

# ASCO<sup>®</sup>

AMERICAN SOCIETY OF CLINICAL ONCOLOGY  
KNOWLEDGE CONQUERS CANCER

# ASCO State of the Union

*Indiana Oncology Society*

**Robin Zon, MD, FACP, FASCO**

**ASCO President**

**August 16, 2024**

# Disclosure Information

## Relationships with Companies

### Zon, Robin

**Stock or Other Ownership Interests:** AC3 - a Healthcare Technology Company, ARK Genomic Revolution, AstraZeneca, Athenex, Berkshire Hathaway, Crispr, Cytosorbents, iShafes Biotechnology ETF, Johnson & Johnson/Janssen, McKesson, Moderna, Oncolytics Biotech, Seagen, Select Sector SPDR Health Care, TG Therapeutics, Vanguard World Healthcare ETF

**Consulting or Advisory Role:** Abbvie, Canopy, LabCorp, New Century Health, Sanofi

# Jeffery C. Ward Affiliate Advocacy Award

- This new award recognizes State Affiliate partnership with ASCO to advance shared advocacy priorities at the state & federal level
- Congratulations IOS for receiving the 2024 honorable mention!



# State Affiliate Council (SAC) Representation



Mark A. Henderson, MD  
SAC Representative & Chair-elect



Lu Anne Bankert, CAE  
Executive Director

# Thank You for Supporting the Conquer Cancer – ASCO State Affiliate Council Endowed Merit Award



**CONQUER** CANCER®  
THE ASCO FOUNDATION

# 2026 Special Awards Nominations

The ASCO Special Awards recognize individuals or organizations that have made significant contributions to ASCO, the practice of clinical oncology, and patients with cancer.

**Visit**  
**[specialawards.asco.org](https://specialawards.asco.org)**  
**to Learn More**

# 2026 Special Award Categories

- Allen Lichter Visionary Leader Award
- ASCO-ACS Cancer Prevention Award
- B.J. Kennedy Geriatric Oncology Award
- Excellence in Equity Award
- Gianni Bonadonna Breast Cancer Award
- Humanitarian Award
- Jamie Von Roenn Excellence in Teaching Award
- Patient Advocate Award
- Pediatric Oncology Award
- Walther Cancer Foundation Supportive Oncology Award

[specialawards.asco.org](https://specialawards.asco.org)

# Overview

- Presidential Theme
- ASCO Mission & Vision Statements
- Disruptors
- What is ASCO Doing?
- Care Innovation





**DRIVING KNOWLEDGE TO ACTION.  
BUILDING A BETTER FUTURE.**

ADVOCACY • TECHNOLOGY • COMMUNITY

# ASCO Strategic Plan

## MISSION

Conquering cancer through research, education, and promotion of the highest quality, equitable patient care.

## VISION

A world where cancer is prevented or cured, and every survivor is healthy.

## CORE VALUES

Evidence | Care | Impact

Over five years, we will advance equity in access to cancer care and research, develop more sustainable work environments and improve the delivery of information that drives better patient outcomes.

## FIVE-YEAR GOALS

### ACCESS

Remove barriers and promote access to high quality, equitable care and patient-centered research

### PROFESSION

Drive healthy clinical and research work environments that lead to fulfillment for oncology professionals

### KNOWLEDGE

Be the trusted source for timely and high-impact evidence and continuous learning

Equity, Diversity and Inclusion

Global Impact

## FLAGSHIP PROGRAMS

Conquer Cancer Grants

Clinical Research

Meetings

Publications

Professional Development

Practice Support

Advocacy

Research

Education

Quality

# 2024 Focus Areas

## Access

- **Access Barriers** - Implement or scale selected programs that are targeted to impact key barriers to access.
- **Universal Coverage** - Define and declare a policy strategy for advancing universal cancer care coverage.

## Profession

- **Career Progression** - Define career progression standards and models for diverse oncology professionals.

## Knowledge

- **Content Creation**- Attract the best content and build loyalty among content creators and users, with a particular focus on early and mid-career professionals.
- **Content Dissemination** - Improve coordination across ASCO content channels to maximize impact and speed of dissemination.

