

Power Up Your Cancer Center's Web Presence

Whether or not you already have a web site, ACCC has an idea to help. ACCC and CancerSource have developed a custom web-based patient education resource for community cancer centers. Called "ACCC Select," this custom web-based patient education resource will enhance your online offerings with trusted and comprehensive oncology information. With more than 250,000 pages of cancer content and

customized patient education information, your center will be viewed as an authoritative source for cancer information and education in your community. Associated with Cancer Source's world-renowned Medical Advisory Board, chaired by Vincent T. DeVita, Jr., M.D., director of the Yale Cancer Center, your site will instill trust and reflect credibility to your patients and referring physicians.

Through ACCC Select, your institution's web site can:

- offer information on your center and the latest news on cancer 24-hours a day
- be used as a recruitment tool to attract patients from an expanded geographic area
- save your cancer center time and money because CancerSource's professional staff takes care of the research, development, implementation, and maintenance of the web site
- allow you to build an online community with the integration of CancerSource content and resources,

The screenshot shows the Swedish Cancer Institute online education center website. The page layout includes a header with the logo and navigation links, a main content area with a search bar and a 'Cancer Type' dropdown, and a sidebar with a 'Patients/Consumers' menu. The main content area displays a 'Disease Introduction' for 'Cancer' with a 'Table of Contents' on the right. The sidebar contains a search bar, 'My Page' options, and a 'Recent News' section.

Callouts from the image highlight the following features:

- Your customized site will be viewed as an extension of the great services your Center offers** (points to the header and navigation area)
- Custom navigation options direct traffic to your current resources and offerings** (points to the navigation links)
- Powered by CancerSource, your site will instill trust and reflect credibility to patients and referring physicians** (points to the CancerSource logo)
- Access to information on over 55 different cancers** (points to the 'Cancer Type' dropdown)
- Over 250,000 pages of cancer content and customized patient education information on four reading levels** (points to the 'Disease Overview' section)
- Seamlessly integrated content on your custom site making your Center an integral part of your community's cancer education needs** (points to the 'Recent News' section)
- Access to support groups and online chats that will assist your patients in their fight against cancer** (points to the 'Patients/Consumers' sidebar menu)
- Advanced searching adds detailed research capability to your site** (points to the search bar)

which includes offering your patients access to support groups and online chats that will assist them in their fight against cancer.

ACCC members receive special pricing and numerous members'-only features. For more information, go to www.cancersource.com/ACCCselect. Or, e-mail rmccarry@cancersource.com for more information.

Regional Oncology Reimbursement Symposia Are Well Attended

ACCC's Spring 2002 Regional Oncology Reimbursement Symposia were held in five states in May and June:

May 29, 2002
Des Moines, Iowa
Co-hosted by the Iowa Oncology Society

June 4, 2002
St. Louis, Mo.
Co-hosted by the Missouri Society of Clinical Oncology

June 6, 2002
New Orleans, La.
Co-hosted by the Louisiana Oncology Society

June 18, 2002
Baltimore, Md.
Co-hosted by the Maryland/District of Columbia Society of Clinical Oncology

June 19, 2002
Pittsburgh, Pa.
Co-hosted by the Pennsylvania Society of Oncology and Hematology

ONS Honors ACCC Executive Director Mortenson

The Oncology Nursing Society (ONS) honored Lee E. Mortenson, D.P.A., ACCC executive director, with the ONS Honorary Member Award on April 18 at the ONS 27th Annual Congress in Washington, D.C. The award was given in recognition of his significant and outstanding contributions to oncology nursing demonstrated by his long-time support of ONS at the national level. His professional values mirror the ONS organizational values. The award of Honorary Member

was established by the ONS in 1988 and only 24 individuals have received this honor.

In presenting the award to Mortenson, Pearl Moore, R.N., M.N., F.A.A.N., ONS chief executive officer, said honorary membership in ONS "is no easy feat," for it takes a special person with outstanding contributions and long-time dedication to ONS at the national level. "No one deserves this honor more" than Lee Mortenson, Moore said.

"I am deeply honored...and will treasure this," said Mortenson on accepting the ONS award.

"ONS has served as a role model and friend. A strong partnership between ONS and ACCC has developed over the past 25 years." He also noted that ONS members have "a positive attitude and enduring willingness to do," pointing out that patients with cancer need to receive quality care in a variety of health care settings, such as by the bedside, in the outpatient setting, and in clinical trials, to name a few. ■



ACCC Executive Director Lee Mortenson, D.P.A. (left) receives an ONS Honorary Member Award from Pearl Moore, R.N., M.N., F.A.A.N., ONS chief executive officer.

Open to all cancer care professionals, these free regional meetings are designed to provide attendees with the latest regulatory and legislative updates that apply to cancer delivery. They help cancer program administrators understand the ambulatory payment classification (APC) billing process and assist physician offices with billing and coding questions. Attendees at this spring's symposia learned the latest

details about HIPAA compliance and the challenges of drug reimbursement.

Over the past 11 years, ACCC has hosted more than 120 Regional Oncology Symposia in conjunction with state medical oncology societies. These meetings have now become a tradition and are highly attended by state medical oncology societies, which use them as a core for annual society meeting activities. ■