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Home / ACCC 46th Annual Meeting & Cancer Center Business Summit / Agenda

AGENDA

The ACCC 46th Annual Meeting & Cancer Center Business Summit (AMCCBS) offers a platform to showcase solutions, initiate provocative discussions, present relevant information, and share creative strategies to address the many challenges facing business leaders, healthcare executives, and cancer care providers who strive to stay ahead of the curve in today's evolving healthcare environment.

The agenda is developed through the guidance of the expert **AMCCBS Advisory Board & Task Force.** We're gathering the experts who will deliver the insider information that's most valuable to you. Check back here for real-time updates.

Download Agenda

Wednesday, March 4 11:00 AM – 6:00 PM Registration/Customer Service Desk Open 12:00 – 5:30 PM Surgical Oncology Pre-Conference *R 12:00 – 5:30 PM Radiation Oncology Pre-Conference *R

5:30 - 6:30 PM

Welcome & Opening Reception in the Exhibit Hall

Thursday, March 5

7:00 AM - 2:00 PM

Registration Open

7:00 - 8:00 AM

Breakfast in the Exhibit Hall

8:00 - 8:15 AM

AMCCBS Welcome & Kick-Off

8:15 - 9:15 AM

GENERAL SESSION

Disruptive Innovations That Could Change the Delivery of Cancer Care
Susan Dentzer, Senior Policy Fellow, *Duke-Margolis Center for Health Policy*

Respected healthcare policy analyst and thought leader Susan Dentzer will share her vision for the future of cancer care, the technology trends and healthcare delivery platforms on the horizon, and the opportunities—and barriers—to building an effective infrastructure that supports innovation. A top-rated editor, journalist, and frequent commentator on television and radio, Ms. Dentzer works on a range of health policy issues, including healthcare delivery transformation and biomedical innovation. She is the editor and lead author of Health Care Without Walls: A Roadmap for Reinventing U.S. Health Care.

This Session is Sponsored by Concerto HealthAl

9:15 - 9:45 AM

GENERAL SESSION

A Conversation About the State of Healthcare in the United States

U.S. Senator Debbie Stabenow (D-MI)

Senator Debbie Stabenow (D-MI), a senior member of the Senate Finance Committee, Energy Committee, and Budget Committee, shares perspectives about her role in shaping our nation's healthcare, including expanding affordable health care and lowering the costs of prescription drugs.

9:45 - 10:30 AM

GENERAL SESSION

Federal Healthcare Policy in an Election Year

Dennis A. Cardoza, Director of Public Affairs, *Foley & Lardner* (Moderator)
Paul Edattel, Principal, *Todd Strategy, LLC*

Kavita K. Patel MD, MS, Nonresident Fellow - Economic Studies, *USC-Brookings Schaeffer Initiative for Health Policy*, Vice President, *Johns Hopkins Medicine*

Hear about Federal efforts in healthcare that are underway and will likely survive the post-2020 election, and how they might impact the delivery and financing of cancer care. Thought leaders will discuss what Medicare-for-all might mean for cancer care delivery and offer insights into the most-up-to-date federal policy and regulation changes and drug pricing efforts.

10:30 - 11:00 AM

Networking Break in the Exhibit Hall

11:00 - 11:45 AM

BREAKOUT SESSIONS

TRACK 1

Seeking Greener Pastures: What Motivates Oncologists to Change Practice Setting and Where Do They Go?

Ronald R. Barkley, MS, JD, President & Chief Executive Officer, Cancer Center Business

Development Group

Teri U. Guidi, MBA, FAAMA, President & Chief Executive Officer, *Oncology Management Consulting Group*

Erich A. Mounce, MSHA, Chief Operating Officer, OneOncology

What motivates oncologists to consider making a change in practice setting—to seek greener pastures in which to practice? And what are the viable options available to oncologists? In recent years, many oncology practices have joined larger medical groups or oncology networks or engaged with oncology practice management companies. Other oncology practices have elected to align with a hospital under a variety of models, including direct employment. During this session our expert panel explore the motivators of change, the variety of affiliation options available, and key considerations to consider prior to selecting an affiliation option. Plus, learn firsthand from the experience of one national oncology network.

