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Call or email ACCC's Senior Director of Membership TODAY!

- 301.984.9496, ext. 226
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Leader of the Pack

by Christian Downs, JD, MHA

ACCC's Fall Oncology Economics Conference is just around the corner. Over the past few years, the number of meetings and special programs for oncology professionals has grown exponentially. Whether you're a veteran of ACCC's fall meetings or a brand new ACCC member, take a minute to consider just what sets ACCC's Fall Meeting apart from "the pack."

No other meeting is designed to meet the needs of the *entire* cancer care team. ACCC's 23rd National Oncology Economics Conference offers sessions for each member of the multidisciplinary team, including oncologists, oncology nurses, program and practice administrators, social workers, and pharmacists.

For today's "global" oncology community, it is more important than ever to understand the issues affecting *all* healthcare settings. ACCC's Oncology Economics Conference offers educational tracks and sessions for hospitals, freestanding centers, *and* physician practices. Tom Marsland, MD, an oncologist with a private practice in Florida, has said, "Cancer care today is truly a combination of all modalities... It's rare to just use surgery, or radiation, or chemotherapy to treat a patient with cancer. More and more, we're finding that our patients are well-served having access and involvement of *all* treatment modalities." I would go one step further and say that cancer patients are best-served when hospitals, practices, and freestanding centers work together to provide quality cancer care.

And it's happening everywhere. Joint ventures, market consolidation, and other creative partnerships are bringing together providers from all care settings. Even payers support this trend. For example, Medicare is

now using the same methodology to pay for anti-cancer drugs delivered at both hospitals and practices. Medicare is also looking at innovative ways for hospitals to support practices, such as with the transition to electronic medical records, computerized physician order entry (CPOE), and other P4P initiatives.

Another difference: ACCC's fall meeting is designed to provide take-home, practical information that your healthcare team can put to immediate use in your program. From informal roundtable sessions to large general sessions, you will hear strategies and tips for improving the way you deliver cancer care to your patients.

ACCC's program is uniquely varied with expert presenters speaking on a range of topics from the latest regulatory and policy updates, to quality care issues, to technologies in translation from bench to practice.

ACCC's meeting offers valuable networking opportunities to learn from your peers from around the country. As ACCC past president E. Strode Weaver, FACHE, MBA, MHSA, has commented, "ACCC meetings are 'right-sized' for the way I like to learn."

But what really differentiates ACCC and its meetings is our committed, engaged membership. Take full advantage of your ACCC membership today. Until August 15, for every paid registrant you bring, you can bring a second registrant at half-price! (Remember: ACCC-member institutions only.)

And even if you are not a member, we'd still like to see you in St. Louis, Sept. 13-16 for ACCC's 23rd Fall Oncology Economics Conference. Register online today at www.acc-cancer.org. ☐

