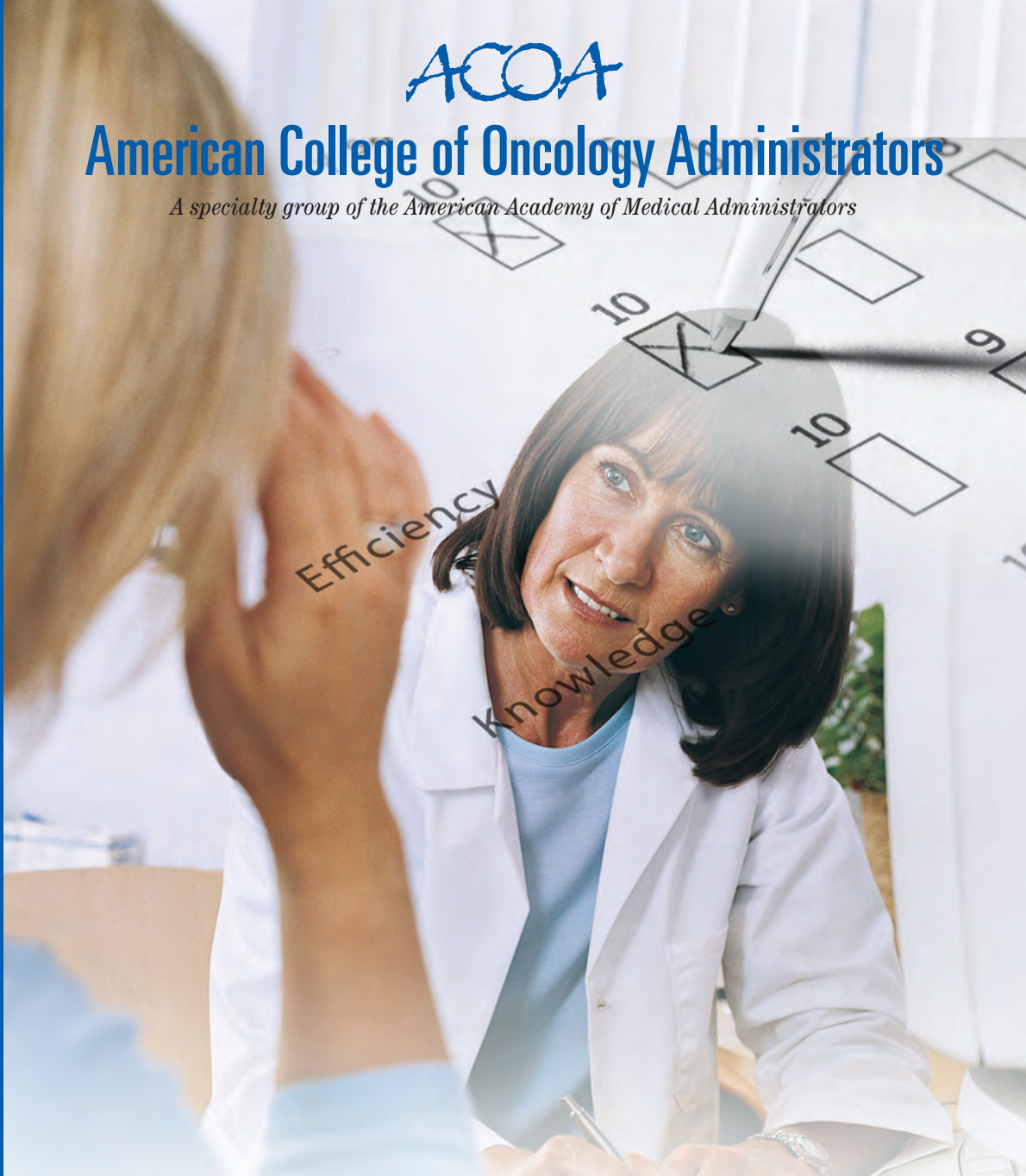


ACOA

American College of Oncology Administrators

A specialty group of the American Academy of Medical Administrators



Introducing:
A Special
Pre-Conference
on Demystifying
Quality Metrics!

