ACCC 51ˢᵗ Annual Meeting & Cancer Center Business Summit

March 5 – March 7, 2025
Capital Hilton, Washington DC

Wednesday, March 5, 2025	
Time	**Session**
7:00 AM – 7:00 PM	**Registration Open**
7:00 AM – 8:00 AM	**Breakfast for Capitol Hill Attendees**
8:00 AM – 4:00 PM	**ACCC Capitol Hill Day** ACCC Capitol Hill Day gives ACCC members the opportunity to meet with members of Congress and their staff to inform them of priority issues affecting access to—and delivery of—cancer care. Members will advocate for legislative and policy changes on issues important to the cancer care community and the patients they serve. To register for this session, click the "Add" button in the registration process. This event is open only to providers and administrators at health care institutions. Corporate members and industry should not register for Capitol Hill Day.
4:00 PM – 5:00 PM	**Opening Keynote**
5:00 PM – 6:00 PM	**ACCC Awards Ceremony and Presentations**
6:00 PM – 7:30 PM	**Welcome Reception with Exhibitors**
6:00 PM – 7:30 PM	**Poster Presentations**
7:30 PM – 9:00 PM	**ACCC Annual Pitch Competition**
Thursday, March 6, 2025	
7:00 AM – 4:00 PM	**Registration Open**
7:30 AM – 8:30 AM	**Networking Breakfast with Exhibitors**
7:30 AM – 8:30 AM	**Breakfast Tech Sessions**
8:30 AM – 10:00 AM	**Opening Keynote**
10:00 AM – 10:30 AM	**Networking Break with Exhibitors**
10:30 AM – 12:30 PM	**Deep Dive 1: Adoption of AI and BI Solutions** AI is one of the hottest buzz words in health care right now. But how can busy oncology providers cut through the hype, identify specific AI solutions to help streamline processes and improve quality of care, and then make informed purchasing decisions based on return on investment? In this discussion, learn from use case studies at 3 cancer programs, including challenges faced, implementation strategies, and operational benefits patient and quality outcomes realized from these technologies. Facilitator: Douglas Flora, MD, LSSBB, FACCC, Executive Medical Director, Oncology Services, *St. Elizabeth Healthcare*

ROI On an AI Solution in Early Lung Cancer Detection
Amie J. Miller, MSN, APRN, AOCNP, ACHPN, CTTS
APRN Lung Cancer Screening and Incidental Pulmonary Nodule Program
Coordinator
Brian D. Jellison Cancer Institute
Sarasota Memorial Health Care System

In 2019, Sarasota Memorial Healthcare System invested in AI-driven software to improve its lung cancer screening program and launch an incidental pulmonary lung nodule program to drive stage shift and grow the oncology service line. After adoption of this AI solution, annual screening volume surged by 99%, increasing from 676 patients in 2019 to 1342 patients in 2023. In addition to exceeding national benchmarks, with 70% of lung cancer screening and 44% of incidental pulmonary nodule cancer cases diagnosed in Stages I and II, the health care system achieved a successful return rate of over 85% for high-risk lung cancer patients, averaging 91% from 2019 through Q2 2024, compared to the national average of 22.3%. More, the AI solution helped generate $8,321,128 in downstream charges and $803,106 in contribution margin from 1,702 cases and $5,559,125 in charges and $349,121 in contribution margin from 275 cases, from the lung cancer screening and incidental pulmonary nodule programs, respectively.

Deep Dive 2: Growth Opportunities in Oncology
Facilitator: John Shevock, FACHE, FACMPE, Senior director of Operations, Oncology Services Line, *Bayhealth Medical Center, Bayhealth Cancer Institute*

Virtual APP Visits Increase Revenue and Improve Patient Access and the Patient Experience
Calliope Bodenhorn Payne, BS
Coordinator, Virtual Care
Texas Oncology

In 2022, Texas Oncology created a team of 4 remote advanced practice providers to conduct virtual visits for select services, including established patient follow-up, treatment review and coordination, chemotherapy follow-up, urgent care, genetics, nutrition, and advanced care planning. Today the Virtual APP team has grown to 9 providers, seeing patients for over 90 sites of service across the state. Learn how this virtual team improved patient access, decreased patient out of pocket expenses, and generated additional revenue by increasing the number of patients who can be seen at one time.

An Oncology Diagnostic Clinic Can Help Increase Referrals and Reduce Time to Treatment
Kathleen LaRaia, MS
Vice President Oncology & Professional Services

Munson Healthcare, Cowell Family Cancer Center

Staffed by a medical oncology physician champion, 2 advanced practice providers, a specialty clinic coordinator, and an intake specialist, this new clinic was piloted for 1 year to emergency department (ED) providers only, resulting in 213 referrals, including 32 referrals from the ED for patients without a primary care provider. After additional clinic staff resources were added, the clinic expanded to patients at the Hospital Medicine Group, with plans to roll out to the primary care provider community.

