

## The Value Of ACCC Membership



### Is Your Hospital or Practice a Member of the Association of Community Cancer Centers?

If not, join today and start receiving our outstanding membership benefits:

- Up-to-date public policy and advocacy issues affecting the oncology community. ACCC members receive timely legislative updates and email alerts.
- In-depth financial and programmatic information. ACCC members enjoy the Association's bimonthly journal, *Oncology Issues*, special supplements, and ACCC's quarterly *Compendia-Based Drug Bulletin*.
- Opportunities to increase your cancer program's visibility and presence on the web and in print. ACCC member institutions and group practices are listed on ACCC's award-winning website, with a direct link to the program's website. Additionally, one ACCC member is profiled in each issue of the journal, and all profiles are available on ACCC's website.
- ACCC's Members-only website. Members have full online access to *Oncology Issues* and its special supplements; detailed job descriptions and salary information; benchmarking tools; and online reimbursement assistance.
- Discount registration for ACCC's annual meetings. Each year, ACCC hosts a national meeting and an economics conference.
- Free educational and training sessions. For example, the "Cancer Program Improvement Project" for hospitals and "Choosing Directions" and regional reimbursement symposia for practices.

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## Getting Things Done: The Art of Execution

by Christian Downs, JD, MHA

The healthcare industry places much emphasis on action and results, spending countless hours and dollars creating programs and policies for "getting things done." Remember *Total Quality Management* (TQM)? How about *Management by Walking Around*? Today, we have *Six Sigma* and other quality-outcome-oriented measures.

Unfortunately, many of the latest "flavor-of-the-month" management programs seem to have a short shelf life, working for a limited period of time—if at all. Months pass. As we are "getting things done," we may be trying to assess how to apply appropriate elements of the current new "program" at our facilities. But by then, the next new "program" is often already underway. Even more frustrating are those programs that "preach to the choir" telling us something we already know.

But the point of my column is not to malign the management industry. Instead, I'd like to tell you about a management resource that I've recently found helpful, a book by Larry Bossidy and Ram Charan, *Execution: The Discipline of Getting Things Done*. (Bossidy is the former CEO of Honeywell International and Charan is the author of *What the CEO Wants You to Know*.) These experts consider a leader's most important job to be selecting and appraising the "right" people (staff). As members of the multidisciplinary healthcare team that is providing quality cancer care today, ACCC members understand just how critical having the right staff and team members can be.

ACCC's dual mission of education and advocacy makes the Association a natural partner to help your institu-

tion in "getting things done." An integral part of ACCC's mission is to offer resources that help our members improve their services or the way they offer services to their patients. And here is where your organization can clearly see the measurable value of ACCC membership. On any given day you can log on to ACCC's website, get briefed about the changes in the cancer marketplace, and learn new strategies for improving the delivery of care. On ACCC's Members-Only website, you'll find

benchmarking tools and position descriptions to help get your team in place—the type of team that Bossidy and Charan say is critical to "getting things done."

The *Oncology Issues* in your hands is a practical resource for "getting things done," starting with the update and analysis on the HOPPS rule, the 2006 Physician Fee Schedule,

and the cancer quality demonstration project. For those of you who want to "get things done" on the IT front, Dan Bedrosian's article on EMRs for hospital-based oncology programs is a must read. And the Feldmann and Kostka articles about EMR implementation at two community cancer centers provide real-world examples of how ACCC member institutions are "getting things done."

Ideally, the end result of knowledge is informed action. ACCC is here to provide *your* cancer center with the most relevant education and information to run *your* cancer program. We're here to support *your* organization as you get the right people in place and refine or streamline the processes for delivering quality cancer care in *your* community. Then, of course, only one step is left—executing the actions. 📌