# Technology Disruption



- Scientific innovation
- Operational efficiency
- Real world data, outcomes
- Clinical decision support
- Expand workforce capacity
- Telehealth, expanded access
- Artificial Intelligence



- Information overload, burnout
- Admin burden/expense
- Imperfect implementation (EHRs)
- Role of clinician/liability
- Dehumanization
- Fake information
- Artificial Intelligence

# Research Disruption

- Pandemic accelerated reforms
- Expanded eligibility criteria
- Decentralization of trials
- Trial Design and Access

ARPA  H



# Social Disruption

Increasing involvement by courts in shaping health policy.

A few examples:

- Guidelines
- Authority of regulatory agencies
- Definition of essential health benefits
- FDA authority/role
- Patient Advocate roles



# What is the Chevron Doctrine of Deference?

- Prior to Chevron, courts directed to give “reasonable consideration” of agency interpretations
- 1984 Supreme Court decision instructed lower courts to defer to “reasonable” federal agency interpretations of law when there is ambiguity—even if court would have made different decision.
  - “limit exposure to toxic smog”
  - “cover basic medical services”
  - “ensure safety of drugs and cosmetics”
  - Definition of “breakthrough technology”
  - “protect consumers from risky corporate financial behavior”
- Rationale: scientists, economists, etc. have greater technical expertise to implement



# Market Disruption


- Consolidation  
—Vertical,  
Horizontal
- Private equity
- Non-traditional  
sites of care

CHAIN STORE AGE

# CSA

THE BUSINESS OF RETAIL

LATEST NEWS ▾ TECHNOLOGY ▾ OPERATIONS ▾



Walmart Health

STORE SPACES

## First Look: Walmart debuts freestanding health center format

BY DAN BERTHIAUME

September 13, 2019

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# Payment Disruption

## *Value Based Contracting*

- Cost containment
  - Risk transfer
  - Patient experience
  - Outcomes
- Medicare
    - Enhancing Oncology Model (EOM)
    - Headed towards global budget?
  - Commercial
    - Shared savings
    - Global payment
    - Episode based payment
    - Outcome based payments

# Containing Total Cost of Care

- Drug price
- Hospitalizations
- ER visits
- Testing, procedures
- Unexplained practice variation



*...while protecting quality and patient experience*

# Cost Containment Efforts Will Not Show

- Utilization management
- Prior authorization
- Step therapy
- Pathways
- Transfer risk to patient (e.g., copay accumulators)
- Alternative funding programs
- Drug negotiation (IRA)
- State upper payment limits



**What is ASCO Doing?**

# Advancing ASCO Goals

## *Using Evidence Based Lobbying for Federal and State*

- Develop policy foundation
  - Aspirational ~ disruption of the status quo
  - Addressing specific issue
- Promote recommended policy
- Continuous monitoring: implementation, barriers, emerging issues

# 2024 Advocacy Priorities



Drug Shortages



Medicare Physician Payment



Prior Authorization



FY25 Cancer Research Funding



Telemedicine



*ASCO volunteers at annual Advocacy Summit*

# Other Top Advocacy Issues

- Pharmacy Benefit Managers
- Step Therapy
- Copay Accumulators
- Drug Pricing
- White bagging
- Clinical Trials
- Artificial Intelligence (AI)



# Cancer Drug Shortages

- Media
- Congressional activity
- ASCO clinical guidance
- Coalition engagement
- Grassroots campaign
- Dedicated page on ASCO.org  
[www.asco.org/drug-shortages](http://www.asco.org/drug-shortages)



Dr. Julie Gralow  
House Energy and Commerce  
Committee



Dr. Jason Westin  
Senate Finance Committee



Dr. Julie Gralow  
House Ways and Means  
Committee



# Medicare Physician Payment Reform


- Long-term reform needed:
  - Reverse cuts
  - Provide inflationary updates
  - Extend advanced APM bonus
  - Eliminate budget neutrality requirements
  - Incentivize transition to value-based care

ASCO ASCO  
@ASCO

Act now: Urge Congress to address Medicare reimbursement cuts that began Jan. 1. Pt access to [#cancer](#) care depends on stabilizing physician payments. [brnw.ch/21wHsqC](https://brnw.ch/21wHsqC) [#ASCOAdvocacy](#)

Urge Congress to use government funding legislation to address Medicare cuts

TAKE ACTION:  
[ASCO.ORG/ACTNETWORK](https://ASCO.ORG/ACTNETWORK)