TRACK 2

Engaging Physician Leaders for the Future of Oncology

Matthew A. Manning, MD, FASTRO, Chief of Oncology, *Cone Health*

Learn how Cone Health's physician leadership academy, The Center for Creative Leadership identifies, trains, and nurtures physicians who show aptitude and interest in leadership. Then learn how these physician leaders can leverage their clinical background, roles and responsibilities to help shape the transformation into value-based healthcare. Hear about some of the Cone Health QI initiatives that support these efforts, including a QI project that uses predictive analytics to reduce hospitalizations and ED usage.

TRACK 3

Costs and Benefits of Palliative Care in the Hospital, Clinic, and Home
J. Brian Cassel, PhD, Palliative Care Research Director, Virginia
Commonwealth University School of Medicine

Palliative care treatment for patients with cancer produces positive outcomes for patients and families, yet the business case and referral pathways are sometimes unclear. As payers increasingly pull oncology teams and health systems into value-based payment arrangements with required performance reporting, the value proposition for early palliative care is becoming clear. Hear financial and outcomes data from VCU Massey Cancer Center's hospital, clinic, and tele-medicine-based palliative supportive care services for cancer patients, including results from published studies. Discuss implications for programs participating in the Oncology Care Model

and similar payer-driven initiatives, including the proposed Oncology Care First (OCF) Model and Radiation Oncology Model (R-O Model).

After this session, you will be able to: 1) describe the inputs and outcomes of palliative care services for cancer patients in various settings, 2) assess the implications of avoidable hospital admissions for the Oncology Care Model and similar programs, and 3) propose ways to improve care for your patients with advanced cancer.

11:50 AM - 12:35 PM

BREAKOUT SESSIONS

TRACK 1

Preparing for the Value-Based Enterprise: Practical Legal and Valuation Tips for the New Paradigm

Alan H. Einhorn, Of Counsel, *Foley & Lardner LLP* Tynan O. Kugler, Principal, *PYA, P.C.*

In late 2019, the Centers for Medicare & Medicaid Services and Office of Inspector General proposed changing the Stark and Anti-Kickback regulatory framework to accommodate more risk- and value-based models, which may be implemented as early as 2020. On this panel, established legal and valuation experts will share insights on the changing considerations in the regulatory framework and around value-based enterprises. This session will evaluate the practical considerations that will apply as oncology practices and other providers prepare for this new paradigm, including in structuring physician engagement models and use of performance metrics.

TRACK 2

Leveraging APPs to Improve Care Delivery and the Patient Experience

Jiajoyce R. Conway, DNP, CRNP, AOCNP; Christina Patterson, PA-C; and Chanh Huynh, MD; *Cancer Care Associates of York*

Integration of APP's at this practice has improved care delivery in several domains, including 1) adoption of an APP primary care model working in collaboration with the medical team; 2) APP oversight of palliative care and identification of high-risk patients; 3) APP management of an oral oncolytic program with a focus on reduction in non-adherence; and 4) APP triage of same-day visits to keep oncologist schedules open for new patient and complex visits, while also reducing ER visits.

TRACK 3

Urgent Care for Cancer Patients: Reducing ED Visits and Hospitalizations
Mike Koroscik, MHA, MBA, Oncology Service Line Executive, *Sutter Health*

Throughout their course of treatment, many cancer patients experience severe side effects, including fatigue, pain, and nausea. When these symptoms are not addressed in a timely way, they drive costly ED visits and hospitalizations that could have often been avoided. More, CMS—and other payers—are now holding providers accountable for ED visits and hospitalizations in the alternative payment models (APMs) they are developing, including the voluntary Oncology Care Model (OCF) and the mandatory radiation oncology (R-O) Model. Hear current best practices to reduce avoidable use of the ED and hospital admissions and learn what data you need to track and report to thrive under continued payer reform.

At this this session you will: 1) learn to utilize a sample pro forma tool and develop key questions and tactics to address oncology urgent care business planning; 2) share strategies, from phone triage to remote monitoring, to improve symptom management; and 3) hear about various models of Urgent Symptom Support, from flexible scheduling models to dedicated urgent care center design.

