

ONCOLOGY ISSUES

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Association of Community Cancer Centers

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FROM THE EDITOR

Share Your Knowledge

BY CHRISTIAN DOWNS, JD, MHA



My sons love to play baseball. They don't seem to take in much else of what Dad has to say, but every once in a while, their ears will

perk up for a baseball tip. For example, I recently showed them how to make a double play by dragging their foot over second base and throwing the ball to first. They listened with rapt attention and could not wait to try this move in a game.

The passing on of knowledge based on experience—as parents we quickly learn to appreciate those teachable moments.

Organizations, like ACCC, know that members, too, benefit from opportunities to pass on their knowledge and experience. *How did you do this at your cancer program? What should I do to make it work at my cancer program? What are the next steps?*

A great example of longtime knowledge sharing is the contributions of ACCC member and Past President Cary Present, MD, FACP, FASCO. For years Dr. Present has been willing to share his experiences and ideas with other ACCC members to help improve cancer care and the patient experience.

In fact, Dr. Present recently wrote a book, *Surviving American Medicine: How to Get the Right Doctor, Right Hospital, and Right Treatment with Today's Health Care*, that extends his knowledge sharing to a wider community. The book is available for purchase or download at www.amazon.com. A regular contributor to *Oncology Issues*, in this edition Dr. Present shares his perspective on ASCO 2013 with a roundup article. In this annual article, Dr. Present highlights what he considers to be the most important findings, trans-

lating pages of research and data into concise, accessible “bites” of information.

Now some of you may be hesitant to share your knowledge because of concerns that you might be “wrong.” Dr. Present will be the first to say he is not always “right,” but sharing experience is part of the rigorous intellectual process necessary to arrive at what is “best.” Articles in this *Oncology Issues* offer examples of knowledge sharing that may help your program reach toward some new “best” practices.

For example, read how Lehigh Valley Health Network developed a survivorship program to help fill that transition gap between oncology and primary care. In time, it is hoped their Survivor PLACE program will serve more as a stopping-off point for cancer survivors before they move back into primary care.

Hawaii Pacific Health shares knowledge gained from its experience developing a “virtual cancer program.” For those of you in rural areas or evolving markets, learn how this model offers an opportunity for turning fragmented service lines into a comprehensive, integrated cancer care network.

Of course, as parents we want to see the knowledge we've shared put into action. In a recent ballgame, my son was playing shortstop. The ball was hit hard right at him. Sure enough, he dragged his foot over second base and fired it to first. *Pow! Out!* The players and coaches cheered.

The only problem? There was no runner on first base, so there was no chance for a double play. But the move looked good, and I was proud of my son. And maybe someday, he will pass along what I've taught him to his own child.

After all, what's better than seeing the knowledge you've passed on being put into action, especially when it's for the greater good. 