ASCO

# Prior Authorization

- Administration's final rules
- *Improving Seniors' Timely Access to Care Act (H.R. 8702/S. 4532)*
- Ongoing state legislative progress



# Indiana Advocacy on Prior Authorization

- At a 2023 IOS event with state lawmakers, interest in prior authorization reform was expressed
- The Indiana State Medical Association (ISMA) has considered introducing a bill to require insurers to exempt ~30 of the most frequently used CPT codes from prior authorization (*as a pilot for gold carding*)
- In 2024, a gold carding bill, SB 3, would have exempted physicians with an 80% approval rate; it died in Committee



# Federal Funding for Cancer Research

	FY 2023 - Enacted	FY24 - Enacted	FY 2025 – Asks
NIH	\$47.459 billion	\$47.081 billion	\$51.3 billion
NCI	\$7.32 billion*	\$7.224 billion	\$7.934 billion
ARPA-H	\$1.5 billion	\$1.5 billion	At least \$1.5 billion

*\*FY23 was last year of dedicated Cancer Moonshot funding*

# Telemedicine

- Geographic and originating site restrictions lifted during the public health emergency (PHE)
- Congress extended flexibilities to the end of 2024
- ASCO supports the *CONNECT for Health Act* (S. 2016/H.R. 4189) & other legislation to extend the flexibilities



# Pharmacy Benefit Managers (PBMs)

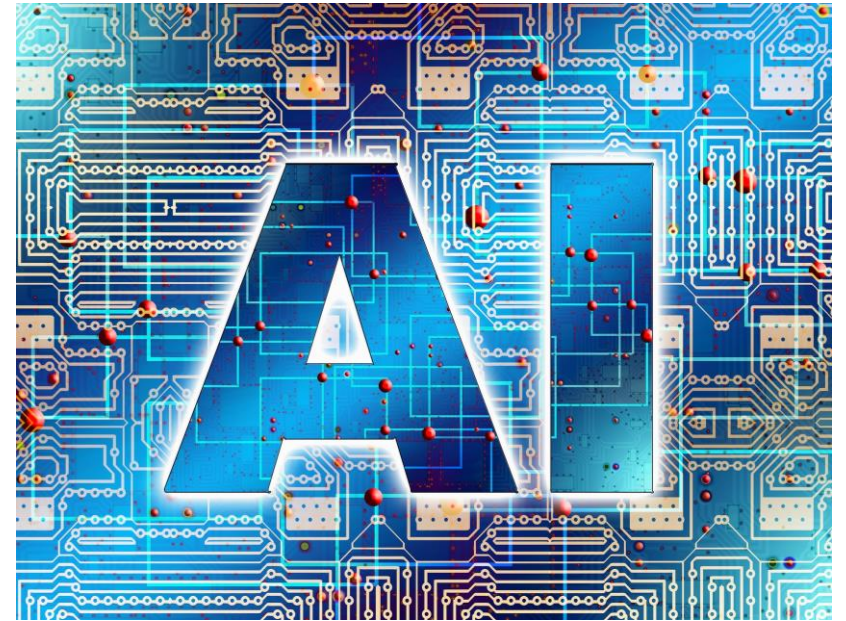
- Capitol Hill:
  - PBMs the focus of multiple congressional hearings
  - Reforms passed out of several key House & Senate committees
- Legislation moving across the states
- Ongoing FTC investigation





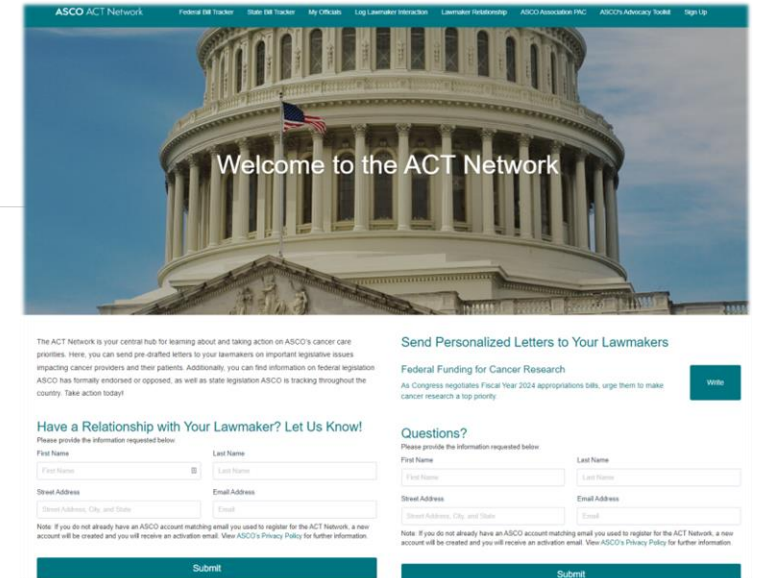
# Artificial Intelligence (AI)

