

**A Two-part Performance
Improvement Initiative**
Earn 20 AMA PRA Category 1 Credits™
for completion.

ACCC is looking for practicing oncologists involved in the treatment of non-small cell lung cancer (NSCLC) to participate in a unique Performance Improvement (PI) CME activity. You can positively impact the outcomes of those patients you treat on a daily basis as well as patients nationwide.

Participation Criteria:

Minimum of ten (10) patients diagnosed within the last twelve (12) months with non-small cell lung cancer. All patient information should be identified and referenced only with a case ID or other code. The project is scheduled to begin in January 2012.

Your Action Plan:

- Beginning with a self-assessment questionnaire and a brief chart data abstraction, you will have the opportunity to review your current practice patterns.
- Based upon your responses, you will then be directed to those educational activities and tools that are most likely to impact your practice and your patients. The number of educational activities required will range from 1–3. Each evidence-based activity will be led by nationally recognized experts in lung cancer and its management. You will create an "Action Plan," to help schedule and track your participation.
- Upon completion of your "Action Plan," you will then have an opportunity to reassess your practices through additional self-assessment and chart data abstraction activities.

To Join:

The time commitment will vary for each person but the realistic timeframe is 4–5 hours from start to finish.

Joining this initiative is easy—simply complete our short contact form.
<http://www.accc-cancer.org/education/education-contact.asp>

An initiative of the
Association of Community Cancer Centers
Educational Partners: Rockpointe Corporation
• The Potomac Center for Medical Education
• CE Outcomes

Supported by educational grants from:
Lilly USA, LLC, Astellas and Genentech

A New Year—A New Look

by Christian Downs, JD, MHA

Pow!

The New Year is already here! And if 2012 is anything like the past several years, expect lots and lots of “new” in cancer care. Watch for new payment models, new treatment methods, and, unfortunately, new patients. In fact, there will be some “new” in the journal you’re reading right now.

Eighteen years ago we redesigned *Oncology Issues* with a news and coding column, member profiles, a first-person viewpoint, and eye-catching cover art that set us apart from the other oncology journals. We broadened our editorial content to include model programs and practical strategies to run cancer programs more efficiently, and even changed the paper and paper-size to make the journal easier to read.

About eight years later, we gave *Oncology Issues* a “face-lift,” refreshing the cover design and the look of the journal’s departments.

And now, it’s that time again. In 2012 *Oncology Issues* will celebrate a fresh, new look. As we roll out the journal’s new design, ACCC’s Editorial Committee and publications staff are asking hard questions—Does our content encourage interaction? Are we user-friendly?

You’ll still find the same useful articles and respected voice you’ve come to expect from *Oncology Issues*, but the new design will enhance readability, improve reader access, and be better organized to direct you to articles and information you’re looking for. You’ll find content from ACCC’s blog, MyNetwork, and social media, as well as links to additional online content. And, of course, we could not do without our “From the Editor” column.

Over the years *Oncology Issues* has earned the reputation as the “go to” source for practical information in the field of cancer care. “*Oncology Issues* is one of the vital resources of the profession,” wrote one reader, responding to our annual journal survey. “It is the heartbeat of staying connected with other treatment centers across the country. Keep it coming!” So while the journal’s look may be changing, its content will continue to be a vital resource for our members and all providers across the country.



As we go into this New Year, we hope that you will continue to use *Oncology Issues* to support your efforts to deliver quality cancer care to your community. And we want to hear from *you*—our loyal readers. If you have comments, suggestions, and, yes, even criticisms about the journal’s new design, please email ACCC’s managing editor at: mmarino@accc-cancer.org.

And while we’re on the subject of “new,” I’d like to talk briefly about something new to ACCC in 2011—our first annual Innovator Awards. The excitement and “buzz” paid off in a big way when ACCC’s 2011 Innovator Award winners took center stage at the ACCC 28th National Oncology Conference. So I strongly urge you to attend ACCC’s 2012 Innovator Awards—October 3–6, 2012, in San Antonio, Texas. Consider applying today for an Innovator Award for *your* program. Go to www.accc-cancer.org/innovator for more information and to download an entry form. There’s no better feeling than being recognized by your peers—except for the one you get from sharing an innovative tool or process that leads to programmatic improvements and enhanced patient care. ☺