



The Association of Community Cancer Centers presents:

# CANCER PROGRAM PRODUCT LINE MANAGEMENT

Sheraton Washington Hotel  
Washington, D.C.  
March 11th - 14th, 1987

## SPECIAL PROGRAM FEATURES

### **Advances in Cancer Control V:**

Jointly sponsored with the Association of American Cancer Institutes (AACI)

### **Standards for Community Cancer Programs:**

Two open forums and House of Delegates' action on proposed ACCC accreditation standards for community cancer programs.

### **Clinical Research Committee Looks At Biotherapeutics:**

The Clinical Research Committee hears from Biotherapeutics, the new and controversial firm with a commercial approach to biological development and research.

### **Managing the Product Line:**

Key medical and administrative leaders of cancer programs discuss their roles, their problems, and their opportunities in the fast-paced world of health care program management.

### **Financial Issues In Product Line Management:**

Leading researchers discuss DRGs, new research on outpatient DRGs, and severity of illness adjustment.

### **Oncology Practice Management:**

Medical oncologists discuss the problems of practice management and the ways to maximize reimbursement.

### **Oncology Nursing's Role In Product Line Management:**

Nursing leaders discuss the new opportunities and problems confronting oncology nurses interested in product line management.

### **Using Data for Product Line Marketing and Management:**

How to use existing data sources to target your cancer patient market and to manage your financial costs.