- ASCO Principles for the Responsible Use of AI in Oncology
- ASCO Board appointed AI Task Force
- ASCO monitoring regulatory and legislative activity



# ASCO<sup>®</sup> ACT Network

- Action alerts with ASCO's position on key bills
- Messages advocates can personalize and send to lawmakers
- Federal & state bill trackers of legislation in which ASCO is engaged
- Visit [www.asco.org/ACTNetwork](http://www.asco.org/ACTNetwork)



The screenshot shows the ASCO ACT Network website. At the top, there is a navigation bar with links for "Federal Bill Tracker", "State Bill Tracker", "My Office", "Log Lawmaker Interaction", "Lawmaker Relationship", "ASCO Association PAC", "ASCO's Advocacy Toolkit", and "Sign Up". The main header features a large image of the U.S. Capitol dome with the text "Welcome to the ACT Network". Below this, there are several sections: "The ACT Network is your central hub for learning about and taking action on ASCO's cancer care priorities..." followed by a "Write" button; "Send Personalized Letters to Your Lawmakers" with a "Write" button; "Have a Relationship with Your Lawmaker? Let Us Know!" with a registration form; and "Questions?" with another registration form. Both forms include fields for First Name, Last Name, Street Address, City and State, and Email Address, along with a "Submit" button. A note at the bottom of each form states: "Note: If you do not already have an ASCO account matching email you used to register for the ACT Network, a new account will be created and you will receive an activation email. View ASCO's Privacy Policy for further information."

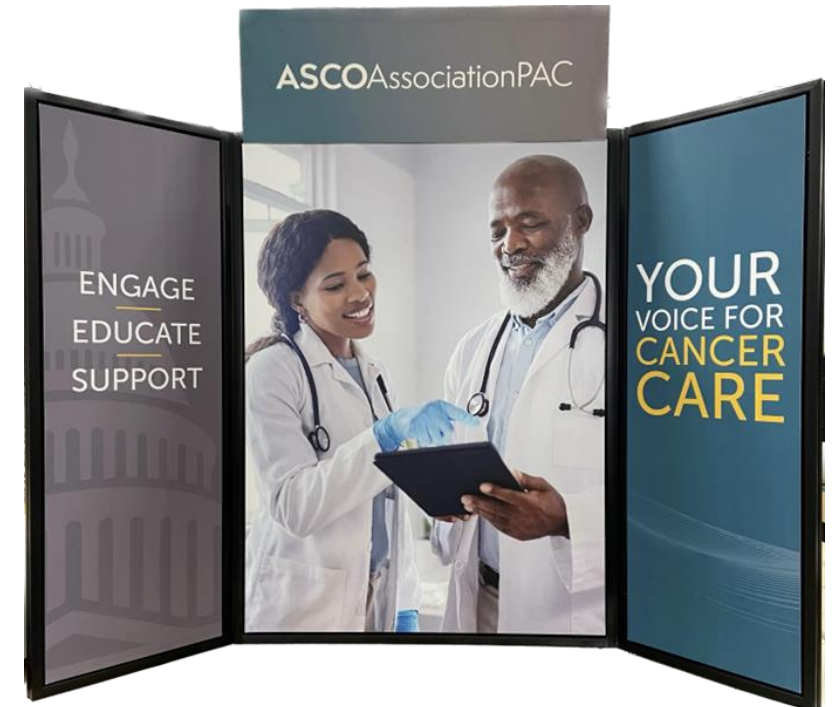




# ASCO Association Political Action Committee (PAC)

- The PAC helps us engage & educate lawmakers from both sides of the aisle on the current realities of the cancer care delivery system
- Supporting 44 candidates for election
- Over \$100,000 in support of cancer care champions
- First time supporting ASCO member for Congress
- Learn more on how to get involved:

