

ONCOLOGY ISSUES

The Journal of the
Association of Community Cancer Centers

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Oncology Issues serves the multidisciplinary specialty of oncology care and cancer program management.

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FROM THE EDITOR

In With the New

BY CHRISTIAN DOWNS, JD, MHA



I was cleaning my attic last week and came across copies of *Newsweek* magazine from the 1980s. It was fun to thumb through the old issues. Some things never

change. Democrats and Republicans were fighting over taxes. The Middle East was in turmoil. The U.S. was concerned about the cost of healthcare—under the DRG prospective payment system. Anyone remember that? But there were aspects of the magazine that are now completely different. In the 1980s, there were no ads for computers or software, financial services, and, shockingly, lifestyle pharmaceuticals.

On Monday, knowing I had to write this column, I dug up an old edition of *Oncology Issues*. I thought I'd have a similar experience. But I didn't—not even close. Unlike *Newsweek*, everything about ACCC's journal was different, including its title. ACCC's journal wasn't even called *Oncology Issues* until the summer of 1988. It truly surprised me how much the journal had evolved. Some common themes remain, such as the desire to deliver the best care possible for patients. But what really what took me aback was the complexity and sophistication of the challenges we face today. And the four feature articles in this edition of *Oncology Issues* prove my point.

Our cover article discusses the issue of accreditation, and not just one accreditation, but all the accreditations your program is being asked to consider. How do today's community cancer centers "juggle" these multiple accreditations? Toni Hare helps by providing practical strategies, such as ensuring consistent

communication; putting together an involved Cancer Committee; educating your cancer registrars; and developing overarching goals, a scorecard, and planning tools.

Our second feature involves the complex and sensitive topic of physician compensation. With new relationships evolving between hospitals and physicians and physicians and payers, author Matthew Sturm provides a framework to evaluate and redesign compensation plans for today's oncologists.

Our next article, "Social Media and Your Cancer Program," is a topic that did not even exist 10 years ago. But social media is here to stay. So learn how social media—done right—can help build your brand, improve customer service, and expand your market reach.

In our last feature article, Sandra Carbone writes about a cancer survivorship program, launched in 2008, that has already developed treatment summary and survivor care plans, a survivor "network," and informal self-help friendship groups. It's hard to believe that comprehensive survivorship programs weren't really on the radar for most community cancer centers even 10 years ago.

As we all know, change is inevitable. It can be challenging, but it can also bring about innovation and improvement. In my last column I wrote about the 2012 redesign of ACCC's journal. The first issue is in your hands right now. And throughout the year, I'm going to call out a new feature and ask for your comments (see box at right). Today, as we unveil the latest iteration of *Oncology Issues*, I can't help but wonder what people will think of our journal 10 or even 20 years from now. Whatever it looks like in the future, I'm confident *Oncology Issues* will continue to evolve and grow to meet the needs of ACCC's membership. **OI**