

## ACCC's 30th Annual National Meeting

**M**ore than 450 oncology professionals attended ACCC's 30th Annual National Meeting held March 17-20, 2004, at the Crystal Gateway Marriott in Arlington, Va. Attendees, representing the entire multidisciplinary team

in oncology, enjoyed presentations ranging from practical information about how to cope with the changes and challenges of the new Medicare reform law to future-oriented presentations on what cancer care may look like in the decades ahead. Presenters provided insight on the best ways to run efficient cancer pro-

grams, how to retain staff, marketing strategies, the importance of correct billing and coding, and much more.

Wednesday evening, March 17, featured a gala celebration to mark ACCC's 30th anniversary. An appearance by celebrity, author, and cancer survivor Fran Drescher, per-  
*continued on page 48*



ACCC Past President Edward L. Braud, MD, chaired the General Session on legislative and regulatory policies at ACCC's 30th Annual National Meeting March 17-20, 2004.



Celebrity and cancer survivor Fran Drescher at ACCC's 30th Anniversary Gala celebration at Union Station in Washington, DC.



ACCC Immediate Past President Cary A. Presant, MD, (left) presented the Association's Annual Achievement Award to Harold P. Freeman, MD, medical director of the Ralph Lauren Center for Cancer Care and Prevention in Harlem, N.Y.



Attending the Roundtable Session on Reimbursement Challenges for Medical Oncology Practices were (from left) Theresa R. Hedman, RN, OCN®, nursing supervisor in the Medical Oncology Department at Innovis Health/Dakota Clinic in Fargo, N.D.; Victoria Doolittle, RN, OCN®, director of Oncology and Hematology at Los Palos Medical Associates, Inc., in Salinas, Calif.; and Diane E. Robison, executive director of Providence Hospital in Mobile, Ala.

haps best known as the star of the TV show, "The Nanny," was the highlight of the gala event held at Union Station in Washington, D.C. Attendees heard Drescher's riveting, humor-spiked account of her two-year, eight-doctor struggle to get a correct diagnosis of uterine cancer—an illness for which she had classic symptoms. "Why did it take so long to get a proper diagnosis?" she asked. "Partly because uterine cancer typically attacks women who are post-menopausal or obese. Finally, a disease I'm too young and too thin for," she said. The cure was a radical hysterectomy.

Drescher concluded her inspiring remarks by urging that cancer screening tests be part of every American's basic health insurance plan, and advising physicians to serve more as partners in their patients' healthcare.

At the Friday, March 19, Awards Luncheon, Harold P. Freeman, MD, received ACCC's Annual Achievement Award. The award honors Freeman's many contributions in the fight against cancer, especially among indigent populations. Freeman is currently medical director of the Ralph Lauren Center for Cancer Care and Prevention in Harlem, N.Y.

In his acceptance speech, Freeman spoke of his 35-year journey, which began in Harlem, to address disparities in access to treatment, particularly among poor and uninsured people.

"Perhaps we can't change poverty," said Freeman, "but we can improve conditions such as housing, education, and access to care such as providing mammograms, pap smears, and colonoscopies." Freeman received a standing ovation from luncheon attendees.

## Education Just for You!

ACCC's Center for Provider Education is currently offering a series of regional educational sessions *at no cost to participants*. Entitled "Life in the New Medicare Era: Coding, Billing, and Management for Medical Oncology Practices," the course is designed

for physicians, practice managers, and coders/billers. Sponsored by Genentech, Inc., and Biogen Idec, Inc., courses have already been held in Akron, Ohio; Charlotte, N.C.; Knoxville, Tenn.; Los Angeles and San Francisco, Calif. Between now and Dec. 31, 2004, additional courses are planned in:

- Tampa, Fla.
- Denver, Co.
- Baltimore, Md.
- New Brunswick, N.J.
- Boston, Mass.
- Fort Worth, Tex.
- New Orleans, La.
- Atlanta, Ga.
- Portland, Ore.

This course will also be available as a webcast online.

In addition, offered in 15 cities across the country is "Practical Economics: Making Rational Drug Purchasing Decisions for the Hospital Outpatient Setting." Sponsored by Amgen Inc., this course is designed for hospital-based pharmacists and financial officers at institutions that provide cancer-related care. Course objectives include determining the costs of drug therapy (going beyond purchase price) and adapting standard pharmacoeconomic approaches to individual institutions.

For more information on these and other upcoming ACCC courses, go to [www.accc-cancer.org/education](http://www.accc-cancer.org/education) or e-mail: [slinyear@accc-cancer.org](mailto:slinyear@accc-cancer.org).

## Congratulations!

On Friday, March 19, 2004, ACCC's Board of Trustees for 2004-2005 was formally installed. We welcome them all.

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