[pac.ascoassociation.org](http://pac.ascoassociation.org)



# Care Innovation

*Surviving AND Thriving...*

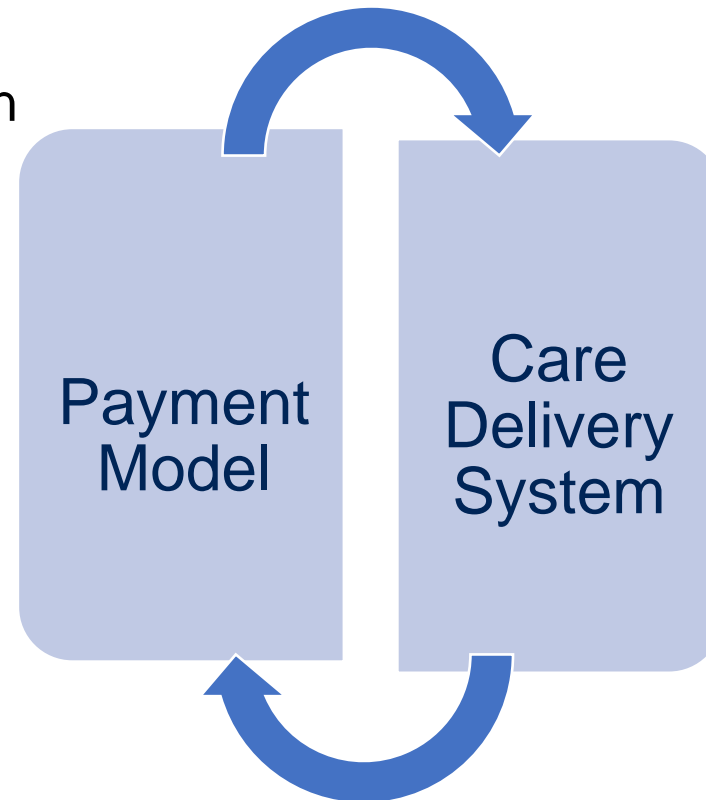
# ASCO Certified

## Patient-Centered Cancer Care Standards

Innovations in value-based payment models need **complimentary innovations in care delivery** in order to achieve meaningful savings and improve quality

### Center Medicare & Medicaid Innovation

- Oncology Care Model
- Enhancing Oncology Model
- Commercial Payers
- Aetna
- Blue Cross Blue Shield Plans
- Cigna
- Elevance Health
- Humana
- UnitedHealthCare



