

Association of Community  
Cancer Centers

## 36th Annual National Meeting

March 17 – 20, 2010  
Baltimore, Maryland

Efficiency &  
Excellence in the  
New Economic Reality



ACCC's 36th Annual National Meeting helps you achieve your targets, stimulate cancer care services from prevention to survivorship, and develop strategies to do more with less.

Details will be available  
at [www.accc-cancer.org/  
mainevent](http://www.accc-cancer.org/mainevent)



## Inspiration

by Christian Downs, JD, MHA

As 2009 draws to a close, we look back on a year that has been difficult for many of us. Our member programs have experienced tightened budgets, reduced revenue, hiring freezes, and maybe even a layoff or two. As a leader *and* a cancer care provider, you are by nature optimistic, looking toward the future and inspiring others to do the same. What can you do to start 2010 off on the right foot?

For inspiration, you need look no further than this edition of *Oncology Issues* to read about what your peers are doing to improve their cancer programs—despite the difficult economic climate.

Scot Fisher and colleagues write about proton therapy treatment and its increasing relevance to oncology. The authors update you on this technology, including costs, outcomes, and reimbursement.

Then Suzanne West and Matt Sherer discuss one of the more complex issues in cancer delivery—nurse staffing. They share how their program adapted existing tools to develop its own acuity-based nurse staffing system. Plus, they provide practical tools that you can put to work in *your* cancer center. On a related front, Erika Hawley demonstrates the efficiencies brought about by using a patient acuity system to help with nurse staffing. Hawley also shares her cancer center's Treatment Length Patient Scheduling Template.

Along the same theme, Karen Pilley and Tabatha Mathis show how strategies for leveraging non-clinical staff, including grouping like tasks, cross-training staff, and hiring a dedicated coder can improve your bottom line.

For a truly “inspiring” story, read about the unique collaboration between an academic medical center and two county hospitals to offer cancer genetics services to an underserved population. Driven by four dedicated cancer genetics counselors who developed a proposal and made the case to leadership at their own hospital, as well as the two county hospitals, these clinics have provided cancer genetic counseling to about 250 patients.



Another rapidly growing field is interventional oncology.

Brian Dunfee looks at the multitude of procedures an interventional radiologist and/or interventional oncologist can perform at a community cancer center.

Finally, Barbara Grant writes about “taking nutrition care in community cancer centers to new heights” by achieving the new board certification for registered dietitians who provide care to cancer patients. In addition to information about the “CSO” certification, Grant reviews professional resources, standards of practice, and the standards for professional performance for registered dietitians working in oncology nutrition.

For inspiration outside of *Oncology Issues*, check out ACCC's 36<sup>th</sup> Annual National Meeting, March 17-20, 2010 in Baltimore, Maryland. The theme for this meeting will be *Efficiency and Excellence in the New Economic Reality*.

With 2010 right around the corner, let's pick ourselves up, brush off this year, and be inspired by the possibilities. This year just may be our chance to do something even better for ourselves, our patients, and our programs. ☐