A Virtual Expert Review Program Improves Access to Subspecialists
Tatjana Kolevska, MD
Medical Director, National Cancer Excellence Program
Kaiser Permanente

Kaiser Permanente's Cancer Expert Review Program connects community oncologists with cancer subspecialists across the entire enterprise—which covers 9 states and D.C. and serves 12.5 million members—for physician-to-physician consultations and second opinions. Piloted from October 2022 to June 2023 for medical oncology patients with diagnoses or a need for molecular/genomic testing, the virtual program increased the number of second opinions and facilitated early intervention for complex case review. More than 90% of oncologists who used this virtual service indicated that expert advice influenced the patient's care.

Deep Dive 3: Strategic Oncology Partnerships and Affiliations
Facilitator: Carla Sims, Associate Vice President, Atrium Health Wake Forest Baptist

Marcy Cent
Senior Manager, *PYA, P.C.*

Debbie Fernandez
Director of Quality, *University of Kansas Cancer Center*

Tynan Kugler
Managing Principal, *PYA, P.C.*

Jenny Scott
Executive Director Oncology Service Line, *The Christ Hospital Health Network*

Adria Warren
Partner, *Foley & Lardner LLP*

This session explores current oncology partnership models being developed across different sites of care. Learn how to identify services most valued by community and academic programs and how these

	services align with current partnership models. Potential legal and regulatory considerations impacting these partnership and affiliation structures will be shared. Real-world case studies will offer specific examples of existing partnerships and unique service offerings being developed today that may be options for your cancer program. **Deep Dive 4: Research and Clinical Trials** Facilitator: Christopher McNair, PhD, Associate Director for Data Science, Director of Cancer Informatics, *Sidney Kimmel Cancer Center*
12:30 PM – 1:30 PM	**Networking Lunch with Exhibitors**
1:30 PM – 3:30 PM	**Deep Dive 5: Implementation of New Technologies** As emerging technologies like digital tools and multicancer liquid biopsies gain traction, cancer programs face the challenge of integrating these innovations into their practices, educating and training clinical staff, and navigating patient acceptance and engagement. This panel discussion will explore how to navigate the multitude of new companies coming into the market with innovations and tools and how organizations can effectively parse through the swath of services and products and prioritize which are appropriate to explore deeper. In addition, the discussion will examine common pitfalls in the implementation and integration of new services and technologies and lessons learned from successful adoptions. Lastly, the discussion will delve into how cancer program leaders are addressing necessary clinical workflow changes and assessing financial return associated with launching differentiating, but novel services to the market. Facilitator: Elizabeth Liebow, Principal, *ECG Management Consultants* **Deep Dive 6: Comprehensive Cancer Care Services** Facilitator: Lindsey Causey, DNP, APRN, ANP-BC, AOCNP, nurse practitioner, *Cone Health Cancer Center* **A Value-Based Model for Early Palliative Care in Advanced Cancer** Kamera Museau, PMP Project Manager *The Sheri and Les Biller Family Foundation* This foundation is partnering with TFA Analytics to develop a value-based insurance design model based on patient-centered value assessment for palliative care services for patients with advanced cancers. The model modifies cost-sharing and plan design elements to incentivize "high-value" services while discouraging "low-value" care. Built upon traditional cost-effectiveness analysis that evaluates the costs and health benefits of palliative care services compared to alternative care options, the framework incorporates patient-centered value elements unique, such as

reducing caregiver burden and improving and patient and caregiver quality of life.

A Business Case for Whole Person Care Navigation
Anne Marie Rainey, MSN, RN, CHC, CPHQ, FACCC
Director of Value Based Care
American Oncology Network

Learn how a tech-enabled solution, SocialHealth360, helped AON practices screen all patients for social determinant of health needs. Patients who received navigation services were given an ePRO, Health-Related Quality of Life-4 Assessment (HRQOL-4 /Healthy Days), before commencement of services and for every month they were on cancer treatment. Early findings demonstrated an improvement in Healthy Days self-reported by Black patients and Vietnamese patients.

<u>Deep Dive 7: Community Engagement in Cancer Prevention and Education</u>

The Power of Mobile Cancer Screening: An Implementation Playbook
Facilitator: Yulonda Greene, MBA, BSN, RN, OCN
Director, Patient Care Services,
Sarasota Memorial Health Care System, Institute for Cancer Care

Renea Austin-Duffin, MPA, FACCC
Vice President, *Cancer Support and Outreach*

Amanda LaGrange
Grants Director

Kyle Bove
Communications Specialist
Mary Bird Perkins Cancer Center

A soups-to-nuts playbook for developing and implementing a robust mobile cancer screening program. In a use case study, this experienced team will guide attendees through answering these key questions:
- The Why. You must first understand your specific patient population and your marketplace. Who are your at-risk or underserved patients? Where are there gaps in care?
- The What. Based on these data, you can identify the issue(s) you are going to solve and/or the service(s) you are going to offer.
- The Who. Now that you know what gaps in care you want to address and the service(s) you want to offer, you need to identify your internal and external stakeholders. Who needs to be at the table, for example, the hospital's marketing and development teams. From the community perspective, what individuals and

organizations need to be involved, for example, employers and civic and religious organizations.

