

ACOA

American College of Oncology Administrators

*A specialty group of the American Academy of Medical Administrators*

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May 19, 2010

# 2010 ACOA Oncology Update: Positioning for Success

June 16-18, 2010

American College of Surgeons Conference Center  
Chicago, Illinois

Sponsored by:

**AAMA**  
Research & Educational  
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Oncology

Co-hosted by:

**DOC** Commission  
on Cancer

*A multidisciplinary program of the  
American College of Surgeons*



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## **Save This Date!**

**2010 AAMA Annual  
Conference**

**November 17-19, 2010**

**Hilton Clearwater Beach  
Clearwater Beach, FL**

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## **2010 ACOA Oncology Update: Positioning for Success**

The American College of Oncology Administrators (ACOA) is proud to present our third annual Oncology Update. ACOA's Oncology Update brings together oncology program executives, administrators and managers as well as leaders in related healthcare fields — professionals dedicated to providing quality cancer care. Designed by experienced, practicing oncology administrators, this conference presents relevant information, inventive ideas and creative strategies in a small-group environment. The audience will be limited to just 75 participants to ensure effective interaction, thoughtful brainstorming and speaker access.

Session content at this educational event focuses on issues in quality, excellence, accreditation, research, reform and standards. Join experienced presenters and your colleagues to hear practical strategies, discuss solutions and engage in interactive networking.

### **American College of Oncology Administrators (ACOA)**

ACOA, founded in 1991 as a national College of the American Academy of Medical Administrators (AAMA), focuses on providing support and opportunity for oncology administrators and managers in all types of healthcare institutions- professional dedicated to providing the best care to oncology patients in a complex, fast-changing healthcare environment.

# ACOA Oncology Update: Conference at a Glance

Wednesday, June 16, 2010	
3:00PM	<b>OPTIONAL EVENT:</b> Tour of the Robert H. Lurie Comprehensive Cancer Center of Northwestern University Women's Cancer Center and the Galter Pavilion Radiation Oncology
Thursday, June 17, 2010	
8:00AM	Registration/Check-In
8:00 – 8:30AM	Continental Breakfast
8:30 – 9:30AM	<b>Welcome and Opening Session: Celebrating Compassion: Beating Burnout</b> <i>R. Scott Boots, MPA, Founder and Director, The Health Care Exchange Initiative, Inc.</i>
9:30 – 9:45AM	Break
9:45 – 11:00AM	<b>Next Generation Tumor Site Strategy</b> <i>David Katz, MD, JD, Executive Director and National/International Physician Director, The Advisory Board Company</i>
11:00 – 12:00PM	<b>The Makings of a Successful Cancer Program</b> <i>Myra Gray Fouts, RN, MSN, OCN, CNAA, Vice President of Medical Affairs, Aptium Oncology</i> <i>Michele Bollinger, MBA Vice President of Business Development and Consulting, Aptium Oncology</i>
12:00 – 12:45PM	Lunch <b>ACOA Update</b> <i>Peg O'Grady, MSN, FAAMA, Senior Director, Fox Chase Cancer Center, and President, ACOA</i>
12:45 – 1:45PM	<b>Program Excellence: Physician Co-Management in Cancer Care</b> <i>Steven Elliott, MHA, Partner, Cenergy, LLC</i>
1:45 – 2:45PM	<b>Raising Awareness and Increasing Participation in Clinical Trials</b> <i>Kim Rusk, RN, BSN, MSHS, Senior Consultant, Office of Clinical Research, The University of Chicago</i>
2:45 – 3:00PM	Break
3:00 – 4:00PM	<b>Optimizing Cancer Performance in a Reform Era</b> <i>John Peabody, MD, PhD, Senior Vice President and Medical Director, Sg2</i> <i>Lisa Slama, PhD, Cancer Director, Sg2</i>
4:00 – 5:30PM	<b>"Ask the Experts" Roundtable Discussion</b>
Friday, June 18, 2010	
8:00AM	Registration/Check-In
8:00 – 8:30AM	Continental Breakfast
8:30 – 10:00AM	<b>Patient Navigation Panel Discussion: One Size Does Not Fit All</b> Moderated by: <i>Bonnie Miller, RN, BSN, OCN, Administrative Director, Women's Cancer Center, Fox Chase Cancer Center</i> Featuring: <i>Pam Bell, RN, MBA, Director of Oncology Services, Elkhart General Healthcare System; Marie DeStefano, RN, MSN, FAAMA, Administrative Director, Crozer-Keystone Health System; Phyllis DeAntonio, RN, MSN, FAAMA, Cancer Services Administrator, Pitt County Memorial Hospital</i>
10:00 – 10:15AM	Break
10:15 – 11:00AM	<b>Commission on Cancer: Standards for Accreditation for 2010</b> <i>Connie Bura, Administrative Director, Cancer Programs, American College of Surgeons Commission on Cancer</i>
11:00 – 12:00PM	<b>Developing Workload and Staffing Guidelines in Cancer Registries</b> <i>Susan Chapman, PhD, RN, Principal Investigator for Cancer Registry Workforce and Workload Study, National Cancer Registrars Association</i>
12:00PM	Closing

