



Fundamentals of the Business of Oncology Pre-Conference Wednesday, October 18, 2017

8:00 AM – 1:00 PM **Registration**

8:00 – 8:30 AM **Pre-Conference Breakfast**

8:30 – 8:40 AM **Introductions and Welcome**
Mark Soberman, MD, MBA, FACS
President, *Association of Community Cancer Centers*

8:40 – 9:00 AM **Together We Are Stronger**
Jennifer A. Wilson, MBA, CAE
Membership Director, *Association of Community Cancer Centers*

ACCG provides a multidisciplinary, “how-to” perspective to help you and your team deliver exceptional patient care. Explore the many resources that can strengthen your program, improve the patient experience, and facilitate peer-to-peer learning.

9:00 – 10:15 AM **Critical for Success: Communication and Collaboration**
Matt Sturm, MBA
ECG Management Consultants, Inc.

Learn the fundamentals for establishing an efficient organizational structure, including staffing and management, breaking down siloes between departments, effective communication, community collaborations, risk sharing, strategic planning, and more.

10:15 – 10:45 AM **Refreshments and Networking Break**

10:45 – 11:45 AM **Improving Cancer Center Operations**
Pamela Tobias, MS, RHIA, CHDA
Lehigh Valley Health Network

Gain insight on how to maximize benchmarking data, dashboards, and reporting to evaluate your organization's performance and identify new potential growth opportunities. Participate in group discussions with key takeaways for operating a successful oncology business that is financially sustainable.

11:45 AM – 12:45 PM

Developing Your Financial Advocacy Program

Lori Schneider
Green Bay Oncology

Bolster your program's financial advocacy services, find strategies to lower patients' out-of-pocket burden, and tap into external assistance programs to reduce financial toxicity. Identify opportunities for continuous improvement, learn to measure the impact on your bottom line, and how to use those savings as a justification to strengthen and grow your financial advocacy program.

12:45 – 1:45 PM

Networking Lunch

1:45 – 2:45 PM

Guidelines and Pathways in a Value-Based World

Kelley D. Simpson, MBA, and Alina Maleski Smith, MHA
Oncology Solutions

Explore the differences between clinical pathways and guidelines, how their implementation transforms oncology care practice, and the way in which they create value in this evolving healthcare environment.

2:45 – 3:30 PM

Managing Oncology Service Line Data Performance

Kelley D. Simpson, MBA Healthcare Leadership
Oncology Solutions

Learn how cancer administrators are using a business analytics tool to powerfully transform strategic decision-making through the continuous monitoring of oncology service line performance.

3:30 – 3:45 PM

Tap into ACCC and Get Involved

Cathy Brady-Copertino, BSN, MS, OCN
Anne Arundel Medical Center, DeCesaris Cancer Institute

Discover meaningful ways to get involved with ACCC that can benefit your personal and professional growth. Hear from ACCC's Membership Committee Chair and Board Member and how the organization has benefited her Cancer Program and many of her colleagues over the last decade.

3:45 – 4:15 PM

Refreshments and Networking Break

Agenda subject to change.