- The How. With all interested parties engaged, how will you implement the program in terms of identifying staffing needs, developing operational processes and costs, creating financial pro formas, understanding funding and revenue streams, exploring grant, and fundraising opportunities, building relationships with partnering organizations, creating advertising and marketing campaigns, and more.

Deep Dive 8: Payer-Driven Challenges and Solutions
Facilitator: Susanne Tameris, MHA
Senior Director Cancer Services, *Luminis Health, Anne Arundel Medical Center, DeCesaris Cancer Institute*

Use of Payer Contract Intelligence to Improve Financial Performance
Kim Woofter
Executive Vice President, *AC3*

Gain insights into the creation and use of payer scorecards and key performance indicators to proactively find problem payers, negotiate better reimbursement rates, and address underpayments. Learn how the implementation of payer contract intelligence can enhance visibility into payer contracts, fee schedules, and performance metrics, leading to the identification of errors and increased net collections. Explore how consolidating and benchmarking fee schedules, performing underpayment analysis, and using fee schedule lookup tools can optimize financial performance and support point-of-service collections in healthcare practices.

Creation of a Centralized Medication Prior Authorization Team in a Community Cancer Center
Andrea, Ledford, PharmD, MBA, BCOP, BCSCP, FASHP, FHOPA
Senior Pharmacy Director, Oncology Services
Orlando Health Cancer Institute

A specialized home medication prior authorization team leveraged AI to increase the use of prospective prior authorizations. The EHR-integrated prospective prior authorization platform decreased patient wait time for medications to an average of less than 48 hours. Improvements in clinical operational efficiency improved as nurses were able to focus on non-prior authorization medication tasks, nurse, physician, and patient satisfaction. To further increase approval rates, the next step is the creation of a targeted medication education guide for prior authorization staff. The program is also expanding to include oncolytic home medication treatment prescribed in the inpatient setting to expedite patient discharge and to improve continuity of care.

3:30 PM – 4:00 PM	**Networking Break with Exhibitors**
4:00 PM – 5:30 PM	**Health Policy Update**
Friday, March 7, 2025	
7:30 AM – 2:00 PM	**Registration Open**
7:30 AM – 1:00 PM	**Exhibit Hall Open**
7:30 AM – 8:30 AM	**Networking Breakfast with Exhibitors**
7:30 AM – 8:30 AM	**ACCC House of Delegate Meeting**
8:30 AM – 10:30 AM	**Evidence-Based Decision-Making in Healthcare Management and Leadership** Neel Pathak, DSc, FACHE Assistant Professor of Practice, Heider College of Business *Creighton University* Project Administrator *Johns Hopkins Hospital* This session explores the fundamental concepts of using evidence to make managerial and leadership decisions. It highlights the importance of asking the right questions, finding the best available evidence, and using them to make managerial decisions in the rapidly evolving healthcare landscape. We will discuss practical tools that can guide this process, and strategies for successfully executing these changes within your organization, specifically in the areas of operations, management, and leadership. *This is a 2-hour session worth 2.0 in-person education credits awarded if the attendee participates for the full length of time.*
10:30 AM – 11:00 AM	**Networking Break with Exhibitors**
11:00 AM – 12:00 PM	**Growth Strategies and Marketplace Differentiators** Matt Sturm Partner, *ECG Management Consultants* In this panel session, presenters will share how they addressed competitive market dynamics and implemented novel differentiation strategies that led to growth in cancer case volumes. Learn how to set your cancer program apart from marketplace competition with tactics like improved patient throughput and convenience, increased access to clinical specialists and clinical trials, adoption of cutting-edge technology, patient-centered facility design, and more. Come away with key strategies that your cancer program can deploy to grow the service line, attract, and keep clinicians and staff, and create competitive advantage.
12:00 PM – 1:00 PM	**The Importance of Pairing Women's Health and Oncology** Matt Cox , MPH Partner, *Whitecap Health Advisors, LLC*

Tessa Kerby, MBA, MPH
Principal, *Whitecap Health Advisors, LLC*

Women's health is the fastest growing sector of investment in the healthcare space. Transformative disruptors are seeking to reimagine how, when, and where women's health services are provided. Critically, a key intersection for women's health is with oncology, as post-obstetric patients start to focus on longevity health, including breast and gynecology cancer screening and prevention. In the landscape of women's health, this connection point with oncology services is an opportunity for both patients and health systems. For patients, having connected and coordinated care is shown to lead to better outcomes and higher quality. For health systems, women's health services can serve as a strategic entry point for its broader oncology services for women and their families. From this panel discussion, learn about the evolving landscape of women's health, understand existing models and cross-over connection opportunities for women's and oncology service lines, and hear opportunities to develop models that build on the strengths of both service lines to achieve organizational strategic goals.