



## The Impact of Managed Oncology Care: Integration or Disintegration?

Association of Community Cancer Centers

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# 14th National Oncology Economics Conference

## **The Impact of Managed Oncology Care: Integration or Disintegration?**

**Association of Community Cancer Centers**

**September 17-20, 1997**

**Hyatt Regency La Jolla**

**San Diego, California**

### **Integration or Disintegration?**

Managed care is affecting provider decisions and altering the way we can meet the needs of cancer patients. Indeed, managed care is transforming the entire infrastructure of cancer care...

...in some cases supporting the integration of cancer care prevention and treatment services...in other cases causing its disintegration.

To help you prepare for a changing world, the Association of Community Cancer Centers has gathered leading experts in the health care industry at its 14<sup>th</sup> National Oncology Economics Conference. The title of this year's meeting is "The Impact of Managed Oncology Care: Integration or Disintegration?" The national conference will feature dozens of timely sessions: new federal regulations that can affect where chemotherapy is delivered...how new home health regulations are likely to affect the delivery of chemotherapy and oncology support in the home...pain management initiatives developed by ACCC awardee Betty Ferrell and how they work in a real-world setting...new technology that may lower your costs while providing better quality...how new outcomes measures can affect your hospital or practice.

### **Lodging**

The Hyatt Regency La Jolla is holding rooms for the ACCC Conference at a reduced rate until August 26, 1997: Single or Double Rooms are \$135 plus tax. Business Plan, Suites, and Regency Club accommodations are available at additional charges, and an additional charge of \$25 per adult applies if more than two guests occupy a room. For reservations, call the Hyatt directly at (619) 552-1234. *Please note: Verification of departure date is made at the time of check-in. Guests who depart earlier than confirmed check-out date will be charged \$25.*

### **Who Should Attend?**

This conference is designed for all members of the multidisciplinary cancer care team—physicians, administrators, nurses, and medical directors—everyone involved with the policy, management, and financing issues of cancer care.



Sunny San Diego, Calif., is the site of ACCC's 14th National Oncology Economics Conference. The Hyatt Regency Hotel La Jolla—located just 15 miles north of San Diego—is the perfect Pacific meeting place to develop new contacts with your colleagues in cancer programs and practices across the country. San Diego has it all: a perfect climate, seventy miles of Pacific Ocean beach, two sparkling bays, a breathtaking desert, and an international border. And that's only the setting. Just wait until you see how much there is to do! You can visit the world famous San Diego Zoo, Sea World, and San Diego Wild Animal Park. Explore historic Old Town, a charming area of adobe haciendas, beautifully restored Victorian homes, and fashionable boutiques. Along the spectacular harbor are bay cruises, water taxis, and the popular ferry rides to Coronado. And there is the extra bonus of a visit south of the border to Mexico.

## Key Conference Speakers

**Betty R. Ferrell, PhD, RN, FAAN**, has been in oncology nursing for nineteen years and has focused her clinical expertise and research on pain management, including pain and quality of life, pain in the elderly, and the family perspective in pain management. Dr. Ferrell is an associate research scientist at the City of Hope National Medical Center. In 1989 she was elected a Fellow of the American Academy of Nursing. With more than 160 publications in peer-reviewed journals and texts to her credit, Dr. Ferrell is a prolific author and lecturer in the areas of pain and quality of life. She has received several awards. Dr. Ferrell will be honored with ACCC's Clinical Research Award. Leading experts will join Dr. Ferrell to discuss new techniques and successes in oncology pain management.

**Gail Wilensky, PhD**, currently the John M. Olin senior fellow at Project HOPE, is a nationally recognized expert on health policy and financing. Published extensively, she has testified before Congress and spoken to hundreds of professional, business, and consumer groups. During her notable career in policy analysis and management, Dr. Wilensky served as the deputy assistant to President George Bush for policy development, where she advised the president on health and welfare issues, and as administrator of the Health Care Financing Administration.

**Steven Valenstein, MD, FACP**, is a well-recognized health care consultant serving the needs of health plans, hospitals, physician groups, and benefits managers. Prior to his present activities, he treated cancer patients in Boca Raton, Fla., and was instrumental in founding the Hospice By-the-Sea and American Complex Care, Inc., a home infusion therapy company. He also served on the board of the American Cancer Society and has frequently lectured in its public speaking programs. Dr. Valenstein will present a session on developing and strengthening relationships with regional medical directors of managed care organizations.

**Philip L. Beard** is president and founder of ProSTAT Resource Group in Kansas City. In addition, he serves as chief executive officer of AccessMED. ProSTAT was formed in 1990 and specializes in assisting health care professionals in structuring for managed care as well as achieving optimum reimbursement under all payment systems, including commercial and federal programs. AccessMED specializes in providing preauthorization assistance to physician practices and the pharmaceutical industry. Mr. Beard's articles and quotes are numerous and have appeared in *Medical Economics*, *American Medical News*, and other national publications.

**Susan B. Baird, RN, MPH, MA**, is vice president of publications at Meniscus Limited in Bala Cynwyd, Pa. Formerly director of nursing and patient care services at Fox Chase Cancer Center in Philadelphia, Pa., Ms. Baird has a broad range of clinical and administrative experience in cancer care and is known nationally and internationally for her contributions to cancer nursing. Ms. Baird initiated the Support Care Statement arm of

PDQ and has worked in a variety of roles with the Patient Education Program at NCI's Office of Cancer Communications. In 1994 she was recipient of two Oncology Nursing Society awards: the Distinguished Service Award as well as the Linda Arenth Excellence in Nursing Administration Award.

