

## Community Clinical Perspectives: A Joint ACCC and Medscape Project

### Shared Care of Patients with Hematologic Malignancies

Explore roles and communication touch points for primary care providers, hematologists, and oncologists in managing patients with hematologic cancer; identify strategies and tools for optimal care; and discuss cancer survivorship recommendations. Faculty: Kevin Oeffinger, MD; Jonathan Marsh, MD; Larissa Nekhlyudov, MD; and Kanti R. Rai, MD. This activity is intended for hematologists, oncologists, primary care providers, nurses, social workers, and pharmacists.

- Physicians: maximum of 1.00 *AMA PRA Category 1 Credit(s)*<sup>TM</sup>
- Nurses: 1.00 *CBRN Contact Hour(s)*
- Pharmacists : 1.00 knowledge-based ACPE (0.100 CEUs)
- Social Workers: 1.00 CE clock hour(s).

Supported by an independent educational grant from the Leukemia and Lymphoma Society.

### Metastatic Breast Cancer Clinic: A Case-based Curriculum

Improve knowledge, confidence, and practice patterns among community practitioners, with a focus on: 1) special treatment challenges, 2) use of intrinsic tumor subtypes to guide treatment, and 3) how to maintain and improve quality of life for women with breast cancer throughout the duration of their treatment for advanced disease. Faculty: Harold J. Burnstein, MD, PhD; Clifford Hudis, MD; and Lisa A. Carey, MD. This activity is intended for physicians and nurses.

- Physicians: maximum of 2.5

*AMA PRA Category 1 Credit(s)*<sup>TM</sup>

- Nurses: up to 1.75 *ANCC Contact Hour(s)* Nurses will be issued a letter of completion for the balance of credits.

Supported by educational grants from sanofi-aventis and Genentech.

### Recognizing the Risks of Targeted Therapies for Cancer

Build awareness and knowledge about the issues surrounding cardiovascular effects associated with targeted cancer therapies. Faculty: Timothy D. Gilligan, MD, MS. This activity is intended for hematologists/oncologists, cardiologists, and other healthcare professionals who provide care for patients with cancer.

- Physicians: maximum of 0.50 *AMA PRA Category 1 Credit(s)*<sup>TM</sup>
- Nurses: 0.50 *ANCC Contact Hour(s)* (0.5 contact hours are in the area of pharmacology)
- Pharmacists : 0.50 knowledge-based ACPE (0.050 CEUs).

Cleveland Clinic Foundation Center for Continuing Education acknowledges educational grants for partial support of this activity from Genentech BioOncology and Pfizer Inc.

### Cardiovascular Risks of Targeted Therapies for Cancer: Interactive Clinical Cases

Analyze potential cardiovascular risk associated with targeted cancer therapies; formulate a plan for monitoring cardiovascular function; and design prevention and management strategies with the goal of improving patient outcomes. Faculty: Timothy D. Gilligan, MD, MS; James B. Young, MD, Co-Activity Director. This activity is intended for medical oncologists, surgeons, radiation oncologists, oncology nurses, pharmacists, cardiovascular specialists, and other healthcare professionals who manage patients with cancer.

- Physicians: maximum of 0.75 *AMA PRA Category 1 Credit(s)*<sup>TM</sup>
- Nurses: 1.50 *ANCC Contact Hour(s)* (1.5 contact hours are in the area of pharmacology)
- Pharmacists: 1.50 knowledge-based ACPE (0.150 CEUs).

Cleveland Clinic Foundation Center for Continuing Education acknowledges educational grants for partial support of this activity from Genentech BioOncology and Pfizer Inc.

### Non-Hodgkin Lymphoma Forum: Addressing the Challenges in Community Practice

Address clinical challenges facing clinicians in community practice. Faculty: Myron S. Czuczman, MD; Fredrick B. Hagemester, MD; Morie A. Gertz, MD; Oscar Ballester, MD. This activity is intended for hematologists, medical oncologists, oncology nurses, and other healthcare professionals involved in the diagnosis and treatment of patients with non-Hodgkin Lymphoma.