2012 ACOA Oncology Update: Compassion and the Numbers

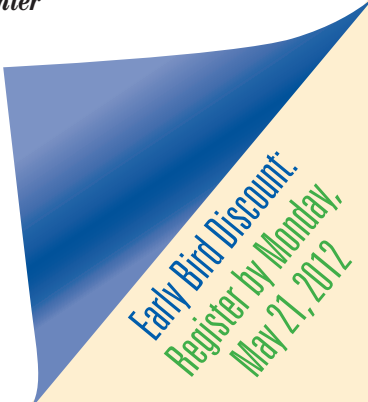
Wednesday-Friday, June 20-22, 2012

*American College of Surgeons Conference Center
Chicago, Illinois*

Sponsored by



Co-Hosted by



Chicago: Brimming with Attractions

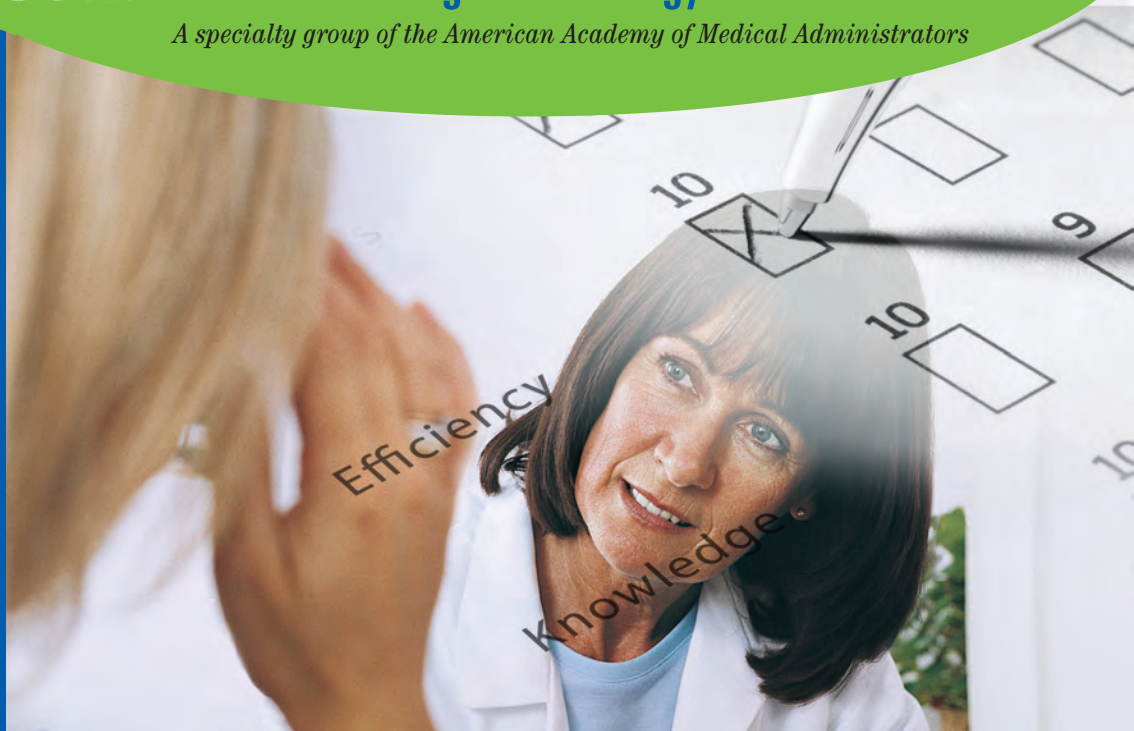
Soak up stimulating learning at the hub of Chicago's top attractions. The Doubletree by Hilton® Hotel—Magnificent Mile places you steps from the city's gorgeous lakefront, fabulous restaurants and shopping, world-class museums and architecture, and the unique Navy Pier and Millennium Park.



Over 90% of 2011 conference attendees said participation in the ACOA conference improved their professional effectiveness; 100% said they would recommend this conference to a colleague.

Save This Date!

2012 AAMA Annual Conference
Tuesday–Friday, November 13–16
Hyatt Regency San Antonio
San Antonio, TX



2012 ACOA Oncology Update: Compassion and the Numbers

Reap the rewards of the fifth annual ACOA Oncology Update by discovering new tools and insights for succeeding on various fronts—from strengthening compassion and patient-centered care to bolstering critical measures, boosting your bottom line, and attaining excellence.

The ACOA Oncology Update—known for focused learning in an engaging, small-group setting—brings together oncology program administrators from across the country to probe today's hot topics. You'll interact with speakers up close, reunite with colleagues, and expand your network.

This year's program features sessions on quality, reform, palliative care, drug shortages, patient perspectives, standards, and more. Plus as an added learning bonus: a special Pre-Conference session on demystifying metrics. From start to finish, the 2012 ACOA Oncology Update will equip you with take-away strategies for achieving success! Attendance is limited to 100, so register soon!



American College of Oncology Administrators (ACOA)

ACOA, founded in 1992 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. ACOA is composed of professionals dedicated to providing the best care to oncology patients in a complex, fast-changing healthcare environment.