### ASCO Certified

#### Patient Centered Cancer Care Standards



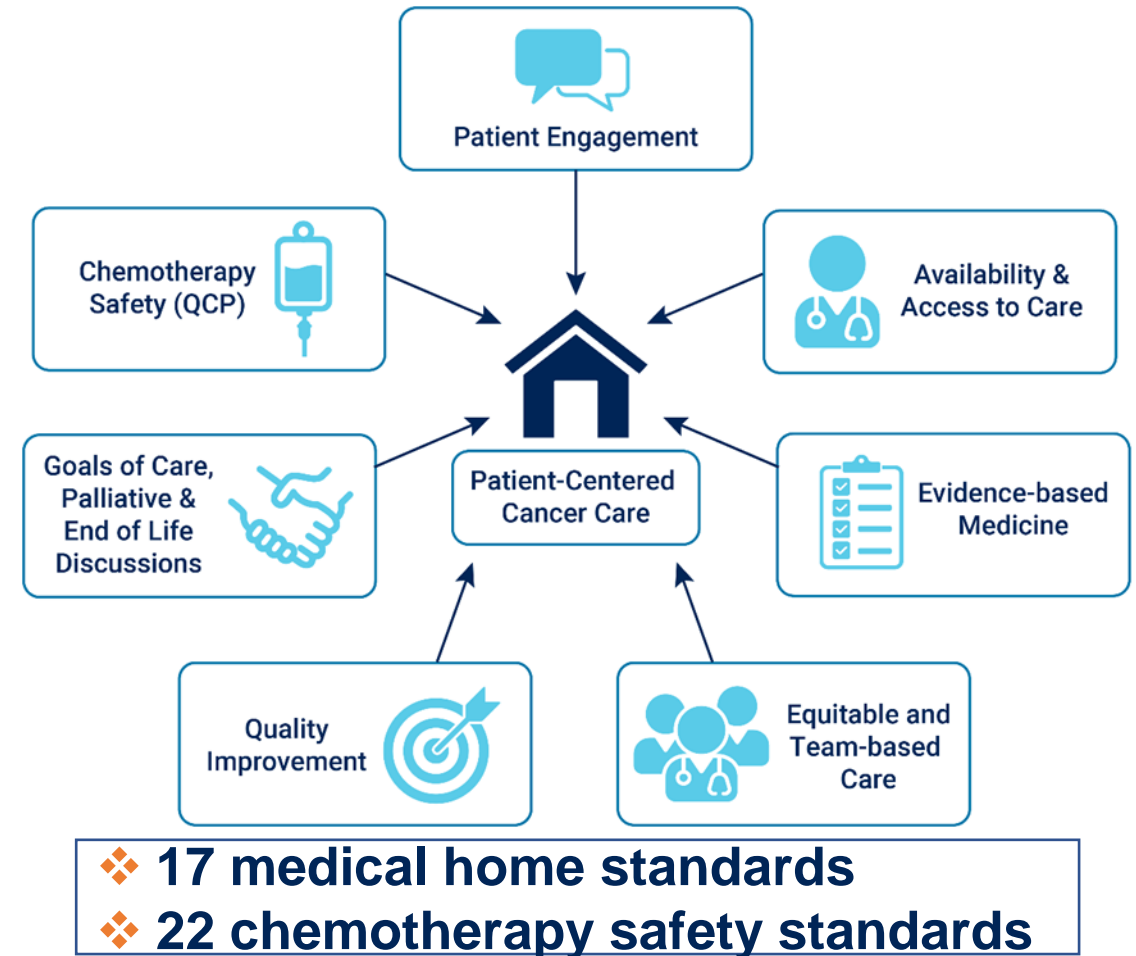
# ASCO/COA Oncology Medical Home (OMH) Standards Development

The **ASCO/COA OMH standards** were developed based on:

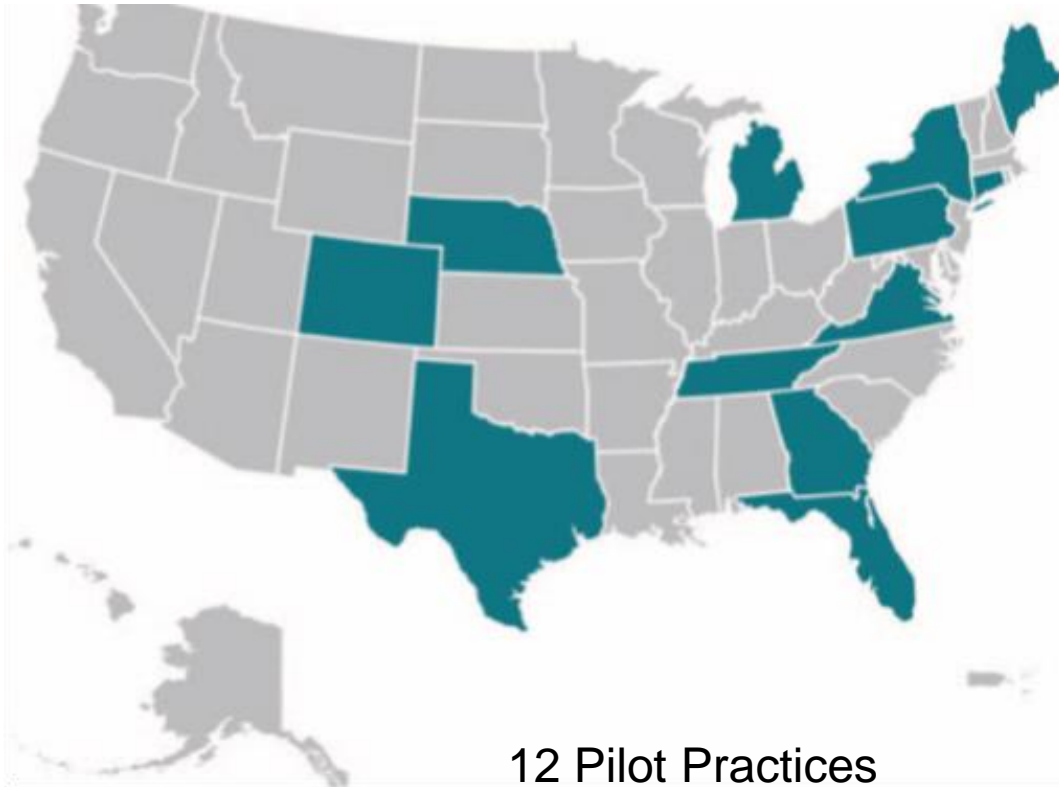
- consensus of a **multidisciplinary Expert Panel**:
  - clinicians
  - health system administrators
  - patient advocates.
- a **systematic review** of evidence including
  - **comparative** peer-reviewed studies
  - studies of **clinical pathways**
  - systematic review of **survivorship care plans**