12:35 - 1:30 PM

Lunch in the Exhibit Hall

1:30 - 2:15 PM

BREAKOUT SESSIONS

TRACK 1

Expanding Your Horizons: Transactional Issues in Hospital Physician Alignment

Adria E. Warren, Partner, Foley & Lardner LLP (Moderator)

Josh Eaves, Senior Vice President, Strategic Partner Development and

Acquisitions, *Alliance Oncology*

Brad Prechtl, MBA, Chief Executive Officer, American Oncology Network, LLC

Speakers will consider the pros and cons of hospital/physician alignment models, including new opportunities and obstacles resulting from regulatory and court-driven changes, and the shift to value-based care. Topics will cover joint venture

opportunities, professional and management services agreements, service line comanagement, and other affiliation and partnership models.

TRACK 2

Telehealth: Opportunities and Challenges in Oncology

Linda D. Bosserman, MD, FACP, FASCO, Assistant Clinical Professor, *City of Hope* Emily H. Wein, Of Counsel, *Foley & Lardner LLP*

A discussion of telehealth drivers, including consumers who want expert education and information when they want it; providers who want to reach underserved patient populations and more efficiently leverage available resources; and payers and employers that look to drive down costs. Learn how to strategically use telehealth to position your cancer program for the future by adopting the right model; proactively addressing challenges and barriers; and understanding the reimbursement landscape. Hear about successful telehealth models, such as City of Hope's telehealth arrangement with Amazon, that delivers services like second opinions, virtual tumor boards, genetic counseling, symptom management, and more. Consider how certain high-cost services, for example CAR-T, can be provided more cost effectively and potentially with better outcomes at larger cancer programs and how to transition follow-up care and some services, for example labs, back to smaller community programs. Then learn operational and implementation strategies around technology acquisition and ROI to put to work to develop or grow your telehealth program.

TRACK 3

Lost in Translation: Design Implications for Multidisciplinary Cancer Care
Michael Lied, Director of Healthcare, *GBBN Architects*Angela Mazzi, AIA, FACHA, EDAC, Associate Principal, *GBBN Architects*Mark Witte, Executive Director, *TriHealth Cancer Institute*

Today's cancer programs face many challenges, including keeping up with technological and medical advancements, developing innovative strategies to simultaneously improve care and lower costs, and eliminating silos and barriers that hinder interdisciplinary care. Learn how to develop a comprehensive space strategy that supports the full range of services from prevention and early detection through treatment and into survivorship. Using TriHealth's recently opened Thomas Center for Comprehensive Cancer Care as a business case study, explore how facility design can improve patient care and the patient experience and help differentiate your program from marketplace competitors.

After this session, you will be able to decide the care setting that is most appropriate for your cancer program—freestanding or hospital-based; identify environmental factors that improve collaboration with and across service lines; and 3) learn strategies to understand the connection between the built environment and the patient and staff experience.

2:20 - 3:05 PM

BREAKOUT SESSIONS

TRACK 1

The Role of Private Equity Sponsors in Oncology

Adria E. Warren, Partner, Foley & Lardner LLP (Moderator)

Vince Kickirillo, CFA, CVA, Managing Director, Business Valuation and Transaction Advisory, *VMG Healthcare*

Justin Sunshine, Managing Director, *General Atlantic*

This session will discuss the impact and motivations of Private Equity (PE) and other non-traditional sponsors in the Oncology Practice space. Discussion will address why PE is interested in the Oncology space; value additions and improvements the PE partners may bring to sponsored companies; items to consider when partnering with PE and other non-traditional sponsors; identification and synopsis of the largest PE sponsored firms; and expected trends of future investment in the Oncology space.

TRACK 2

Building and Sustaining a Financially Viable Clinical Trials Program Through Technology

Carla Balch, Chief Executive Officer, Spesana

Emily Graham, MS, MBA, Director, Strategic Initiatives, Pfizer Inc.

Ryan Jones, MBA, Chief Executive Officer, Florence Healthcare

Building and sustaining a successful clinical trials program includes a deep understanding of patient populations, clinical trial availability and criteria, and the use of sophisticated technology and workflow processes to optimize the trials program. Hear from the oncologist leader of a Phase I Clinical Trials Unit, a seasoned pharmaceutical digital innovation team member, and a CEO of a clinical trials tech company as they discuss important considerations in succeeding in trials and the collaborations it will take to innovate clinical trials programs in the future.