## Other invited speakers include:

Roberta Buell, president, I<sup>3</sup>/Documedics, San Francisco, Calif.; Charles Cangialose, PhD, vice president and chief operating officer, Kerr L. White Institute for Health Services Research, Decatur, Ga.; Kent Giles, MPPM, senior vice president, Advanced Health, Marietta, Ga.; Deborah Nadzam, PhD, vice president, Performance Measurement, JCAHO, Oakbrook Terrace, Ill.; and Rodger J. Winn, MD, director, Community Oncology Programs, University of Texas/MD Anderson Cancer Center, Houston, Tex.

## Roundtable Discussions

Here is the perfect opportunity to talk one-on-one with senior leaders in the oncology field and discuss specific program needs. Choose from the following "hot" topics: 1) *The Changing Specialty of Oncology Nursing*; 2) *Current Issues in Home Health*; 3) *From Clinician to Administrator: Your Transition to Physician Executive*; 4) *Reimbursement Coding: Medical Oncology*; 5) *Developing a Breast Center*; 6) *Tips for the Oncology Program Administrator*; 7) *Critical Paths—How Do You Measure Their Value?*; 8) *Developing Public/Private Partnerships to Enhance Oncology Services*; 9) *Current Issues in Radiation Oncology*; 10) *Strategic Partnerships*.

## Special Interest Group Presentations

ACCC's Special Interest Group (SIG) presentations provide attendees with an opportunity to discuss common concerns and new developments in oncology. SIG sessions are open to all attendees.

- **Medical Director SIG** *Building Relationships with Medical Directors of Managed Care Organizations*—Steven Valenstein, MD, FACP
- **Nursing SIG** *Nursing's Agenda for Reform: Change or Chattering Hope?*—Susan B. Baird, RN, MPH, MA
- **Administrator SIG** Three separate sessions:
  - *Developing an Oncology Satellite Network*—Patti Jamieson, MSSW, MBA
  - *Home Health Care in Oncology: Programs, Payment, and Regulation*—Ann Rensing, RN, OCN
  - *Turbulent Times: A Primer for Survival*—Susan B. Baird, RN, MPH, MA
- **Radiation Oncology SIG** *Technological Innovations in Radiation Oncology*—Timothy G. Ochrans, MS
- **Community Research/CCOP SIG** *Are Cooperative Groups Dinosaurs?*—Robert Comus, MD

**EXHIBITORS: DO NOT USE THIS FORM**

**REGISTRATION INFORMATION**

Please print clearly.

First Name \_\_\_\_\_

Badge Name (if different) \_\_\_\_\_

Last Name \_\_\_\_\_ Degree(s) \_\_\_\_\_

Company/Affiliation \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_

Telephone \_\_\_\_\_ Fax \_\_\_\_\_

Title/Position \_\_\_\_\_

Mailing Address \_\_\_\_\_ Suite/Apt. \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

**REGISTRATION FEES:**\* See explanation of the different member categories in brochure.

Initial Delegate Member (first registrant from member institution)	\$450
Subsequent Delegate Member (additional registrant from member institution)	\$275
Chapter Member (member of state oncology society)	\$450
General Member (membership paid by individual)	\$400
Sustaining Member	\$400
Non-Member	\$500

\* Registrations received after 5:00 p.m. (EDT) on September 12 will be processed on site. To be included in Attendee List, registration must be received by August 25.

**METHOD OF PAYMENT** Payment is due with registration form.


Total Amount Due: \$ \_\_\_\_\_

Check # \_\_\_\_\_ payable to Association of Community Cancer Centers (ACCC). Please write registrant(s) name on check

Visa       MasterCard      Exp: Mo/Yr. \_\_\_\_\_

Card Number \_\_\_\_\_ Cardholder \_\_\_\_\_

Cardholder's Signature: \_\_\_\_\_

 Special Services:  Please check here if you require special accommodation to fully participate. Attach a written description of your needs.

**QUESTIONS?**

You should receive confirmation of your registration by mail within 10 days of ACCC's receipt of your form. If you do not receive this, or if you have other questions, call 301/984-9496.

**ROUNDTABLE DISCUSSIONS**

Wednesday, September 17, 10:30 a.m.-12:00 noon:  
These workshops will **not** be repeated. Please indicate the session you wish to attend. See brochure for details on Roundtable topics.

1st choice: RT # \_\_\_\_\_  
2nd choice: RT # \_\_\_\_\_  
3rd choice: RT # \_\_\_\_\_

**PLEASE INDICATE YOUR PARTICIPATION IN THE FOLLOWING EVENTS** (no additional charges)

**Reception/Food Functions:**

- Welcoming Reception, Wednesday, September 17
- Exhibitors' Reception, Thursday, September 18
- Networking Luncheon, Friday, September 19

**Fun Walk and Run, Wednesday, September 17:**

A waiver and indemnity statement must be signed at registration.

Please check one:  2K Walk       5K Run

**MEMBERSHIP INFORMATION** (check all that apply)

- Executive Committee
- Trustee
- SIG Member
- Chapter Member
- Past President
- 1st time Conference Attendee
- New Member (within the past year)
- Member of the press
- Please send me additional information regarding membership

**IN CASE OF EMERGENCY DURING THE CONFERENCE CONTACT:**

Name \_\_\_\_\_

Day Telephone \_\_\_\_\_

Evening Telephone \_\_\_\_\_

**CANCELLATION POLICY:**

Written cancellation of registration on or prior to August 22, 1997, will result in a refund less a \$50 processing fee. After August 22, 1997, registration fees will not be refunded.

**WE'VE MADE IT EASY TO REGISTER!**

Fax your completed form to 301/770-1949. Our fax line is open 24 hours a day  
OR

Mail your completed form and fee to:  
Association of Community Cancer Centers  
Attn.: Conference Department  
11600 Nebel Street, Suite 201  
Rockville, MD 20852-2557