

From the Boardroom

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\$7,000, yet vary from \$5,400 to \$8,500. The mean cost for a cesarean section is \$10,000; however, some fees have come in at \$14,000. Shop carefully for an obstetrician. Fees run from \$2,500 to \$4,000.

Cost patterns also vary within the practice of oncology. In fact, there are tremendous swings in costs for patients seen within oncology practices (Table 1). In radiation therapy, for example, a comparison of three individual practices revealed total episode costs for malignancy of the prostate to be \$7,900; \$8,500; and \$9,200 (Table 2). Many physicians do not even know what the hospital or radiation center is charging.


Our profiling system will allow us to hand any physician in the Seattle area a score card containing a number of variables. Each line measures the width of the distribution measured within the Seattle community. Where a physician's practice stands up to other practices in the community is clearly indicated, and physicians can easily see if they are on the high or low side. Clinical variables are specific to what individual physicians do. Everyone scores differently because everyone does different things.

TABLE 2. RADIATION THERAPY ANALYSIS

**Diag 185—Malig. Neoplasm Prostate
(Average Allowed \$ Per Case)**

	Mean	Prac-OS84	Prac-OTDR	Prac-OK00
Planning/Mgt	\$3,104	\$2,528	\$2,695	\$2,076
Other Oncology	\$156	\$248	\$36	\$196
Facility	\$3,808	\$4,953	\$5,816	\$6,268
Total	\$7,540	\$7,906	\$9,203	\$8,567

By focusing on those procedures and services that are furthest from the mean, physicians can achieve greater value and efficiency in health care. The bottom line

is helping physicians do the right procedures for the right reason. Encouraging physicians to change certain behaviors and style will benefit us all. 

FROM THE BOARDROOM

■ **ACCC Announces 1993-94 Officers and Trustees.** ACCC's new leadership includes: Albert B. Einstein, Jr., M.D., President, H. Lee Moffitt Cancer Center & Research Institute, Tampa, Fla.; Carl G. Kardinal, M.D., President-Elect, Ochsner Clinic, New Orleans, La.; John E. Feldmann, M.D., Treasurer, Mobile Infirmary Medical Center, Cedar Rapids, Iowa; and Diane Van Ostenberg, B.S., R.N., Secretary, Grand Rapids Clinical Oncology Program, Grand Rapids, Mich.

The Board of Trustees includes: Robert T. Clarke, M.H.A., Memorial Medical Center, Springfield, Ill.; Gordon R. Klatt, M.D., Tacoma General Hospital, Tacoma, Wash.; Albert F. LoBuglio, M.D., Comprehensive Cancer Center, Birmingham, Ala.; Nancy A. Nowak, M.A., Milwaukee, Wisc.; David H. Regan, M.D., Providence Medical Center, Portland, Oreg.; Margaret A. Riley, M.N., R.N., Saint Joseph's Hospital, Atlanta, Ga.; J. Michael Ryan, M.D., Rice Memorial Hospital, Willmar, Minn.; James L. Wade, III, M.D., Decatur Memorial Hospital Cancer

Institute, Decatur, Ill.; Larry W. White, M.D., Washington, D.C.; and Connie Henke Yarbro, R.N., B.S.N., Memorial Medical Center, Springfield, Ill.

■ **Committee Chairs Appointed.** Ad Hoc Committee for Strategic Planning: Carl G. Kardinal, M.D., New Orleans, La.; Ad Hoc Committee on Reimbursement: David K. King, M.D., Phoenix, Ariz.; Ad Hoc Standards Committee: Connie Henke Yarbro, R.N., B.S.N., Springfield, Ill.; Bylaws Committee: Luana Lamkin, B.S.N., M.P.H., Denver, Colo.; CRG Steering Committee: Lloyd K. Everson, M.D., Indianapolis, Ind.; Governmental Affairs Committee: James L. Wade, III, M.D., Decatur, Ill.; Membership Committee: H. Irving Pierce, M.D., Tacoma, Wash.; Program Committee: David H. Regan, M.D., Portland, Oreg.

■ **Nominating Committee Elected.** Paul N. Anderson, M.D., Colorado Springs, Colo.; Robert E. Enck, M.D., Davenport Iowa; Lloyd K. Everson, M.D., Indianapolis, Ind.; Jennifer L. Guy, B.S., R.N., Columbus, Ohio; Patti

Jamieson, M.S.S.W., M.B.A., Chattanooga, Tenn.

■ **Special Interest Group (SIG) Chairs Appointed.** Administrative: Michael E. Mohnsen, M.H.A., Cedar Rapids, Iowa; CCOP: Carl G. Kardinal, M.D., New Orleans, La.; Medical Director: Dean H. Gesme, Jr., M.D., Cedar Rapids, Iowa; Nursing: Margaret A. Riley, M.N., R.N., Atlanta, Ga.; Radiation Oncology: R. Lawrence White, M.D., Washington, D.C.

■ **Proposal for Formal Special Interest Group Membership.** A proposal to establish a more formal membership structure for SIGs was approved by the Board in concept. Final approval and an implementation schedule will be considered as part of the budgeting process for the 1993-94 fiscal year. The proposal was presented after a year of work by the Ad Hoc Committee to Review ACCC's Organizational Structure. The Committee was charged with reviewing ACCC's organizational and membership structures and making recommendations to strengthen its interdisciplinary nature. 