How do we build excitement among our membership to get behind policy initiatives?
- What are the barriers to members getting involved in policy initiatives?
- How has COVID changed our focus and our strategy?
- Do we focus on state or federal policy issues?
- Who can we partner with for shared policy initiatives?
- Who is against our policy initiatives?

Education

Top 3

- Why should the state society care about education and how does it serve our mission?
- Are we identifying/addressing unmet needs?
- How do we measure the success (ROI) of the education programs?

Complete List

- What constitutes education (CE, CME, etc.)?
- Who is our audience?
- What are the vehicles/platforms we use?
- How do we measure relevance to our audience?
- Are we identifying/addressing unmet needs?
- Who will be doing the education?
- Why should the state society care about education?
- How do we develop educational programming that is not redundant?
- How do we measure the success of the educational program?
- How do we leverage State Society network resources for cutting-edge educational programming and participation?
- How do we translate national trends to state societies?
- How do we identify the right partners?
- How do we identify resources outside of our organization to help us achieve our educational goals?
- How does education serve our mission?
- How do we identify regional needs?
- Do we need a content strategy to help us connect education to other domains?
- How do we pay for development and delivery of education programs?
- What are measured and unmeasured costs of providing education?

Leadership

Top 3

- What is leadership?
- As a leader, how is credibility inspired (achieved)?
- How do we measure leadership success?

Complete List

- How can you become a compassionate leader?
- How do you measure when a leader is having a positive impact?

- How do you become leader?
- How do you engage other leaders? External?
- How do we develop early career professionals into leaders?
- What are the traits/qualities of a leader?
- How do you transition leadership roles? Know when leaders are ready to take on more responsibilities?
- How do you as a leader inspire credibility? What steps/actions do we take?
- How do you handle a mistake as a leader?
- How do you manage conflict as a leader?
- How do you lead people you don't agree with?
- What ongoing education do leaders need?
- How do you create a clear pathway/pipeline for leadership?
- How do you measure leadership success?
- How do we recognize leaders?
- How do we reward good leaders?
- Are there generational differences in leadership?
- Do different groups of stakeholders respond differently to leadership?
- How do you lead groups with competing interests?
- What are effective ways of communicating as a leader?
- How do we create an inclusive leadership culture?
- How do we incorporate DEI into leadership?
- How do you create leadership opportunities for others?