**Standards approved** by COA's Payment Reform Committee and the ASCO Board of Directors.

**Published** in JCO-OP August 2021



# ASCO Certified



12 Pilot Practices  
78 sites of service, 434 oncologists  
**12 Certified Practices**

**Program Opened Nationally July 2023**

## Pilot Practices Included:

- Blue Ridge Cancer Care, Roanoke, VA.
- Cancer & Hematology Centers of Western Michigan, Grand Rapids, MI.
- Central Georgia Cancer Care, Macon, GA.
- Hematology-Oncology Associates of CNY, East Syracuse, NY.
- Memorial Cancer Institute, Hollywood, FL.
- Nebraska Hematology-Oncology, PC, Lincoln, NE.
- New England Cancer Specialists, Scarborough, ME.
- Sidney Kimmel Cancer Center - Jefferson Health, Philadelphia, PA.
- Tennessee Oncology, a partner of OneOncology, Nashville, TN.
- The Center for Cancer and Blood Disorders, Fort Worth, TX.
- University of Colorado Cancer Center, Aurora, CO.
- Yale New Haven Health- Smilow Cancer Hospital, New Haven, CT.

# ASCO Certified Pilot Results

**Impact care quality**

**Practice value**

**Patient experience benefit**

**Applicable in all value payment models**

**Consistency and clarity** for high quality, Patient-Centered, value-based cancer care

**Independent mark of high quality**

**Sustainability** by ongoing assessment and improvement activities and monitoring

# ASCO Certified Applications Are Open For You!

TRANSFORMING  
CANCER CARE WITH  
PATIENT-CENTERED  
STANDARDS



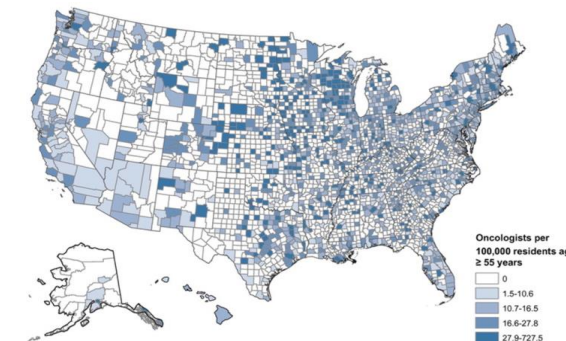
**ASCO Certified Contact Information:**  
ascocertified@asco.org

**ASCO Certified Website:**  
[ASCO Certified: Patient-Centered Cancer Care Standards | ASCO Practice Central](https://www.asco.org/ascocertified)



# Rural Cancer Care Access Demo Project: Problem Statement

- Approximately **60 million people** (about 19.3% of the US population) reside in rural areas
- Rural small community hospitals **lack the capability to deliver on-site cancer care services**, resulting in patients needing to travel lengthy distances to receive therapies.
- Travel distance has been associated with **worse outcomes** in patients with cancer:
  - later stage at time of diagnosis
  - less timely receipt of chemotherapy
  - delaying or declining treatment.
- **Challenges:**
  - lack of infrastructure
  - shortage or absence of specialty physicians and oncology-trained support personnel (i.e., nurses, advanced practice providers, and pharmacists) to deliver infusion services
  - uneven access/use of telemedicine services
  - quality care delivery
  - Facility financial constraints
- Rural patients with cancer incur a **greater financial burden** due to costs associated with travel and lodging.
- ASCO's 2018 analysis of the workforce found that only **7% of oncologists billed from rural locations**