Wednesday, June 16, 2010

3:00 – 5:00 pm

**Optional tour - walking distance from the Allerton Hotel**

Join us for an optional tour of the impressive facilities on the Northwestern Memorial Hospital downtown Chicago campus. Our knowledgeable tour guide will walk us through the recently opened Robert H. Lurie Comprehensive Cancer Center of Northwestern University Women's Cancer Center. Northwestern University is committed to being a national leader in the battle to overcome cancer through dedication to scientific discovery, advancing medical knowledge, providing compassionate, state-of-the-art cancer care and training the next generation of clinicians and scientists.

Thursday, June 17, 2010

8:30 – 9:30 am

## Celebrating Compassion: Beating Burnout

**R. Scott Boots, MPA, Founder and Director,  
The Health Cares Exchange Initiative, Inc.**

Who cares for the care provider? Persons who offer their compassion, skills and resources to those in need are often at risk for burnout or compassion fatigue creating costly gaps in expertise and caring. Care providers must be reminded how to assert themselves, set healthy boundaries and respond to stress in healthy ways. In response to nationwide focus groups held by HCEI, this dynamic, interactive and empowering seminar was developed and has been presented to thousands of caregivers. Participants will self-identify based on their own experiences and learn through a series of writing, visual and other experiential exercises. When caregivers care for themselves, they provide better care for others.

9:45 – 11:00 am

## Next Generation Tumor Site Strategy

**David Katz, MD, JD, Executive Director and  
National/International Physician Director,  
The Advisory Board Company**

Use this informational session to gain practical tools and tactics for achieving a principled program development strategy. Our renowned speaker will share how to develop and implement a tumor site-specific strategic plan, assess key operational, technological and infrastructure requirements and profile progressive programs with specific focus on breast, lung, colorectal and prostate cancers.

11:00 am – 12:00 pm

## The Makings of a Successful Cancer Program

**Myra Gray Fouts, RN, MSN, OCN, CNAA,  
Vice President of Medical Affairs, Aptium Oncology**

**Michele Bollinger, MBA, Vice President of Business  
Development and Consulting, Aptium Oncology**

A successful cancer program is a complex network of services interwoven with processes emphasizing a patient-centered approach and representing both the local market and patient expectations. Multidisciplinary experts, state of the art technology and comprehensive services are only pieces of this intricate puzzle. Ongoing collaboration among team members across all functional areas is required to achieve an operationally efficient, patient-centered, financially successful cancer program. This session will present thoughtful program development strategies that pull all these components together to uniquely position new developments and keep a cancer program at the forefront, even in an extremely competitive marketplace. Our presenters will provide an experienced perspective on the creation of successful cancer programs and discuss what is required to not only maintain excellence, but to build success!

12:45 – 1:45 pm

## Program Excellence: Physician Co-Management in Cancer Care

**Steven Elliott, MHA, Partner, Cenergy, LLC**

Hospital systems are seeking methods to improve cancer care line results while physicians are looking for collaborative ways to expand their practice and be more actively involved in service line decision-making. The session will present the unique and effective physician-hospital alignment method, Co-Management. Case studies detailing the alignment specifics, structure, quality metrics, and ROI for community cancer programs will be presented.

1:45 – 2:45 pm

## Raising Awareness and Increasing Participation in Clinical Trials

**Kim Rusk, RN, BSN, MSHS, Senior Consultant,  
Office of Clinical Research, The University of Chicago**

The value of participation in cancer clinical trials is immeasurable and significant for patients, clinicians and institutions. This session will provide a critical look at current accrual rates, identify specific clinician and patient barriers preventing robust participation and a discussion of strategies to overcome low enrollment.

