

# ACTION ACCC

## Innovation. Inspiration. Excellence.

Variations on these key themes resonated throughout ACCC's 28<sup>th</sup> National Oncology Conference, Oct. 19-22. Nearly 600 cancer care professionals attended the conference in Seattle, Wash. And ACCC members were featured front and center—from the inspiring opening video, *ACCC—Together We Can Achieve Excellence*—to the final conference session.

Conference opening ceremonies honored ACCC 30-year cancer program members for their longstanding dedication to the Association of Community Cancer Centers. "They helped shape the Association into the leading education and advocacy organization for the cancer team," said ACCC President Thomas Whittaker, MD, FACP.

This year's conference featured a new format highlighting innovation underway at ACCC member programs. Presentations from the fourteen 2011 Innovator Award winning cancer programs shared real-world solutions to challenges in areas such as strategic planning, reducing tobacco-related illness, telepharmacy, meeting

Keynoter, adventure expert, and author, Jeff Salz, PhD, inspired attendees to "Aim high...Success in the future depends on trying things we never tried before." Read more on his keynote address at: [acccbuzz.wordpress.com/2011/10/20/working-magic-with-innovation](http://acccbuzz.wordpress.com/2011/10/20/working-magic-with-innovation).



Pictured (L to R), ACCC Secretary Virginia Vaitones, MSW, OSW-C; ACCC Board Member Frances Becker, LCSW, OSW-C; and ACCC Program Committee Chair Nicole Bradshaw, MS, MBA.

oncology-related fertility needs of cancer patients, and more. Attendees learned practical approaches to help make their programs more competitive, efficient, and financially viable. Sessions on virtual communications, survivorship care, and leveraging information technology, for example, were designed to help attendees improve the quality and performance of their programs.

Read more conference highlights at: [acc-cancer.org/meetings/meetings-NOC2011-highlights.asp](http://acc-cancer.org/meetings/meetings-NOC2011-highlights.asp). 📄



Representatives from 17 of the fifty 30-year programs honored were on hand to receive plaques at ACCC's meeting.



ACCC President Thomas L. Whittaker, MD, FACP, (right) presented Al B. Benson III, MD, FACP, with ACCC's 2011 Outstanding Achievement in Clinical Research Award for his extensive research, leadership, and commitment to individuals with cancer.



2011 ACCC Innovator Award Winners were honored during the conference opening ceremonies.

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

**T**he Association of Community Cancer Centers and Medscape Oncology have launched an online educational initiative that offers a community provider perspective about emerging data and treatment strategies presented at scientific meetings, such as those of the American Society of Clinical Oncology (ASCO) and the American Society of Hematology (ASH).

### Addressing Disparities in the Treatment of Patients With Newly Diagnosed Multiple Myeloma

The goal of this activity is to provide expert perspective and guidance on strategies for improving awareness and implementation of new evidence-based practices and agents and for individualizing treatment of patients with newly diagnosed multiple myeloma. Faculty: Paul G. Richardson, MD; William I. Bensinger, MD; Sagar Lonial, MD; John G. Krikorian, MD.

This activity is intended for clinicians who specifically care for patients with multiple myeloma.

- Physicians—maximum of 1.00  
*AMA PRA Category 1 Credit(s)*<sup>TM</sup>

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

### Consensus Panel from the 2011 Pan Pacific Lymphoma Conference

The goal of this activity is to communicate both the scientific updates from leading non-Hodgkin lymphoma (NHL) and Hodgkin lymphoma (HL) experts and practical perspectives of leading community hematologists and oncologists.

Faculty: James O. Armitage, MD; Anas Younes, MD; Julie M. Vose, MD, MBA; Susan M. O'Brien, MD.

This activity is intended for clinicians who treat patients with lymphoma and leukemia.

- 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).

Supported by independent educational grants from Allos Therapeutics, Seattle Genetics, Genentech, and Biogen Idec.

