

ACCC—Your contact point for peer-to-peer connections

Uncertain healthcare reform.
Increased regulations.
Tight budgets.
Too many concerns and questions to be on your own.
Where should you turn for support and answers?

Association of Community Cancer Centers



Connect with your colleagues in 900 hospitals and more than 1,200 private practices. Ask questions, share information, and take advantage of opportunities to network.

ACCCEXchange. More than 1,000 ACCC members discuss hot topics and share innovative ideas on ACCC's listserve.

ACCCBbuzz. Blog posts from ACCC leaders on timely topics of concern to you and your cancer program at <http://acccbuzz.wordpress.com>.

Facebook & LinkedIn. Social media is a great way to interact and exchange ideas. Our Facebook Fanpage and LinkedIn group are growing. Join us today.

www.accc-cancer.org



Mission Critical

by Christian Downs, JD, MHA

Nothing can be more frustrating than being told, “You need to step it up!” Or, “Bring your ‘A’ game!”

Have you noticed how these popular sports catchphrases have migrated from the arena and made a slam dunk into the business and management world? On the playing field, the coach may pump up the team with these words. He’s the coach. The team knows the drill. But the workplace doesn’t exactly operate the same way. When you hear these phrases at work they’re usually uttered with no context, no direction, and no “playbook” for how to “move the ball forward.”

So I know better than to say, “Let’s take your cancer program to the next level,” without providing a means to do so. That’s where this edition of *Oncology Issues* comes into play, covering key issues relevant to cancer care delivery in your community.

“Personalized care” is one of the hottest catchphrases in healthcare today. To take your cancer care services to the next level, take time to read “Personalized Cancer Care: A New Paradigm in Oncology” by Dr. Cary Presant and colleagues. You’ll find a practical discussion that puts this “buzzword” into real-world context and provides substance by defining personalized cancer treatment, identifying new tools to help personalize care, and sharing strategies for implementing personalized care in a community cancer program.

Want to step up your breast care services? Read Dr. David Winchester’s article describing how and why the National Accreditation Program for Breast Centers (NAPBC) was created. Learn how NAPBC accreditation can help take your breast care program to the next level. Find out how one



ACCC-member program took a system-wide approach to NAPBC for its multi-site breast care program.

For an extraordinary example of team-building and teamwork, read about the D.C. Citywide Patient Navigation Research Program. Author Steven Patierno and colleagues tell the story of a unique

partnership of unaffiliated clinical and community sites that work collaboratively to enroll patients in an NCI-sponsored study to reduce breast cancer disparities in the nation’s capital.

Want practical steps to help you bring your “A” game? Ron Howrigan’s “10 Things Every Oncology Practice Should Be Doing—But Probably Isn’t” gives a play-by-play analysis of best business practices for your team’s consideration. Market evaluations, performance dashboards, diversification strategies, and financial planning are just a few of his suggestions for strengthening your practice or cancer program.

In “Oral Therapies and Safety Issues for Oncology Practices,” the authors describe how oncology practices can bring their patient-focused care to the next level. Their message for small practices: oral oncology specialty pharmacies can help optimize patient care, reduce practice workload, and improve patient adherence to oral chemotherapy regimens.

So the next time you need a game plan to “step it up” or “take it to the next level,” pick up your *Oncology Issues*, log onto ACCC’s website (www.accc-cancer.org), join ACCC’s listserve ACCCEXchange, or network with colleagues at one of ACCC’s meetings. Take advantage of ACCC’s resources to help you lead your team. No mission is more critical. Go team! 🏈

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