2012 ACOA Oncology Update Conference Schedule

Wednesday, June 20		
1:00 – 5:00 pm	Registration/Check-In	
2:00 - 5:00 pm	New This Year! Pre-Conference: Choosing Quality Metrics for an Oncology Program: Metrics Demystified! <i>Peg O'Grady and a Representative of the Oncology Nursing Society (ONS)</i>	
Thursday, June 21		
8:00 am	Registration/Check-In	
8:00 - 8:30 am	Continental Breakfast	
8:30 – 9:00 am	Welcome & ACOA College Update: <i>Bonnie Miller and Connie Bura</i>	
9:00 - 9:30 am	Cancer Care: A Patient's Perspective <i>Lou Levine</i>	
9:30 - 10:00 am	Networking Break	
10:00 - 11:45 am	Promoting Excellence in Cancer Care: QOPI Certification <i>Robert Hauser, PharmD, PhD; Beth Hayden, and Jenna VanGilder</i>	
11:45 am - 12:30 pm	Networking Lunch	
	CONCURRENT SESSION I	CONCURRENT SESSION II
12:30 - 1:30 pm	Healthcare Reform: Challenges of Implementation <i>Tracy Baroni Allmon, JD</i>	Building Patient Satisfaction in a Value-Based Purchasing World <i>Georgia Smith</i>
1:30 - 2:30 pm	The Future of Comprehensive Care: Integrated Palliative Medicine <i>Amelia Cullinan, MD</i>	Drug Shortages: Empty Shelves Full of Frustration <i>Desi Kotis, PhD</i>
2:30 - 2:45 pm	Networking Break	
2:45 - 4:00 pm	The Emotional Journey Through Cancer <i>Linda Huber</i>	
4:00 - 4:45 pm	Practical Strategies for Implementing the CoC Patient-Centered Standards <i>Connie Bura</i>	
4:45 - 5:30 pm	Meeting the Standards – Panel Discussion	
Friday, June 22		
8:00 am	Registration/Check-In	
8:00 - 8:30 am	Continental Breakfast	
8:30 – 10:00 am	Getting the Most Out of Your Consultant Relationship <i>Armand Balsano and John Lutz</i>	
10:00 - 10:15 am	Networking Break	
10:15 - 11:15 am	Sg2 Update <i>Trever Burgon, PhD</i>	
11:15 – 11:30 pm	Closing Remarks – Bonnie Miller	

Wednesday, June 20

2:00 – 5:00 pm

New This Year!

Pre-Conference: Choosing Quality Metrics for an Oncology Program: Metrics Demystified!

Peg O’Grady, RN, MSN, OCN, FAAMA and a Representative of the ONS

Prepare to tackle a huge challenge—and succeed with metrics! In an era of value-based care, oncology teams must join together to select the metrics that are relevant to the clinical quality of the team and meet the institution’s accreditation and business performance needs, while keeping a patient-centered approach. No small task! This intensive program will formulate a take-away series of value-based metrics to guide oncology administrators in reviewing performance, encompass the Oncology Nursing Society’s patient-centered, supportive care metrics, and highlight the Cancer Registrar’s role in the management of data abstraction best practices and analysis.

Thursday, June 21

9:00 – 9:30 am

Cancer Care:

A Patient’s Perspective

Lou Levine, MA, MBA, MLA, Cancer Survivor

Discover how you can better address the needs, concerns, and preferences of oncology patients by getting a patient’s perspective. The speaker—a 10-year cancer survivor and long-time volunteer at the Robert H. Lurie Comprehensive Cancer Center of Northwestern University—will provide invaluable insights to open your eyes to what every oncology administrator needs to know.

10:00 – 10:45 am

Promoting Excellence in Cancer Care: QOPI

Robert Hauser, PharmD, PhD, Senior Director, Quality and Guidelines, American Society of Clinical Oncology

Beth Hayden, RN, BSN, MBA, OCN, Director of Oncology Services, OSF Saint Anthony Medical Center

Jenna VanGilder, RN, BSN, OCN, Director of Cancer Services, Edward Hospital

Explore the American Society of Clinical Oncology’s Quality Oncology Practice Initiative (QOPI) Certification, a program designed to promote excellence in cancer care by helping practices create a culture of self-examination and improvement. The presenters will (1) explain the nuts and bolts of the program, (2) identify tactics for successful data abstraction and utilization of benchmark data results, and (3) discuss strategies for a successful site visit, implementation of recommendations, and improvement of clinical outcomes.