**3:00 – 4:00 pm**

## Optimizing Cancer Performance in a Reform Era

**John Peabody, MD, PhD, Senior Vice President and Medical Director, Sg2**

**Lisa Slama, PhD, Cancer Director, Sg2**

The cancer care landscape continues to shift as current economics drivers and healthcare reform initiatives force cancer programs to reevaluate existing models of care delivery and management. Growing payer demands and policy change shape and complicate the performance environment in which high-tech care must be delivered. Metrics based on these performance drivers are more important than ever, supporting critical program management decisions. This session will focus on the drivers of optimal performance for cancer programs in the context of today's healthcare reform climate and present opportunities to enhance growth and efficiency in cancer care.

**4:00 – 5:30 pm**

## “Ask the Experts” Roundtable Discussion

Join our expert presenters and your colleagues for an intriguing and relevant discussion on the conference topics. Address your specific concerns, ask questions sparked by conference presentations, share experiences and learn practical solutions. This roundtable discussion will present opportunities for networking, brainstorming and interactive conversation.

**Friday, June 18, 2010**

**8:30 – 10:00 am**

## Patient Navigation Panel Discussion: One Size Does Not Fit All

**Moderated by: Bonnie Miller, RN, BSN, OCN, Administrative Director, Women's Cancer Center, Fox Chase Cancer Center**

**Featuring: Pam Bell, RN, MBA, Director of Oncology Services, Elkhart General Healthcare System**

**Marie DeStefano, RN, MSN, FAAMA, Administrative Director, Crozer-Keystone Health System**

**Phyllis DeAntonio, RN, MSN, FAAMA, Cancer Services Administrator, Pitt County Memorial Hospital**

The Patient Navigation Act enacted by Congress and President George Bush in 2005 was a direct result of the dedication to provide critical cancer care for underserved populations by Harold Freeman, MD. This tradition, originally performed by lay people in the community in conjunction with medical professionals, continues today in several different Cancer Patient Navigation delivery models that have improved access to cancer screening and address barriers to cancer care. Our expert panel of presenters will elaborate on academic and community cancer program models, site-specific navigation including breast, gynecology, thoracic, gastrointestinal, head and neck and the clinical and financial outcomes that have made these programs successful.

**10:15 – 11:00 am**

## Commission on Cancer: Standards for Accreditation for 2010

**Connie Bura, Administrative Director, Cancer Programs, American College of Surgeons Commission on Cancer**

New standards and survey processes are being implemented to ensure a high level of quality cancer care delivery across the country. This session will focus on the standards and accreditation process, including recently implemented revisions. This process will support the development of standards that encompass the entire continuum of care and focus on performance measurement and outcome. Proposed areas for enhancement and major modification will be defined.

**11:00 am – 12:00 pm**

## Developing Workload and Staffing Guidelines in Cancer Registries

**Susan Chapman, PhD, RN, Principal Investigator for Cancer Registry Workforce and Workload Study, National Cancer Registrars Association**

A previous study of the Cancer Registry workforce found a lack of standardized staffing standards and guidelines across registries. It was clear workload standards were necessary to advocate for adequate staffing as well as staff planning. Our presenter will outline the objectives of the Cancer Workload Study, describe the sample population, analyze the data, determine variables and reveal significant factors effecting adequate staffing in cancer care. Participants will discover the implications of staffing guidelines and how to then plan for and advocate adequate staffing.

For more information,  
visit [www.aameda.org](http://www.aameda.org),  
email [education@aameda.org](mailto:education@aameda.org), or  
call 847/759-8601.

# ACOA Oncology Update Information

## SAVE! Register by Wednesday, May 19, 2010

Register before the “Early Bird” deadline for significant savings on your conference registration.

## Conference Site/Conference Co-host

American College of Surgeons Conference Center  
633 N. St. Clair • Chicago, IL 60611  
312/202-5085

## Accommodations

The Allerton Hotel  
701 N. Michigan Avenue – on “The Magnificent Mile”  
Chicago, IL 60611

**General Phone:** 312/440-1500

**Reservation Phone:** 877/701-8111

**Website:** [www.theallertonhotel.com](http://www.theallertonhotel.com)

**Room rate:** \$169.00 per Single/Double, plus applicable taxes and fees

**Group code:** ACOA Room Block

Hotel reservations must be made by Wednesday, May 19, 2010, to guarantee the ACOA room rates and availability. After that date, availability is on a first-come, first-served and rate-available basis.

