

ACCC Hosts Successful Hospital Summit

ACCC President Richard B. Reiling, MD, FACS, and Executive Director Christian Downs, JD, MHA, welcomed attendees to ACCC's 3rd Annual Hospital Summit, Dec., 13, in Vienna, Va. A capacity audience of hospital cancer program administrators and cancer service line managers listened to thought-leaders in oncology present information on assessing the health of the hospital oncology service line and building financial stability.

Among the highlights was a look at programmatic trends in cancer care. Many cancer programs are investing in alternative competitive strategies, including tumor-site-specific centers of excellence and new technologies, and service expansion and facility design, according to presenter Amy Siegler, MBA, managing director of the Advisory Board's Oncology Roundtable. According to an Advisory Board survey, 60 percent of respondent programs indicated plans to expand the space dedicated to cancer care in the next three years with expansion plans ranging from less than 10,000 square feet to more than 100,000 square feet. The driving force behind many expansion plans is the desire to provide consumers with a one-stop shop for cancer care services. Still, Siegler said, a program's "quality of care" may be more important to consumers in their choice of providers than a program's square footage or the latest cutting-edge technology.

Looking to the future, Siegler suggested that hospital cancer programs should develop a careful understanding of the patient population being served as well as consider "thoughtful physician alignment strategies." Continuing with that theme, Patrick Grusenmeyer, ScD, FACHE, vice president of cancer services for the Helen F. Graham Cancer Center in Newark, Del., presented on physician/hospital alignment. Key to creating a "win/win" situation



for both physicians and hospitals is coordination, communication, and relationship development among the parties, he said. Speaker presentations from the Hospital Summit are available on ACCC's website at www.accc-cancer.org.

Above left, at ACCC's Hospital Summit ACCC President Richard B. Reiling, MD, FACS, emphasized the important role survivorship programs play in a comprehensive cancer program. Above right, Summit participants listened to a range of presentations focused on strategies to enhance, improve, and strengthen the hospital cancer service line. Below left, Cancer service line leaders enjoyed informal networking opportunities at the Dec. 13 Hospital Summit.

Regional Oncology Economic and Management Symposia

2008

Feb. 12
Sheraton New York
Hotel & Towers
New York, NY

2008

Feb. 21
Doubletree Hotel
Portland -Lloyd
Center
Portland, OR

2008

March 13
Indianapolis
Marriott East
Indianapolis, IN