



ACCC 1990 Annual Fall Leadership Conference Oncology Economics VII: The Competitive Edge

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ACCC 1990 ANNUAL FALL LEADERSHIP CONFERENCE ONCOLOGY ECONOMICS VII: THE COMPETITIVE EDGE

The Association of Community Cancer Centers (ACCC) has finalized the agenda for its Annual Fall Leadership Conference, Oncology Economics VII: The Competitive Edge, to be held in Las Vegas, NV, on October 11-13, 1990, at the Alexis Park Resort Hotel.

The ACCC Leadership Conference will feature sessions on the following topics:

- New Ventures for Hospitals and Physicians
- State and Federal Legislation Affecting Reimbursement
- Cancer Program Product Life Cycles
- Effective Marketing of a Cancer Program
- Developing Local Organizations: Key Legislative Issues

A highlight of the ACCC Fall Conference will be a symposium entitled, "New Technology: The Fourth Modalities." Presentations will include new initiatives by the National Cancer Institute, ACCC's Collaborative Research Group, bone marrow transplantation in the outpatient setting and for the treatment of breast cancer, oncologic applications for lasers, and ploidy imaging.

Also, this year, prior to the Fall Leadership Conference, there will be a special, half-day workshop, entitled "Cancer Program Management: An Operational Overview." The workshop, sponsored by the Administrator, Medical Director, and Nursing Special Interest Groups (SIGs) of the ACCC, will focus on three major issues:

- Market Evaluation and Data for Decisionmaking
- Marketplace Positioning
- Management Roles and Relationships

Attendance at the pre-meeting workshop is limited to registrants of the Fall Leadership Conference. Pre-registration

is required, as well as an additional fee of \$35 per person.

ACCC will also be sponsoring an exhibit hall on Friday evening and Saturday morning, in conjunction with a reception for meeting participants and a continental breakfast. For further exhibit information, contact Marilyn Mannisto at ACCC Headquarters.

The Association has reserved a block

of rooms at the special group rate of \$90 per night for single or double occupancies through September 19, 1990. Contact the hotel directly for reservations:

Alexis Park Resort Hotel
375 East Harmon
Las Vegas, NV 89109
800/582-2228 (Reservations Only)
702/796-3300 ■

ACCC Fall Leadership Conference Registration Form

Oncology Economics VII

Registration Fees: _____ ACCC Member \$375 _____ Non-Member \$450
(Please Check One)

Pre-Meeting workshop: "Cancer Program
Management: An Operational Overview" _____ \$35.00

Please enclose check or money order payable to ACCC

Name: _____
Title: _____
Institution: _____
Address: _____
City, State, _____
Phone: () _____

For multiple registrations, please photocopy this form. Return to: ACCC Fall Conference, 11600 Nebel St., Suite 201, Rockville, MD 20852.

Written cancellation of registration prior to September 27, 1990, will result in a refund less a \$50 processing fee. After September 27, registration fees will not be refunded.