- Physicians: maximum of 0.75 *AMA PRA Category 1 Credit(s)*<sup>TM</sup>
- Nurses: 0.75 *ANCC Contact Hour(s)* (0.75 contact hours are in the area of pharmacology).

Supported by an independent educational grant from Millennium: The Takeda Oncology Company

### Managing Advanced Prostate Cancer in the Community Setting: A Case-based Curriculum

Address the clinical management of men with castration-resistant prostate cancer, with a focus on when to initiate treatment with each agent and how to minimize treatment-related side effects. Faculty: Nicholas J. Vogelzang, MD; Daniel P. Petrylak, MD; Charles J. Ryan, MD; A. Oliver Sartor, MD. This activity is intended for oncologists, urologists, radiation oncologists, nurse practitioners, and nurses caring for men with prostate cancer.

- Physicians—maximum of 0.75 *AMA PRA Category 1 Credit(s)*<sup>TM</sup>
- Nurses—up to 0.75 *ANCC Contact Hour(s)* (0.75 contact hours are in the area of pharmacology). All healthcare professionals completing continuing education credit for this activity will be issued a letter of completion.

Supported by an educational grant from sanofi-aventis. 

## 37<sup>th</sup> Annual National Meeting Scores Success! Sessions Available until June 11

Superlatives abounded at the Association of Community Cancer Centers' recent 37<sup>th</sup> Annual National Meeting—exceptional sessions, the highest number of exhibitors (63), and ACCC's first-ever virtual meeting.

More than 500 attendees learned how healthcare reform, new regulations, and new American College of Surgeons Commission on Cancer standards will affect cancer programs. They discovered new strategies to create value, increase quality and cost-effectiveness, drive innovation, and measure performance.

Did you miss the meeting? You can access the meeting "virtually" until June 30, 2011. Watch multiple streaming video sessions (webcasts) from your computer at work or at home whenever you have the time. The cost is just \$550. Register at ACCC's website at: [www.accc-cancer.org/meetings/meetings-AM2011.asp](http://www.accc-cancer.org/meetings/meetings-AM2011.asp). Here's a brief look at some of the highlights.

In *Oncology Care 2021*, facilitator Cliff Goodman, PhD, asked a panel of three healthcare policy analysts to look ahead at the future of oncology care in this country. One question: can our healthcare system sustain costly cancer therapies that extend life by only weeks or months? There was disagreement, although the panel suggested that the U.S. will be spending a greater percentage of GDP on healthcare. Panelists seemed to agree about the need for competition among ideas and the need to leverage our diversity so we can drive down the disadvantages and drive up the advantages. Bottom line assessment of the future: realistic, cautiously optimistic, and appreciative of the cancer care team.

In *Future Trends in Cancer Care*, Rebecca Booi, PhD, of the healthcare consulting company Sg2, said that future growth will *not* be on the inpatient side of cancer care. Innovation and technology will take volume from

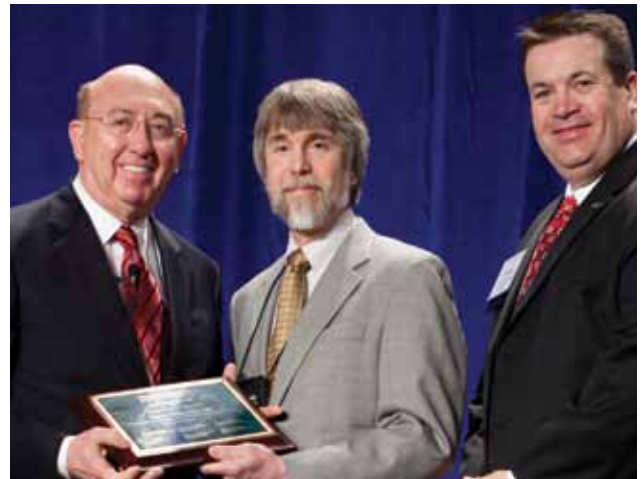
the inpatient setting and shift it to the outpatient setting. She told attendees that outpatient volume is estimated to grow by 36 percent over the decade. So what can community cancer centers do to capture this growth? Booi examined strategies for building breast, colorectal, and prostate cancer services.

