



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

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| 8:00 AM – 5:00 PM | <p><b>Registration</b></p>  |
| 8:00 – 8:30 AM    | <p><b>Pre-Conference Breakfast</b></p>  |
| 8:30 – 9:00 AM    | <p><b>Introductions and Welcome</b><br/>           Mark Soberman, MD, MBA, FACS<br/> <i>President, Association of Community Cancer Centers</i></p> <p>Jennifer A. Wilson, MBA, CAE<br/> <i>Membership Director, Association of Community Cancer Centers</i></p> <p>Discover meaningful ways to get involved with ACCC that can benefit your personal and professional growth. Tap into an extensive collection of operational, clinical, and administrative tools; discover innovative approaches to business and programmatic challenges; and build valuable relationships with colleagues nationwide.</p> |
| 9:00 – 10:15 AM   | <p><b>Critical for Success: Communication and Collaboration</b><br/>           Matt Sturm, MBA<br/> <i>ECG Management Consultants, Inc.</i></p> <p>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.</p>   |
| 10:15 – 10:45 AM  | <p><b>Refreshments and Networking Break</b></p>   |
| 10:45 – 11:45 AM  | <p><b>Improving Cancer Center Operations</b><br/>           Pamala Tobias, MS, RHIA, CHDA<br/> <i>Lehigh Valley Health Network</i></p> <p>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.</p>   |

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 Healthcare Leadership  
*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 – 3:15 PM

### **Measuring and Monitoring Service Line 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.

3:15 – 3:45 PM

### **Together We Are Stronger**

Jennifer A. Wilson, MBA, CAE  
Membership Director, *Association of Community Cancer Centers*

ACCC provides a multidisciplinary, "how-to" perspective to help you and your team deliver exceptional patient care. Explore the many resources that can enhance your professional growth, strengthen your program, improve the patient experience, and facilitate peer-to-peer learning.

3:45 – 4:15 PM

### **Refreshments and Networking Break**