



Association of Community Cancer Centers

ONCOLOGY ISSUES

The Journal of the
Association of Community Cancer Centers

Editor-in-Chief

Christian G. Downs, JD, MHA

Managing Editor

Monique J. Marino

Associate Editors

Jillian Kornak

Amanda Patton

Manager of Publication Sales and Corporate Relations

Malvin Milburn

Art Director/Designer

Studio A

EDITORIAL BOARD

Chair, Susan van der Sommen, MHA, CMPE

Al B. Benson III, MD, FACP

Linda Corrigan, MHE, RHIT, CTR

Amanda Henson, MSHA, MBA, FACHE

Morton S. Kahlenberg, MD, FACS

Maureen Mann, MBA, MS, FACHE

Nicholas J. Petrelli, MD

Cary A. Present, MD, FACP

Michael J. Reff, RPh, MBA

Chad Schaeffer, FACHE

Bryan Schmalhofer, MBA, RT(R)(T)

Matt Sherer, MBA, MHA

Judy R. Stone, CMPE

EXPERT ADVISORY PANEL

Teri U. Guidi, MBA

Kelley D. Simpson

Matthew R. Sturm, MBA

ACCC OFFICERS AND TRUSTEES

President

Becky L. DeKay, MBA

President-Elect

Steven L. D'Amato, BSPHarm, BCOF

Treasurer

Jennie R. Crews, MD, FACP

Secretary

W. Charles Penley, MD

Immediate Past-President

Virginia T. Vaitones, MSW, OSW-C

Board of Trustees

Nicole Bradshaw, MS, MBA

Neal Christiansen, MD

Faye Flemming, RN, BSN, OCN

Colleen Gill, MS, RD, CSO

John Hennessy, MBA, CMPE

Ali McBride, PharmD, MS, BCPS

Randall A. Oyer, MD

Laeton J. Pang, MD, MPH

Mark S. Soberman, MD, MBA, FACS

Kim Woofter, RN, OCN

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

Archived editions of *Oncology Issues* are available to members at: www.accc-cancer.org

FROM THE EDITOR

Keep Your Eyes on the Road

BY CHRISTIAN DOWNS, JD, MHA



Back in high school, my old football coach was also my driver education instructor. Coach used to get particular joy in turning around his golf ball-sized, college championship ring, resting his ring hand behind the seat, and then popping his students in the head when we made a driving error. I didn't get the ring much, but I do remember one time: "Stop staring at your rear view mirror! Look out the windshield." *Pop!*

In other words, don't look at what's behind you, but focus instead on what's coming down the road. This *Oncology Issues* is just such a "look out the windshield" edition.

First, mailing with this issue are highlights from ACCC's 2014 Trends in Cancer Programs Survey. For the last five years, thanks to generous support from Lilly Oncology, ACCC has been able to produce this report—helping you to focus on the road ahead. ACCC's Trends in Cancer Programs Survey was one of the first to identify the shift in care from the physician office setting to the hospital outpatient department. This tool also demonstrated the widespread (and growing) use of dedicated financial advocates in most cancer programs.

Take some time and review these highlights. Anecdotally, we've heard that many of your colleagues use this information in strategic planning, needs assessments, and updates to the C-Suite. And starting with the next iteration of ACCC's trends survey, we will include even more "forward looking" questions that will capture data from several different disciplines.

Along with ACCC's 2014 Trends in Cancer Programs Survey, articles in this issue offer a "look through the windshield" at what's coming towards the oncology community.

For example, in line with results reported in ACCC's trends survey, author Dan Sherman's article describes the importance of oncology financial navigators to our patients and our

programs. His financial navigation pilot project demonstrated ROI by improving access to care, removing financial barriers, improving patient distress, reducing bad debt, and saving money for the cancer program's charity program.

Next, author Kate Sweeney writes about her program's "Hub" model of care. By placing patients at the middle or "hub" with all the services they need surrounding them, this cancer program was able to improve patient access and care coordination.

An issue that nearly all of us see looming ahead is the increasing incidence of skin cancer. Authors Steven Castle, John Turner, and Tricia Cox discuss the importance of skin cancer screening. Not only is this type of screening crucial for prevention efforts, it may also be an outreach opportunity for cancer programs seeking to expand market share or increase their footprint in the local community. Read how this skin cancer screening clinic reduced patient wait times, increased awareness about the risk of skin cancer, and expanded the hospital's scope of services and marketplace brand.

Finally ACCC's 2014 ASCO Roundup, compiled by ACCC Past President Cary Present, MD, FACP, FASCO, provides a look at what is coming down the road in terms of new treatments and technologies.

As you can see, with ACCC's 2014 Trends in Cancer Programs Survey, *Oncology Issues*, and numerous other tools and resources, ACCC members won't need coach and his ring to remind them to keep their eyes on the road ahead. And that's a good thing—believe me! 