CONCURRENT SESSIONS

TRACK I

12:30 – 1:30 pm

Healthcare Reform: Challenges of Implementation

Tracy Baroni Allmon, JD, Executive Director, Health Policy, Novartis Oncology

Here’s your opportunity to cut through the complexities of healthcare reform and examine how politics and policies come into play with the Patient Protection and Affordable Care Act (ACA) of 2010. You’ll explore ACA’s key provisions that will impact oncologists and their patients, review federal proposed and final rules, review existing impediments to implementation, and determine the potential positive and negative outcomes of ACA as they relate to oncology care.

TRACK II

12:30 – 1:30 pm

Building Patient Satisfaction in a Value-Based Purchasing World

Georgia Smith, RN, MHA, OCN Director of Cancer Care Services, Sacred Heart Hospital

In the future, patients’ perceptions will be key to how well healthcare services are compensated by the government and third-party payers. That’s why patient satisfaction is so crucial in the proposed value-based purchasing plan of reimbursement (“pay for performance”). Come to this session for insights on how to strengthen patient satisfaction. You’ll learn how it impacts “pay for performance,” examine several opportunities for cancer centers to improve patient perception and HCAHPS scores, assess roadblocks to keeping patients satisfied, and discover ways to overcome obstacles to achieving strong loyalty.

TRACK I

1:30 – 2:30 pm

The Future of Comprehensive Care: Integrated Palliative Medicine

Amelia Cullinan, MD, Director of Outpatient Programs, Section of Palliative Medicine, Northwestern Memorial Hospital

Palliative care for those with incurable cancer not only improves patient quality of life, mood, and survival, but also reduces practitioner burnout and raises job satisfaction. Find out how to create an integrated palliative medicine clinic within the walls of your cancer center. This session will present an approach for developing such a clinic, walking you through the clinical, administrative, and financial components. You’ll also learn effective strategies for success for managing personnel, building relationships, and attaining institutional support.

Thursday, June 21

TRACK II

1:30 – 2:30 pm

Drug Shortages: Empty Shelves Full of Frustration

Desi Kotis, PhD, Pharmacy Director, Northwestern Memorial Hospital

Drug shortages are starting to loom large as a healthcare concern. Many institutions are experiencing more frequent drug shortages that often last for months—putting patients at risk and making hospitals vulnerable. The presenter will explore this timely topic, delving into the reasons for these shortages (typically relating to regulatory, supply, and manufacturing issues) and discussing how legislation can curtail this problem. Also examined will be the role of the “gray market” in a drug shortage environment.

2:45 – 4:00 pm

The Emotional Journey Through Cancer

Linda Huber, RN, PLMH CNS-BC, Behavioral Health Liaison, Saint Luke’s Cancer Institute

Hearing one’s name and cancer in the same sentence can be life-changing. Forced on a journey where it’s common to feel overwhelmed, confused, and frightened, cancer patients are bombarded with information and thrust into the scary world of “treatment.” No one seems to understand what they are feeling. This riveting session will probe the emotional side of cancer care and reveal the difference a trained therapist can make. Attendees will examine how to develop the role of a behavioral health liaison in the cancer journey, and will view the benefits of therapy through a video presentation.



4:00 – 4:45 pm

Practical Strategies for Implementing the CoC Patient-Centered Standards

Connie Bura, Administrative Director, Cancer Programs, American College of Surgeons

As of January 1, the nation’s Commission on Cancer-accredited cancer programs began implementing the new CoC standards. These standards ensure that key elements of quality cancer care are provided to every cancer patient treated in a CoC-accredited facility. At the same time, they pose a challenge to oncology administrators to enhance the care they provide by addressing patient-centered needs and measuring the quality of that care against national standards. Let this session clarify the details about the new patient-centered standards, including evidence to support their integration into the CoC’s standards, and equip you with practical strategies for successful implementation.

4:45 - 5:30 pm

Meeting the Standards—Panel Discussion

Certification programs and quality standards are complex and time-consuming. Attend this dynamic panel discussion to hear your peers share their keys to success. This is your opportunity to ask questions or just listen to answers that will help you move your institution to the quality top tier.

Friday, June 22

8:30 - 10:00 am

Getting the Most Out of Your Consultant Relationship

Armand Balsano, MHA, Managing Director, Healthcare, Navigant Consulting, and John Lutz, MPH, Director, Healthcare, Navigant Consulting

Maximize your ROI and minimize your time expenditure through the effective use of consultants. Learn from two of Navigant’s leading experts on consulting about how to get the most out of these complex relationships. Among many other details, they’ll explain what succeeds and what doesn’t in work plans, and when to be suspicious of your consultant. From selection to implementation, the presenters will walk you through the process and provide invaluable tips you can use when you return to your office.

