



The Association of Community Cancer Centers presents:

ONCOLOGY ECONOMICS IV: THE CRITICAL REIMBURSEMENT AND FINANCIAL ISSUES

Chicago Downtown Marriott Hotel
Chicago, Illinois
September 30 - October 2, 1987

SPECIAL PROGRAM FEATURES

Pharmaceutical Reimbursement Problems -- What
Can You Do? What Is The Future?

The ACCC/JCAH Accreditation Initiative:
Oncology Clinical Indicators

AMA's Leadership Discusses Loss Of Physician
Prescribing Prerogatives

New Technology -- Can You Count On Its
Reimbursement?

Cancer Program Budgeting And Marketing

Which Outpatient Reimbursement System Will The
Fed Choose?

Maximizing Reimbursement Profiles For Your
Practice And Hospital

Dr. Charles Moertel Receives ACCC's First
Clinical Research Award

Surgical Reimbursement Problems

Reimbursement Problems For Radiation Therapy
Centers

Association of Community Cancer Centers
1987 Fall Leadership Conference

**Oncology Economics IV:
The Critical Reimbursement
and Financial Issues**

AGENDA

WEDNESDAY, SEPTEMBER 30

7:30 a.m.-3:00 p.m. **MEETING REGISTRATION**

9:00 a.m.-9:05 a.m. **Introduction/Welcome**
Robert E. Enck, M.D.

9:05 a.m.-9:15 a.m. **"ACCC's Reimbursement
Initiatives"**
David K. King, M.D., Moderator

9:15 a.m.-10:00 a.m. **"Physician Prerogatives in
Prescribing Treatment"**
AMA Representative

10:00 a.m.-10:30 a.m. **"The Role of FDA in Product
Reimbursement"**
Thomas Holohan, M.D.

10:30 a.m.-10:45 a.m. **BREAK**

10:45 a.m.-11:45 a.m. **PANEL: "How Reimbursement
Decisions are Made and How
You Can Impact Reimburse-
ment"**
John B. Lange, M.D.
Inland Steel

Susan Gleason
Blue Cross/Blue Shield

11:45 a.m.-1:00 p.m. **LUNCH ON YOUR OWN**

1:00 p.m.-3:00 p.m. **Reimbursement Decisions Panel
Continues**
Ronald B. Goodspeed, M.D.
CIGNA

George N. Whitelaw
Schering Laboratories

Douglas Henderson-James
Burroughs Wellcome Company

3:00 p.m.-3:15 p.m. **BREAK**

3:15 p.m.-3:45 p.m. **Question and Answer Session**
David K. King, M.D., Moderator

4:00 p.m.-5:30 p.m. **ACCC Committee Meetings:**

Ad Hoc Committee on Standards
Ad Hoc Committee on Guidelines
Bylaws
Clinical Practice
Clinical Research
Governmental Affairs
Marketing and Strategic Planning
Membership
Program

6:00 p.m.-7:30 p.m. **WELCOMING RECEPTION**
Sponsored by Schering Laboratories

THURSDAY, OCTOBER 1

- 8:00 a.m.-11:00 a.m. **MEETING REGISTRATION**
- 9:00 a.m.-9:15 a.m. **SPECIALTY REIMBURSEMENT PROBLEMS**
Introductory Remarks
Irvin D. Fleming, M.D., Moderator
- 9:15 a.m.-9:45 a.m. **American College of Surgeons' Representative**
James Haug
- 9:45 a.m.-10:15 a.m. **Radiation Oncology**
- 10:15 a.m.-10:30 a.m. **BREAK**
- 10:30 a.m.-11:00 a.m. **American Society of Clinical Oncologists' Representative**
Gary Ratkin, M.D.
- 11:00 a.m.-11:30 a.m. **Question and Answer Session**
Irvin D. Fleming, M.D., Moderator
- 11:30 a.m.-1:00 p.m. **BUFFET LUNCHEON**
- 1:00 p.m.-3:00 p.m. **ACCC Special Interest Groups:**
Administrator
CCOP
Freestanding Cancer Center
HMO/PPO
Medical Director
Nursing
- 3:00 p.m.-3:15 p.m. **BREAK**
- 3:15 p.m.-3:30 p.m. **Introductory Remarks**
Lloyd K. Everson, M.D., Moderator
- 3:30 p.m.-4:00 p.m. **"Touche Ross Report"**
Susan G. Brown, Ph.D.
- 4:00 p.m.-4:30 p.m. **"Medical Technology in the Competitive Marketplace"**
Pamela G. Bailey
- 4:30 p.m.-5:00 p.m. **"Office Practice -- Maximizing Reimbursement"**
- 5:00 p.m.-5:30 p.m. **Question and Answer Session**
Lloyd K. Everson, M.D., Moderator
- 6:30 p.m.-8:30 p.m. **ACCC Board of Trustees' Meeting**