Other meeting highlights included:

- Two oncologists that discussed the emerging dilemma in cancer treatment planning and the role of physician autonomy
- A presentation on a collaborative approach between payers and providers to implement a standard, evidence-based oncology clinical pathways program that can increase quality and cost effectiveness of cancer care
- A discussion about HITECH and meaningful use and what they mean for cancer patients and their families.

### ACCC Honors Two Distinguished Physicians

On Friday, March 25, ACCC honored John E. Niederhuber, MD, with the Association's Annual Achievement Award for his long-standing advocacy, dedication, and commitment to the study and treatment of cancer. Dr. Niederhuber recently joined Inova Health System in Fairfax, Va., as executive vice president and CEO of the Inova Institute for Translational Research and Personalized Medicine. Previously,



(From left to right) ACCC's Annual Achievement Award winner John E. Niederhuber, MD; Immediate Past President Al B. Benson III, MD, FACP; and ACCC Executive Director Christian Downs, JD, MHA.



(From left to right) ACCC Immediate Past President Al B. Benson III, MD, FACP; ACCC's David King Community Clinical Scientist Award recipient Thomas M. Beck, MD; Executive Director Christian Downs, JD, MHA.

Dr. Niederhuber served as director of the National Cancer Institute (NCI) from 2006 until July, 2010.

On Saturday, March 26, Thomas M. Beck, MD, received ACCC's David King Community Clinical Scientist Award for his outstanding service, leadership, and commitment to the oncology community. Dr. Beck is medical director at St. Luke's Mountain States Tumor Institute (MSTI) in Boise, Idaho. Dr. Beck was chief and principal investigator for original studies of Ondansetron. He was also instrumental in the original trials of Rituxan and Herceptin. Dr. Beck served as co-principal investigator for the Prostate, Lung, Colon, and Ovarian Cancer Screening Trial (PLCO). He also served as co-principal investigator for the National Lung Screening Trial (NLST). Because of his efforts, more than 3,000 individuals were enrolled in these screening trials in the Boise region. ☐

## ACCC Welcomes its Newest Members

**Florida Hospital, Flagler Cancer Institute**  
 Palm Coast, Fla.  
 Delegate Representative: Duane Price  
 Website: [www.floridahospitalflagler.com](http://www.floridahospitalflagler.com)

**St. John's Hospital Cancer Institute**  
 Springfield, Ill.  
 Delegate Representative: Tracey Samdahl  
 Website: [www.st-johns.org](http://www.st-johns.org)

**The University of Texas Health Science Center at Tyler**  
 Tyler, Tex.  
 Delegate Representative:  
 Timothy George Ochran  
 Website: [www.uthct.edu](http://www.uthct.edu)

**Winship Cancer Institute**  
 Atlanta, Ga.  
 Delegate Representative: Diane G. Cassels  
 Website: <http://winshipcancer.emory.edu>

**Kent Hospital**  
 Warwick, R.I.  
 Delegate Representative: Joanne Carlson  
 Website: [www.kenthospital.org](http://www.kenthospital.org)

## Save the Dates!

- Save these Dates, too!
- ✓ **ACCC's 28th National Oncology Conference**  
 October 19–22, 2011  
 The Westin Seattle  
 Seattle, Washington
  - ✓ **ACCC's 38th Annual National Meeting**  
 March 12–14, 2012  
 Renaissance Baltimore  
 Harborplace Hotel  
 Baltimore, Maryland
  - ✓ **ACCC's 29th National Oncology Conference**  
 October 3–6, 2012  
 Grand Hyatt San Antonio  
 San Antonio, Texas
  - ✓ **Northwest Regional Oncology Economic and Management Symposium**  
 May 25, 2011  
 The Grove Hotel  
 Boise, Idaho
  - ✓ **Northeast Regional Oncology Economic and Management Symposium**  
 June 22, 2011  
 Portsmouth Harbor Events and Conference Center  
 Portsmouth, N.H.

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