

MARK YOUR CALENDAR!

Association of Community Cancer Centers

25th National Oncology Economics Conference

September 17-20, 2008
San Francisco, California



Preparing for the Perfect Storm

- ✓ Increased competition
- ✓ Reduced reimbursement
- ✓ Rising demand

Are you prepared to weather the storm? Learn how to protect and strengthen your cancer program. From multi-institutional joint ventures to strategies for increasing your revenue stream to innovative survivorship programs that benefit patients *and* staff, ACCC's conference offers sessions for hospital- and practice-based cancer programs.

Stay tuned for details at:
www.accc-cancer.org/mainevent



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| FROM THE EDITOR |

Stepping Off the Curb

by Christian Downs, JD, MHA

Hollywood & Vine in L.A., Broadway & 42nd Street in N.Y.C., and my personal favorite, Chicago's Clark Street & Ontario Street—home of Portillo's famous Italian beef sandwiches. Great street intersections, packed with excitement and a touch of danger. If we were on *Jeopardy*, we'd easily guess the category—"What are famous intersections?"

But reading this issue of ACCC's journal brings to mind a very different intersection. It's a crossroads that is familiar to the oncology community, and territory that presents us with challenging terrain—the intersection of healthcare and business.

Why is this intersection so difficult to navigate?

Perhaps because it presents, at least in part, the crossroads of two different milieus: one, the provision of life-saving care, and the other, skillful management of a business to make a profit. Two arenas with seemingly divergent goals. And yet, to reach our ultimate destination—access to quality, cost-effective cancer care—we must accept that these paths intersect, and we must align our paths to achieve our goal. Simply put, to survive in today's healthcare environment, cancer care providers must be skilled in both science *and* business. And the articles in this *Oncology Issues* can help you along this journey.

In "Secrets for Negotiating Payer Contracts" Ron Howrigan reveals key tips for developing a negotiation "mindset" and explains why it's a critical part of doing business. To avoid pitfalls in the process, providers need to do their homework—being prepared with facts and data—to ensure that their payer contracts reflect the realities of doing business.

Mark Dubow also offers several

compelling arguments for bringing healthcare and business goals into alignment in "Top 10 Oncology Trends for 2008-2009." For example, research and clinical trials continue to focus on the development of new targeted therapies such as cancer vaccines and gene therapy—all of which come with a hefty price tag. Bottom line: providers, payers, patients, phar-

maceutical companies, and manufacturers of oncology equipment must be able to come together and create a healthcare system that can work for *all* Americans.

And one arena where these diverse entities can come together to learn from each other is at national meetings, such as ACCC's upcoming 25th National Oncology Economics

Conference, Sept. 17-20, in San Francisco. ACCC's conference offers practical strategies to help the entire cancer care team come together to make it successfully through yet another challenging intersection: increased competition, reduced reimbursement, and rising demand for services. From the opening keynote address where chair of the Department of Clinical Bioethics at NIH's Warren G. Magnuson Clinical Center, Ezekiel Emanuel, MD, PhD, examines the good, the bad, and the broken of our healthcare system and offers ideas for an effective remedy to the closing presentation, you will hear from experts on how to align your healthcare and business interests so that you can continue to offer quality care.

And while you may think you face the country's most dangerous intersection, according to the people who keep track of these data, that dubious honor goes to Pembroke Pines, Fla. With that in mind, remember, ACCC is here to help you stride confidently into the intersection of business and healthcare. ☐