FRIDAY, OCTOBER 2

- 8:00 a.m.-11:00 a.m. **MEETING REGISTRATION**
- 9:00 a.m.-9:15 a.m. **Introductory Remarks**
Lee E. Mortenson, M.S., M.P.A.
Moderator
- 9:15 a.m.-9:45 a.m. **"A CEO's View of Cancer Program Marketing"**
Robert T. Clarke, M.H.A.
- 9:45 a.m.-10:15 a.m. **"One Program's Budget Process"**
Alphonse L. Gallitano, M.D.
- 10:15 a.m.-10:30 a.m. **BREAK**
- 10:30 a.m.-11:00 a.m. **"Marketing"**
Lee E. Mortenson, M.S., M.P.A.
- 11:00 a.m.-11:30 a.m. **"Freestanding Cancer Centers Budget Process"**
James Hochstadt
- 11:30 a.m.-11:45 a.m. **Question and Answer Session**
Lee E. Mortenson, M.S., M.P.A.
Moderator
- 12:00 Noon-1:15 p.m. **LUNCHEON AND AWARD PRESENTATION**
Clinical Research Award
Recipient: Charles G. Moertel, M.D.
- 1:30 p.m.-3:30 p.m. **"Product Life Cycle and Market Segmentation"**
Eric Berkowitz, Ph.D.
- 3:30 p.m.-3:45 p.m. **BREAK**
- 3:45 p.m.-5:00 p.m. **ACCC House of Delegates' Meeting**
The JCAH/ACCC Study

PHARMACEUTICAL REIMBURSEMENT ISSUES

Who's in charge? Third party payors are denying payments for "experimental" therapies, citing FDA as the approval authority. Debt from unreimbursed care and uncollectibles is mounting. How do you impact local reimbursement authorities (self-insured companies and third party payors)? What is likely to happen on the national level with the reimbursement of new technologies? High cost technologies?

Innovations in care, new uses for existing agents, research uses for drugs are all reviewed with leadership from pharmaceutical companies, the FDA, the AMA, and major third party reimbursers.

THE JOINT ACCC/JCAH ACCREDITATION INITIATIVE

The Joint Commission is moving from accreditation on the basis of structure to the evaluation of the quality of care on the basis of process and outcome. This session on the new joint agreement between ACCC and JCAH outlines the process of developing clinical indicators and validating them. What you can do to participate now, and the long run implications for your hospital's accreditation will be discussed.

CANCER PROGRAM MARKETING, THE PRODUCT LIFE CYCLE, AND MARKET SEGMENTATION

Lee Mortenson and Eric Berkowitz discuss cancer program marketing issues, the life cycle of cancer programs, and the role of market segmentation in your cancer program's marketing plans. Mortenson will provide information on hospital needs and product line advertising budgets. Berkowitz, back for the third time, gives participants an idea of what to do as your product and marketplace mature and competition for attention increases.

HOSPITAL CANCER PROGRAM BUDGETING

What kinds of budgets and staffing are individual hospital cancer programs developing? This session on program budgeting and staffing looks at the components of oncology program management and development through the eyes of an experienced hospital CEO and a physician leader.

SPECIALTY REIMBURSEMENT PROBLEMS CONFRONTING SURGERY, RADIATION THERAPY, AND MEDICAL ONCOLOGY

Specialists in surgery, radiation therapy, and medical oncology discuss specific reimbursement problems and concerns including PRO exclusions, differences in state reimbursement, and continuing problems in the location of patient care.

ACCC'S FIRST AWARDEE FOR OUTSTANDING ACHIEVEMENT IN CLINICAL RESEARCH:

Dr. Charles Moertel

ACCC recognizes a scientist and physician who has contributed significantly to progress in clinical science and to our understanding of the best way to treat patients on a day-to-day basis.

The first awardee is Dr. Charles Moertel for his significant work at Mayo Clinic and through the North Central Cancer Treatment Group.

FREESTANDING CANCER CENTER AND ADMINISTRATOR SPECIAL INTEREST GROUPS

FCC leaders and administrators will meet to continue discussions on critical reimbursement and management issues. Other SIGs that will meet include...CCOP, HMO, and Nursing.

FIRST MEETING OF THE CANCER PROGRAM MEDICAL DIRECTOR SPECIAL INTEREST GROUP

Because of interest expressed at ACCC's recent annual meeting, a Special Interest Group for the Cancer Program Medical Director will meet for the first time.

MAXIMIZING PRACTICE REIMBURSEMENT

A senior practice management specialist discusses how you can analyze your practice profile and maximize your reimbursement potential.





Association of Community Cancer Centers
REGISTRATION FORM

WRITTEN CANCELLATION of registration *prior* to September 1, 1987, will result in a refund less \$30 processing fees. After September 1, 1987, registration fees will **not** be refunded.

Mail meeting registration as early as possible to:

Association of Community Cancer Centers
Executive Office
11600 Nebel Street, Suite 201
Rockville, MD 20852

Questions regarding the 1987 Fall Leadership Conference may be directed to the ACCC Executive Office at (301) 984-9496.

HOTEL INFORMATION

The 1987 Fall Leadership Conference will be held at the Chicago Marriott Downtown Hotel. The address and telephone number for the hotel are:

Chicago Marriott Downtown Hotel
North Michigan Avenue & Ohio
Chicago, Illinois 60611
(312) 836-0100

The room rates at the Chicago Marriott Downtown Hotel are \$136/single and \$146/double (tax not included). Participants should call the hotel directly. When calling, you must indicate that you are a part of the ACCC meeting to receive the discounted rate. Only 150 rooms have been blocked for the meeting. **THE HOTEL ROOM BLOCK WILL BE RELEASED ON SEPTEMBER 2, 1987.**

Name: _____
Title: _____
Name: _____
Title: _____
Institution/Organization: _____
Address: _____
City, State, Zip: _____
Telephone (include area code): _____

**Meeting Registration is \$350.00
per Registrant**

No. of People	Total Amount
_____	_____

Please make checks payable to ACCC