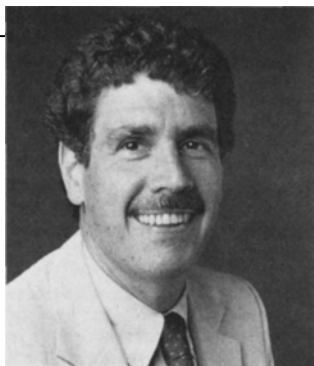


The President's Corner . . .

A VISION OF THE FUTURE



Every three years, the ACCC board goes through a five-year, long-range planning exercise. That may sound odd, but reality keeps outpacing speculation. The board and staff have found that even with a relatively short planning horizon, we need to annually look at what we are trying to do and if our actions are accomplishing our ends.

I've done a little research on this topic since our last planning session this winter. These mystical sessions have really brought the Association into its present position, because they have focused our energies toward achievable targets. For example, the target of our first planning meeting in Jacksonville, FL, was the need for a community oncologist on the National Cancer Advisory Board to promote the development

of oncology units in community hospitals, the evaluation of the quality of community cancer care, and access to clinical trials. Another planning session in Chicago focused on the need for ACCC to tackle DRGs and oncology economics and, yet another meeting in St. Louis, two years ago, brought the need for initiatives in pharmaceutical reimbursement and quality of care evaluation to the forefront.

In each of these sessions, ACCC's unique interest in strengthening our ability to deliver high-quality cancer care to our patients has driven the discussion. The hard realities of accomplishing this end have led us into a variety of areas where few organizations dare to tread.

At the January board meeting, under the direction of Paul Anderson, M.D., we again reviewed our goals and objectives and went a step further, in that we tried to crystalize a "vision" statement for ACCC. Here is the wording which your board of trustees approved:

ACCC VISION STATEMENT

"A nationwide professional organization to provide advocacy for cancer patients, to promote standards of excellence for high-quality cancer care, and to provide leadership to influence the political, cultural, and economic forces that affect cancer care."

Visions, however, require concrete directions if they are to become realities. As a result, we took the next step and set forth three key organizational objectives:

The vision of ACCC is to become a professional service and product organization to:

- 1) Provide support for community cancer care, and advocacy for patients, families, and care providers.
- 2) Promote standards, criteria, and guidelines of excellence for the provision of the highest quality cancer care, and
- 3) Provide a forum and leadership to influence the political, cultural, and economic factors affecting the cancer care mission, and to develop the organization and resources to promote the vision.

Like our previous efforts, we hope the long-range planning activities of this year will concentrate our energies on achieving specific ends. ACCC is in a high-growth period again. With your help, we can maximize our impact on achieving high-quality cancer care.

Robert E. Enck, M.D.
President