### Optimizing Outcomes for Patients with Advanced Non-Small Cell Lung Cancer

This activity is intended for oncologists, oncology nurses, and all other healthcare providers who care for patients with advanced non-small cell lung cancer (NSCLC). Faculty: Jeffrey Crawford, MD; Lee S. Schwartzberg, MD; Nicholas Thatcher, MD, PhD; Maureen F. Zakowski, MD.

This activity is to discuss the changing treatment paradigm for advanced NSCLC, with a focus on the use of tumor histology and molecular profiling in guiding treatment selection in both the first-line and maintenance setting.

- Physicians—maximum of 2.00  
*AMA PRA Category 1 Credit(s)*<sup>TM</sup>

Supported by an independent educational grant from Lilly.

### Triple Negative Metastatic Breast Cancer: Current Data and Clinical Practice

The goal of this activity is to synthesize the latest understanding of the epidemiology, clinicopathology, and patterns of recurrence associated with triple-negative breast cancer, as well as to discuss current and emerging treatment approaches for patients with advanced disease. Faculty: Erica L. Mayer, MD, MPH; and Nancy U. Lin, MD.

This activity is intended for oncologists, oncology nurses, pathologists, and other healthcare practitioners who care for and/or treat women with triple-negative metastatic breast cancer.

- 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 educational grants from Genentech BioOncology and sanofi-aventis US.

PHOTOGRAPH/BIGSTOCKPHOTO



Learn more and register at: <http://www.accc-cancer.org/education/education-CCP.asp>

## ACCC Welcomes its Newest Members

Montgomery General Hospital  
 Montgomery General Hospital  
 Cancer Program  
 Olney, Md.  
 Website: [montgomerygeneral.org](http://montgomerygeneral.org)

Mayo Clinic Health System  
 Eau Claire Cancer Center  
 Eau Claire, Wisc.  
 Website: [mayoclinic.org](http://mayoclinic.org)

Cotton-O'Neil Cancer Center  
 Topeka, Kans.  
 Website: [stormontvail.org](http://stormontvail.org)

Summa Barberton Hospital Oncology  
 Barberton, Ohio  
 Website: [summahealth.org/barberton](http://summahealth.org/barberton)

## Save the Dates!

- ✓ ACCC 38th Annual National Meeting  
 March 12–14, 2012  
 Renaissance Baltimore Harborplace Hotel  
 Baltimore, Maryland
- ✓ ACCC 29th National Oncology  
 Conference  
 October 3–6, 2012  
 Grand Hyatt San Antonio  
 San Antonio, Texas



Register for all ACCC  
 meetings at:

[http://www.accc-cancer.org/  
 meetings](http://www.accc-cancer.org/meetings)

## Advertisers' Index

Company	Page
<b>Bristol-Myers Squibb</b> <a href="http://www.bms.com">www.bms.com</a>	6-9
<b>American College of Surgeons</b> <a href="http://www.facs.org/cancer">www.facs.org/cancer</a>	Cover 3
<b>The Leukemia &amp; Lymphoma Society</b> <a href="http://www.lls.org">www.lls.org</a>	Cover 4
<b>Oncology Management Consulting Group</b> <a href="http://www.oncologymgmt.com">www.oncologymgmt.com</a>	11
<b>Professional Opportunities</b>	51
<b>McKesson Specialty Health</b> <a href="http://www.mckessonsspecialtyhealth.com/oncology">www.mckessonsspecialtyhealth.com/oncology</a>	Cover 2
<b>Oncology Business Review</b> <a href="http://www.oncbiz.com">www.oncbiz.com</a>	3
<b>Wal-Star, Inc.</b> <a href="http://www.wal-star.com">www.wal-star.com</a>	54

## Give Your Patients The Look & Feel of Home...



### WS Elite

Lateral Transfer • Trendelenburg Positioning • Non Corrosive  
 Braking Casters • Folding Med Trays • Optional Cup Holders & Arm Covers



[www.wal-star.com](http://www.wal-star.com)  
 1-800-336-1094

This index is provided as an additional service. The publisher does not assume liability for error or omissions.