TRACK 3

National Evidence-Based Oncology Navigation Metrics Demonstrate Value and Sustainability of Navigation Programs

Danelle Johnston, MSN, RN, HON ONN-CG, OCN, CNO, Senior Director Strategic Planning & Initiatives, *The Lynx Group; AONN+ Co-Principal Study Investigator* Kelley D. Simpson, MBA, Director and Partner, *The Chartis Group, Chartis Oncology Solutions Practice;* Study Investigator

Tricia Strusowski, MS, RN, Consultant, *The Chartis Group, Chartis Oncology Solutions Practice;* Chair, *AONN+ National Metrics Committee,* Study Investigator

Successful cancer navigation programs identify core metrics and standardize data collection to demonstrate program outcomes. Through extensive literature review, three main areas of measurements are defined as patient experience (PE), clinical outcomes (CO), and business performance or return-on-investment (ROI) metrics. Learn about a pilot that assessed the extent to which navigation programs could implement 10 of the 35 AONN+ national evidence-based metrics with the goal of validating these metrics and establishing benchmarks. The following metrics were included in the study: barriers to care, time to initial treatment, navigation caseload, hospital readmissions, distress screenings, social support referrals, palliative care referrals, learning style preference, navigator competencies, and patient satisfaction with care.

After this session you will be able to: 1) extrapolate qualitative and quantitative study outcomes and how the findings translate to current navigation practice; 2) identify barriers and challenges with metrics implementation for navigation programs; and 3) leverage identified performance improvement processes initiated at the eight study sites.

3:05 - 3:30 PM

Networking Break in the Exhibit Hall

3:30 - 5:00 PM

BREAKOUT SESSIONS

TRACK 1

Immuno-Oncology in 2020: What We've Learned and What's Ahead

Ivo Abraham, PhD, RN, Professor, Pharmacy Practice and Science, *The University of*

Arizona Cancer Center, Department of Pharmacy

Sigrun Hallmeyer, MD, Director, Cancer Institute; Medical Director, Cancer Survivorship Program, *Advocate Lutheran General Hospital; Co-Director, PRC Russell Institute for Research and Innovation*

Una Hopkins, RN, FNP-BC, DNP, Director of Research, Strategic Implementation of a Nursing Research Program; Strategic Planning with Academic Partners, *Montefiore Medical Center*

Lee S. Schwartzberg, MD, FACP, Executive Director, *The West Cancer Center*

An expert panel of ACCC Immuno-Oncology Institute Executive Committee members will explore how immuno-oncology (IO) has transformed the cancer treatment landscape over the past decade and ways to translate clinical trial experience to routine care in the community. Panelists will discuss the current trajectory of IO, how access to novel therapies can continue to expand, and case examples of common challenges faced by the multidisciplinary cancer care team.

TRACK 2

Disruption in Drug Delivery and Pricing

Sibel Blau, MD, President/CEO, *Quality Cancer Care Alliance Network*; Medical Director, Oncology Division, *Northwest Medical Specialties*; Clinical Associate Professor, *Hematology Division-UW* (Moderator)

Melody Chang, RPh, MBA, BCOP, Director of Pharmacy Operations, *Florida Cancer Specialists & Research Institute*

Marc Earl, PharmD, BCOP, Director of Pharmacy, Cleveland Clinic

Jennifer F. Walsh, Public Affairs Director, Foley & Lardner LLP

Hear an overview of the various federal drug pricing initiatives in play, such as the proposed International Pricing Index, and their potential impact on today's cancer programs and practices. Learn how drug pricing-related disruptions like the 340B program, biosimilars, and PBMs, are affecting drug delivery in both the hospital and practice setting. Then take home real-world strategies and resources to help ensure patient access to care and the financial viability of your oncology pharmacy.