10:15 - 11:15 am

Sg2 Update

Trever Burgon, PhD, Consultant, Sg2

Hear directly from Sg2 about the latest trends and opportunities oncology programs will experience during the next few years. Always timely and accurate in its focus, Sg2 will update you on issues such as technology innovations, healthcare reform, reimbursement, and patient-centered care.





2012 ACOA Oncology Update Conference Information

SAVE! Register by Monday, May 21, 2012
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

Accommodations
Doubletree by Hilton® Hotel – Magnificent Mile
300 East Ohio Street • Chicago, IL 60611

General phone: 312/787-6100
Reservation phone: 800/222-8733 or 866/778-8536
Website: www.doubletreemagmile.com or www.doubletree.hilton.com/chicago
Room rate: \$179 per Single/Double, plus applicable taxes and fees
Group code: ACOA Room Block

Hotel reservations must be made by Wednesday, May 30, 2012, to guarantee the negotiated room block 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 the session handouts you want before you leave or when you return from the conference.
- Download the PDF files of handouts to your computer for future reference or to use at the conference, as the American College of Surgeons Conference Center is “laptop friendly.”

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 9.0 Continuing Education Credits for attendance at this conference, and 3.0 Continuing Education Credits for attendance at the pre-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 on the online conference evaluation indicating your need for a certificate of completion to be sent to your email address of record following the conference. 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, or request a form through education@aameda.org. Scholarship application deadline is **Friday, April 20, 2012.**

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 **Thursday, May 31, 2012,** to qualify for a refund. A \$50 processing fee will be deducted. No shows will be billed. After **May 31, 2012,** 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.

Note: By registering for this event, registrants agree that any conference photographs that include them as attendees may be used in future ACOA/AAMA communications or promotional materials.

For more information: visit www.aameda.org, email education@aameda.org or call 847/759-8601.



American College of Oncology Administrators Registration Form

2012 ACOA Oncology Update: Compassion and the Numbers

June 20-22, 2012 • American College of Surgeons Conference Center • Chicago, IL

Your conference badge will reflect the information filled in below.

First Name Last Name Middle Initial

Nickname for Badge Designations (e.g., CAAMA, FAAMA, MSN, MBA)

Job Title Organization

Address City State Zip Code

Phone Fax E-mail

2012 ACOA Oncology Update Registration Fees

	AAMA Member By 5/21/2012	AAMA Member After 5/21/2012	Non-Member	Amount
Pre-Conference, Wednesday (NEW THIS YEAR)	\$175	\$200	\$200	\$_____
Full Conference, Thursday and Friday Includes: All continental breakfasts, Thursday lunch, Thursday and Friday educational sessions	AAMA Member By 5/21/2012 \$425	AAMA Member After 5/21/2012 \$525	Non-Member \$600*	Amount \$_____

***New Member Introductory Offer:** Attend the full conference at the non-member rate and enjoy complimentary 2012 ACOA/AAMA membership. Membership expires December 31, 2012. To qualify for complimentary membership, registrant cannot have been an ACOA/AAMA member since 2009.

Full-time Student \$150* \$150* \$200* \$_____

*Must be enrolled full-time in a 4-year or graduate-level health services program and not currently employed in a healthcare management position or hold a commission in military medical service for which full pay and allowances are received. Must submit proof of student status (e.g., student ID card or class schedule). Registration includes: all continental breakfasts, Thursday lunch, Thursday and Friday educational sessions.

Voluntary Contribution to the AAMA Research & Educational Foundation \$_____

Support excellence in healthcare administration. The AAMA Foundation is exempt under section 501(C)3 of the Internal Revenue Code (IRC). Generally, contributions are considered charitable deductions under IRC section 170 and tax deductible as provided by law. The Foundation is eligible for matching funds.

Total Fees \$_____

Payment Information

Check Visa MasterCard American Express Discover

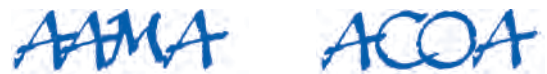
Card Number Exp. Date

Cardholder's Signature

Check if applicable:

Require special dietary or other accommodations _____

**For more information: visit www.aameda.org,
email education@aameda.org,
or call 847/759-8601.**



Complete and return registration form to:

**American Academy of Medical Administrators • P.O. Box 76122
Cleveland, OH 44101-4755
Phone: 847/759-8601
Fax: 847/480-9282
www.aameda.org**