## Conference Handouts Available Online

### ACOA continues our GREEN efforts!

- Print session handouts you want before you leave for the conference.
- Print updated presentations following the conference.
- Download the PDF files of handouts to your computer for future reference.

Conference handouts will be available online from approximately one month prior to one month after the conference. Registered/paid attendees will be notified by email when the handout link is available. Please note: it is at the discretion of the speaker to submit presentation material.

## Continuing Education Units

The AAMA Research & Educational Foundation, Inc. (AAMA REF), will award 11 Continuing Education Credits for attendance at this conference. AAMA REF is an approved provider of continuing nursing education by the Illinois Nurses Association, an accredited approver by the American Nurse Credentialing Center’s Commission on Accreditation.

Certificates of Attendance will be electronically provided only to those requesting them. Be sure to check the appropriate boxes indicating your need for a certificate of completion on the conference evaluation. Your completed conference evaluation is documentation of attendance and required to be on file in order to issue a certificate.

## AAMA Foundation Conference Scholarships

The AAMA Research & Educational Foundation offers one scholarship for this conference. The scholarship covers the cost of registration. Travel, non-conference meals and hotel expenses are the responsibility of the scholarship recipient. Applicants must be AAMA members. Applications will be considered based on financial need. Obtain scholarship application from our website, [www.aameda.org](http://www.aameda.org), or request a form through [education@aameda.org](mailto:education@aameda.org). Scholarship application deadline is Friday, April 16, 2010.

## Special Assistance or Special Dietary Needs

If you have special dietary needs or require special accommodations, please indicate your requirements on your registration form. Questions, call 847/759-8601.

## Cancellation Policy

Cancellations must be received in writing by Wednesday, May 26, 2010, to qualify for a refund. A \$50 processing fee will be deducted. No shows will be billed. After May 26, no refund will be provided.

Occasionally, changes in the conference may be made due to speaker availability, participant demand or unforeseen circumstances. While ACOA/AAMA will do everything possible to ensure participant satisfaction, ACOA/AAMA’s liability is limited to the registration fee only.

For more information:  
visit [www.aameda.org](http://www.aameda.org),  
email [education@aameda.org](mailto:education@aameda.org) or  
call 847/759-8601.

**ACOA 2010 ONCOLOGY UPDATE:  
POSITIONING FOR SUCCESS**

**June 16-18, 2010**

**American College of Surgeons Conference Center • Chicago, IL**

**ACOA Registration**

**YOUR CONFERENCE BADGE WILL REFLECT THE INFORMATION FILLED IN BELOW.**

First Name	Last Name	M.I.	
Nickname for Badge	Designations (i.e. CAAMA, FAAMA, MSN, MBA)		
Job Title	Organization		
Address	City	State	Zip Code
Phone	Fax	E-mail	

	AAMA Member By 5/19/10	AAMA Member After 5/19/10	Non-Member	Amount
<b>ACOA CONFERENCE REGISTRATION FEES</b>	\$395	\$445	\$570*	\$ _____

Full Conference  
*Includes optional Wednesday afternoon tour,  
continental breakfasts, Thursday lunch, all educational sessions*

*\*Only non-members registering for the FULL CONFERENCE are  
eligible for complimentary 2010 AAMA/ACOA membership*

**YES**, sign me up for a complimentary 2010 AAMA/ACOA membership!

Thursday Only	\$275	\$325	\$375	\$ _____
Friday Only	\$150	\$195	\$245	\$ _____

<b>VOLUNTARY CONTRIBUTION TO THE AAMA RESEARCH &amp; EDUCATION FOUNDATION</b>	\$ _____
<i>Support excellence in healthcare administration</i>	
Total Fees	\$ _____

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Card Number	Exp. Date
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Cardholder's Signature

**Check if applicable:**

Require special dietary or other accommodations \_\_\_\_\_

**For more information: visit [www.aameda.org](http://www.aameda.org), email [education@aameda.org](mailto:education@aameda.org), or call 847/759-8601.**

**COMPLETE AND RETURN REGISTRATION FORM TO:**

**AAMA/ACOA Registration**

701 Lee Street, Suite 600 • Des Plaines, IL 60016-4516

Phone: 847/759-8601 • Fax: 847/759-8602

[www.aameda.org](http://www.aameda.org)



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