TRACK 3

Digital Health Revolution

Gitesh Patel, Director, Global Business Development, *Comprehensive Blood & Cancer Centers* (Moderator)

Carol Carnell, MBA, RN, Chief Administrative Officer, *West Cancer Center*Amy Ellis, Director of Quality and Value Based Care, *Northwest Medical Specialists*James Hamrick, MD, Senior Medical Director, *Flatiron Health*

Sharang Phadke, Product Manager, *Flatiron Health*Charles Saunders, MD, Chief Executive Officer, *Integra Connect*Nirav R. Shah, Head Revenue Cycle Operations, *Flatiron Health*Dennis Zoet, Chief Business Development Officer, *Cancer & Hematology Centers of Western Michigan*

As a "level-set" on the subject, results of the inaugural national study on mapping the landscape of digital technologies in oncology will be presented. Categorized by core discipline, the study identifies the digital tech companies that are advancing value-based care in oncology through increased operational efficiencies, improved outcomes & quality and/or reduced costs of care. Examples of digital technologies in action are presented by oncology practices that have successfully applied digital tech to measure practice performance through Key Performance Indicators (KPIs) and otherwise advance their value-based care proposition enabled in part by digital means. A special presentation on Demystifying Artificial Intelligence & Machine Learning is a "must hear" followed by a featured presentation on the use of predictive analytics to optimize treatment decisions. Come prepared to challenge and be challenged in this extended interactive session.

6:00 - 8:00 PM

D.C. Dine-Around Event (optional) *R

Washington, D.C. is an exciting and diverse dining destination. Take advantage of this opportunity to experience one of D.C.'s well-regarded restaurants and connect with colleagues. Indicate your interest in participating in this Dutch treat activity during registration. We'll announce the restaurant selections closer to the meeting date—curated by a leading D.C. food blogger, @beenthereeatenthat.

Friday, March 6

6:45 - 7:45 AM

Breakfast in the Exhibit Hall

7:00 - 7:40 AM

SPONSORED SESSION

Impacting Patient Outcomes with AI: A Community Oncology Success Story

Ajeet Gajra, MD, FACP, VP, Senior Medical Director, *Cardinal Health* John Frownfelter, MD, Chief Clinical Officer, *Jvion*

Ray Page, DO, PhD, FACOI, FASCO, President and Director of Research, *The Center for Cancer and Blood Disorders*

Sibel Blau, MD, President/Chief Executive Officer, *Quality Cancer Care Alliance*Network; Medical Director, Oncology Division, Northwest Medical Specialties, PLLC

Hear how community practices have seen tangible improvements in providing optimized care for patients throughout their cancer journeys- pinpointing the right moments for depression screenings, palliative care and hospice referrals, and preventable ED visits, all with the help of a new AI tool – the Jvion Machine. Join the session on March 6th, at 7 a.m. at the ACCC Cancer Center Business Summit for more information.

7:00 - 7:40 AM

SPONSORED SESSION

How a Precision Medicine Framework Optimizes Molecular Tumor Board Workflow James Cole, PhD, Director, Product Management, GenomOncology

7:40 - 8:25 AM

SPONSORED SESSION

Patient-Reported Outcomes, Remote Monitoring Technology and Value-Based Care Gena Cook, President and Founder, *NavigatingCancer*

7:40 - 8:25 AM

SPONSORED SESSION

Assigning Risk Score to Cancer Patients: Comorbidity Indexes and Survival Analysis Utilizing Al-based Predictive Models

Sita Kapoor, Chief Information Officer, HealthEC

At the conclusion of this session, participants will gain a better understanding of how:

- The power of applying Machine Learning/Artificial Intelligence to healthcare data can calculate the patient's survivorship index
- Identified patients are put in population cohorts triggering actionable events in a

Care Coordination program for practices to follow-up

- Additional care leads to better patient outcomes and lowering unnecessary hospital/emergency visits
- Leading to lowering total cost of care per patient and the population cohort being managed
- Practices in Value Based contracts get to share in the shared savings with the Health Plans

7:40 - 8:30 AM

ACCC House of Delegates Meeting (Open to All)

8:35 - 9:20 AM

GENERAL SESSION

"Direct to Patient" Engagement in Oncology—What it is and How to Achieve it Kraft Precision Medicine Accelerator, a program out of the Harvard Business School, co-chaired by Kathy Giusti and Richard G. Hamermesh

Lori Marcus, Direct-to-Patient Workstream Lead, *Kraft Precision Medicine Accelerator* Anne Quinn Young, MPH, Chief Marketing and Development Officer, *Multiple Myeloma Research Foundation*

What opportunities can a "direct to consumer" bring to oncology? Following a large-scale, pan-oncology market research project, Kraft developed a comprehensive, "direct to patient" road map to help patients navigate their cancer journey, close knowledge gaps, and optimize outcomes. Non-profit provider organizations have overwhelming endorsed and are working to roll out the model. Learn what a "direct to patient" model can look like, including practical and operational obstacles and solutions; and other practical tips and lessons learned along the way.

