The Right Treatment at the Right Time

BY GEORGE KOVACH, MD



s implementation of the Affordable Care Act (ACA) rolls out, much still remains to be learned. The healthcare community faces

an avalanche of regulations that aim to control healthcare costs while simultaneously increasing access to healthcare. Since "the devil is in the details," it remains to be seen whether these efforts will succeed. Still, now is the time for the oncology community to speak up.

As community providers, we experience the challenges of providing quality cancer care on a daily basis. For my term as ACCC President I've chosen to focus on the advocacy message of "the right treatment at the right time." Central to this theme is my belief that ACCC members are best positioned to educate decision-makers on how coverage and reimbursement issues affect community oncology. In order to advocate successfully for continued access to quality cancer care, we must prioritize the key issues and engage with government leadership, our elected representatives, and policymakers at both the federal and local level. And we must be prepared to continue our advocacy efforts until we achieve our goal.

With a long history of advocacy on behalf of access to care, ACCC is the ideal partner for this effort. A recent example of ACCC's advocacy success is reflected in CMS's 2013 Hospital Outpatient Department final rule, in which reimbursement in the hospital outpatient setting was increased from ASP+4 percent to ASP+6 percent. Over recent years, ACCC consistently voiced the need for appropriate reimbursement, provided specific information on the flawed ASP calculation methodology, and ultimately succeeded in preventing the anticipated reimbursement rate reduction. This consistent, informed, positive advocacy approach can help ACCC members affect the future of ACA regulations and healthcare legislation.

ACCC's new Grassroots Advocacy Campaign provides tools and resources to help our members find their voice. This effort will focus on three core areas that we believe must be addressed in the coming months:

- Preserve Patient Access to Care
- Oral Parity
- Medical Malpractice Reform
- Access to New Drugs
- Establish Comprehensive Health Benefits

Advance Medicare

- Eliminate the Independent Payment Advisory Board (IPAB)
- Establish Appropriate Payment Models
- Appropriate Care for Dually Eligible Patients

Create Appropriate Reimbursement

- Eliminate the Sequester
- Permanently Fix the SGR
- Eliminate the Prompt Pay Discount in the ASP Calculation
- Establish Codes for Chemotherapy Planning and Teaching
- Establish Codes for Palliative Care
- Remove Radiation Oncology Reimbursement Cuts.

For more on these issues, visit *www.accc-cancer.org/advocacy/QualityCare.asp.* Click on "Grassroots Advocacy Campaign" and get involved. I encourage you to join our campaign, visit the website, and provide feedback. Your comments can help provide the details needed to explain the impact of new legislation and regulations on the delivery of quality cancer care. Then, plan to join us on March 6 in Washington, D.C., for ACCC's Capitol Hill Day.

Together we can have a voice in ensuring the "right treatment at the right time" for our patients.

Coming in Your 2013 ONCOLOGY ISSUES

- Utilizing a Dedicated Quality Improvement Program
- Improving QOL for Patients with Brain Cancer
- What You Need to Know Before Acquiring an Oncology Group
- Developing a Centralized Process to Review & Track Clinical Studies
- Developing a Multidisciplinary Thoracic Oncology Clinic in the Community Setting
- A Model Rapid Access Chest & Lung Assessment Program
- Physician-Hospital Alignment: Bringing Together the PSA and MSA
- Engaging Patients & Staff in Process Improvement
- Survivor PLACE: A Multidisciplinary Approach to Survivorship Care
- A Model Outpatient Palliative Care Program
- Managing Through Change—
 A Community Hospital's
 Acquisition of a Private
 Oncology Practice

DON'T MISS OUT!

Interested in advertising and other marketing opportunities? Contact Mal Milburn at 301.984.9496, ext. 252 or *mmilburn@accc-cancer.org*.