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[Home](#) / [ACCC 46th Annual Meeting & Cancer Center Business Summit](#) / [Featured Speakers](#)

## FEATURED SPEAKERS



### 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 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.

#### About the Speaker:

Health policy expert, thought leader, and Visiting Fellow at the Robert J. Margolis Center for Health Policy at Duke University, Susan Dentzer works on a range of health policy issues, including health system transformation and biopharmaceuticals policy. She is the editor and lead author of the book *Health Care Without Walls: A Roadmap for Reinventing U.S. Health Care*. Dentzer previously led the Network for Excellence in Health Innovation, a non-profit that sought to advance innovation in healthcare. A

longtime journalist, Susan has been an on-air analyst on health issues with the PBS NewsHour and a regular commentator on health policy for National Public Radio. She wrote and hosted the 2015 PBS documentary, "Reinventing American Healthcare," focusing on the innovations pioneered by the Geisinger Health System and spread to health systems across the nation. Dentzer was formerly senior policy adviser to the Robert Wood Johnson Foundation and the editor-in chief of the health policy journal *Health Affairs*.

Learn more: [@SusanDentzer](#)



## 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.

**About the Speaker:**

Dr. Debra Patt is a practicing oncologist and breast cancer specialist in Austin, Texas, and an executive vice president of Texas Oncology with responsibilities in healthcare policy and strategic initiatives. She is an active leader in breast cancer research, serves on the US Oncology Research breast cancer committee, and chairs the breast cancer subsection of the pathways task force for The US Oncology Network as well as the leader locally for breast cancer research. She has expertise in healthcare policy and has testified before Congress to protect access to care for Medicare beneficiaries. She is a leader in clinical cancer informatics, and is involved in system innovations to enhance care delivery across a national network of oncology practices. She is the Editor In Chief of the Journal of Clinical Oncology-Clinical Cancer Informatics. Her clinical informatics research focuses in imaging informatics for breast cancer, clinical decision support systems, predictive analytics to reduce risk in patients with advanced cancer, and quality improvement.

Learn more: [@dapattmd](#)

## "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  
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 overwhelmingly 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.

**About the Speakers:**



**Lori Marcus, Direct-to-Patient Workstream Lead, *Kraft Precision Medicine Accelerator***

As founder of Courtyard Connections, LLC, Lori Marcus provides strategic direction, marketing and business leadership to corporate, private equity and venture capital-backed entities. Currently, she chairs the Direct-to-Patient Workstream at Harvard Business School's Kraft Precision Medicine Accelerator, where she is charged with bringing best in class direct-to-*consumer* practices to the direct-to-*patient* arena. Prior to her work at HBS, Ms. Marcus was the interim Global CMO for Peloton Interactive, a technology-driven fitness innovator. Prior, Lori was EVP, Chief Global Brand and Product Officer at Keurig Green Mountain. Earlier, Ms. Marcus was the SVP, Chief Marketing Officer of The Children's Place Retail Stores.

Prior to that, she spent 24 years with PepsiCo in marketing & general management positions, including Senior Vice President, Marketing Activation. Ms. Marcus serves as an Independent Board Director for DDC (DNA Diagnostics Center), a leader in private DNA testing services. In 2018, Lori also joined the board of Phunware (**PHUN** (NASDAQ) a fully-integrated enterprise software platform for mobile that provides companies the products, solutions, data and services necessary to engage, manage and monetize their mobile application audiences globally at scale. She earned her BS degree in Marketing from the Wharton School of Business at the University of Pennsylvania.

Learn more: [@LoriTMarcus](#)



**Anne Quinn Young, MPH, Chief Marketing and Development Officer, *Multiple Myeloma Research Foundation***

Anne Quinn Young, MPH, is the Chief Marketing and Development Officer at the MMRF and is responsible for overseeing the strategy and execution of the organization's marketing, communications, patient engagement, and fundraising efforts in support of the organization's mission to accelerate precision medicine and a cure for every patient. Anne has been named to the PharmaVoice 100 and represents the MMRF on a number of working groups and committees including Direct-to-Patient (DTP) solutions team at the Harvard Business School (HBS) Kraft Precision Medicine Accelerator and the Cancer Support Community Frankly Speaking About Cancer: Multiple Myeloma National Advisory Board. She has co-authored a number of peer-reviewed abstracts and publications on the MMRF Precision Medicine Model and identifying knowledge gaps and opportunities to improve patient empowerment and engagement in optimizing their own outcomes.

Learn more: [@AnneQuinnYoung](#)

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