9:20 - 10:50 AM

GENERAL SESSION

Collaborate. Educate. Compensate. Creating a Sustainable Model for Cancer Care Delivery

Al B. Benson III, MD, FACP, Professor of Medicine, Division of Hematology/Oncology, Northwestern University Feinberg School of Medicine

Rebecca Kirch, JD, Executive Vice President, Healthcare, Quality and Value, *National Patient Advocate Foundation*

Barbara McAneny, MD, FASCO, MACP, Chief Executive Officer, *New Mexico Oncology Hematology Consultants, Ltd.*; Immediate Past President, *American Medical Association*

Ali McBride, PharmD, MS, BCOP, Clinical Coordinator, Hematology/Oncology, *The University of Arizona Cancer Center, Department of Pharmacy*Brenda Nevidjon, MSN, RN, FAAN, CEO, *Oncology Nursing Society*Randall A. Oyer, MD, ACCC President-Elect; Medical Director, Oncology, *Penn Medicine/Lancaster General Health, Ann B. Barshinger Cancer Institute*Melanie R. Smith, Pharm.D., BCACP, DPLA, Director, Section of Ambulatory Care Practitioners, Member Relations, *American Society of Health-System Pharmacists*Lara Strawbridge, Director, Division of Ambulatory Payment Models, *Center for Medicare and Medicaid Innovation*

ACCC launched a national Comprehensive Cancer Care Services Survey in 2019, whose outcomes led to development of a tiered matrix of services that cancer practices and programs of varying sizes and resource levels can adopt. Hear a multidisciplinary panel of experts involved in the development of the matrix address how the provision of these services can elevate patient care and the patient experience; reduce healthcare costs; improve care coordination; identify implementation challenges and opportunities; and outline various avenue for how key services can be covered.

10:50 - 11:05 AM

Networking Break with Exhibitors

11:05 AM - 12:15 PM

GENERAL SESSION

What You Need to Know About Alternative Payment Models in 2020

Alexis Finkelberg Bortniker, JD, Partner, *Foley & Lardner LLP* (Moderator)

Anne Hubbard, Director of Health Policy, *American Society for Radiation Oncology*Barbara McAneny, MD, FASCO, MACP, Chief Executive Officer, *New Mexico Oncology Hematology Consultants, Ltd.*; Immediate Past President, *American Medical Association*

Ted Okon, Executive Director, *Community Oncology Alliance*Lalan S. Wilfong, MD, Executive Vice President, Value Based Care and Quality Programs, *Texas Oncology*

An overview and status update of the various Alternative Payment Models (APMs) currently in effect in oncology today, including the segue from the Oncology Care Model (OCM) to CMMI's proposed Oncology Care First (OCF) Model; the Merit-Based Incentive Payment System (MIPS); the Radiation Oncology (RO) Model; Medicaid-specific APMs; the MASON model (Making Accountable Sustainable Oncology Networks); private payer APM programs, and more. A blue ribbon panel of experts in value-based care and APMs in oncology will offer their perspectives and debate the question: What do oncology practices and cancer programs need to know to thrive in this rapidly evolving APM environment?

This Session is Sponsored by Cardinal Health

12:15 - 1:00 PM

GENERAL SESSION

Applied Informatics in Oncology

Debra Patt, MD, MPH, MBA, Vice President, *Texas Oncology;* Medical Director, *McKesson Specialty Health;* Editor-in-Chief, *ASCO JCO Journal of Clinical Cancer Informatics*

Drawing from her decades-long experience in health economics, outcomes research, and clinical informatics, Dr. Patt will share the latest developments and breakthroughs in decision support and predictive analytics in oncology that are improving quality and increasing value in oncology care. Learn practical tips and best practices for the application of multiple integrated data assets to understand cancer outcomes and to move the needle forward in value-based cancer care.

1:00 - 2:00 PM

AMCCBS Concludes with Networking Lunch

Download Agenda

*R = Separate Registration Required

Agenda subject to change.

MEDIA PARTNERS





CO-HOSTS





