

# FALL LEADERSHIP CONFERENCE: CAN CANCER PROGRAMS SURVIVE THE 1980s?

**T**he agenda for the ACCC Fall Leadership Conference: "Oncology Economics V: Can Cancer Care Programs Survive the 1980s," is being finalized. The conference will be held on September 22-24 at the Boston Sheraton Hotel.

Keynote speakers tentatively scheduled to appear at the Fall Conference include Sen. Edward Kennedy (D-MA), who will discuss current health care legislation initiatives; Stuart Altman, chairman of the Prospective Payment Assessment Commission (ProPac), who will address the challenge of balancing cost containment with quality of care and technological innovation; and Russell C. Coile, Jr., of the Health Forecasting Group, who will present a futurist's view of medicine.

Other special sessions will include:

✓ **Purchaser/Provider Relations.** A distinguished panel of representatives of industry, government, business coalitions, and the Association will examine how health care purchasers and providers can work together to improve reimbursement and access to quality health care. Participants will include John Lange, M.D., Medical Director, Inland Steel; George Ligothke, Medical Cost Manager, Hewlett Packard, and a hospital trustee; Robert Wittes, M.D., Associate Director, Cancer Therapy Evaluation, Division of Cancer Treatment, National Cancer Institute; Gaylen Young, Director, Office of Health Coalitions and Private Sector Initiatives, American Hospital

Association; and David K. King, M.D., ACCC President. Paul Anderson, M.D., will serve as moderator for the session.



*Photo courtesy of the Massachusetts Office of Travel and Tourism*

✓ **Developing an Oncology Business Plan.** Joseph R. Mancuso, founder and director of the Center for Entrepreneurial Management, Inc., New York City, and author of *How to Write a Winning Business Plan* will lead an in-depth, two-part session on formulating a cancer program business plan and how to obtain the

necessary financing to put the plan into action.

✓ **The Future of Health Care.** Russell C. Coile, Jr., will present an in-depth look at the future of medicine and what health care trends are likely to affect the future of health care.

✓ **Radiation Therapy Reimbursement.** Diane Millman with the legal firm of McDermott, Will & Emory, Washington, DC, will provide an update on Medicare legislation affecting radiation therapy reimbursement and the potential effect on both hospital-based and free-standing radiation therapy centers.

✓ **ACCC Clinical Indicators Update.** An update on the progress being made by the ACCC Clinical Indicator Core Committee, the field testing and data collection efforts of the ACCC to date, and JCAHO's progress on its initiative will be presented by Irvin Fleming, M.D., ACCC president-elect.

There will also be sessions on cancer program marketing and budgeting during the course of the conference, as well as breakout sessions for Special Interest Groups and ACCC committees.

Finalized agendas and registration information will be available later this month. For more information, contact ACCC Headquarters, 11600 Nebel St., Suite 201, Rockville, MD 20852. Phone: 301/984-9496. ■

## CALL FOR PROPOSED BYLAWS AMENDMENTS

The ACCC Bylaws, adopted by the House of Delegates in March 1984, state: "These Bylaws may be amended by the vote or written assent of two-thirds of the Delegate Representatives voting. Written notice of proposed Bylaws amendments must be sent to voting members at least 30 days prior to the meeting at which they are to be acted on."

Any delegate representative who wishes to suggest a Bylaws change must inform the ACCC Executive Office of that intent no later than December 1, 1988, for consideration by the House of Delegates in March 1989.

All suggested amendments should be sent to the attention of Lee E. Mortenson, Executive Director, ACCC, 11600 Nebel St., Suite 201, Rockville, MD 20852.

## ADMINISTRATORS/MEDICAL DIRECTORS

The conference will be devoted to issues of particular concern to both cancer program administrators and medical directors. Topics and scheduled speakers will include:

- **Negotiating Contracts.** Robert Porter, Memorial Medical Center, Springfield, IL, will present effective strategies for cancer program contract negotiations with outside vendors.
- **Psychological Profiles of Medical Directors.** Charlie Seashore, Ph.D., Johns Hopkins, Baltimore, will discuss his work in the development and use of medical director psychological profiles.