# Improving Access to Rural Cancer Care

## Establish Hub-and-Spoke Model of Care Delivery

- Leverage existing relationship between two sites
- Build up infusion suite infrastructure at spoke site
- Recruit and train APPs

## Quality Assessment & Improvement

- Utilize ASCO's quality standards, guidelines, and educational resources
- Expert Advisory Group to help with SOPs and quality improvement

## Collaboration & Partnership

- Enhancing local services through collaborations with community-based organizations
- Strengthen referral loop with local primary care providers

# Coverage and Reimbursement

## ASCO's Care Delivery

### Website Resources



EVALUATION AND  
MANAGEMENT  
CHANGES



CARE  
MANAGEMENT  
SERVICES



CMS  
NAVIGATIONAL  
CODES



ADVANCE  
CARE  
PLANNING



Z CODES AND  
SOCIAL  
DETERMINANTS  
OF HEALTH



ICD-10,  
HCPCS, AND  
CPT  
UPDATES



DRUG  
WASTE  
MODIFIERS



VACCINE  
REPORTING



[MEDICARE  
INFORMATION](#)

### Other Supportive Offerings

- **Educational Offerings**

- In person and virtual
- Suggested or customized topics to meet your members' needs

- **Monthly Coding Tip**

- Distributed through the State Society Network on ASCO myConnection

- **Coding and Billing inquiries for practice support**  
([practice@asco.org](mailto:practice@asco.org))

# EDI: RESEARCH GOAL & 2023 Progress

## WHAT WE WANT TO FIX

*Certain groups are underrepresented in clinical cancer research.*

## HOW WE PLAN TO FIX IT

- **Improve trial eligibility**
- **Recruit and enroll underrepresented patients**
- **Align ASCO-sponsored research**

Increased racial/ethnic diversity of patients in TAPUR study

Published ASCO statement and recommendations for global access to clinical trials

Streamlined Research Site Self-Assessment tool; screening and enrollment study currently in analysis phase

Chartered Clinical Trials Access and Inclusion (CTAI) Task Force

Launched Regional Council initiatives, including research grants, training and mentorship pilots

# EDI: EDUCATION GOAL & 2023 Progress

## WHAT WE WANT TO FIX

*The oncology workforce is insufficient in low-resource settings and does not adequately understand how EDI issues affect patients and the professionals who care for them.*

## HOW WE PLAN TO FIX IT

- **Build pipeline**
- **Diversify volunteers**
- **Deliver EDI education**

Grew Medical Student Rotation, Annual Meeting Research Award, Diversity Mentoring Program, and Oncology Summer Internship

Launched Winn Clinical Investigator Leadership Award with five participants

Expanded international professional development opportunities

# EDI: QUALITY GOAL & 2023 Progress

## WHAT WE WANT TO FIX

*Resources are limited and unevenly distributed, leaving practices without sufficient support to deliver high-quality, equitable care across diverse populations.*

## HOW WE PLAN TO FIX IT

- **Equip practices to address social needs**
- **Protect equitable access in rural and low-resource settings**
- **Provide evidence-based resources**

Increased equity-related Quality Training Program initiatives, domestically and internationally

Continued implementation of rural access pilot

Published Social Determinants of Health statement

Improved access to care through International Cancer Corps sites in Malaysia and Bolivia; launched in Ethiopia

# ASCO Leadership Development Program

*Cultivating Tomorrow's ASCO Leaders*

## Program Overview

- **Purpose:** Cultivate a diverse cadre of leaders to shape ASCO's future
- **Focus:** Develop leaders with skills and vision aligned with ASCO's values and strategic goals
- **Duration:** Yearlong program that launched in 2009
- **Eligibility:** 5-10 years post fellowship, site of practice agnostic-academic and community members encouraged to apply

# ASCO's Prevention Work

## Education

- Helping to design and develop online learning content, toolkits, and other educational resources
- Obesity, Tobacco cessation, genetics toolkit, oncologic implications of Chronic Hep C infection

## Developing prevention policy positions

- Supporting advocacy efforts and the state and federal level
- Policy statements to inform advocacy around genetics, obesity, tobacco control, HPV vaccination, alcohol consumption and cancer risk, and skin cancer prevention

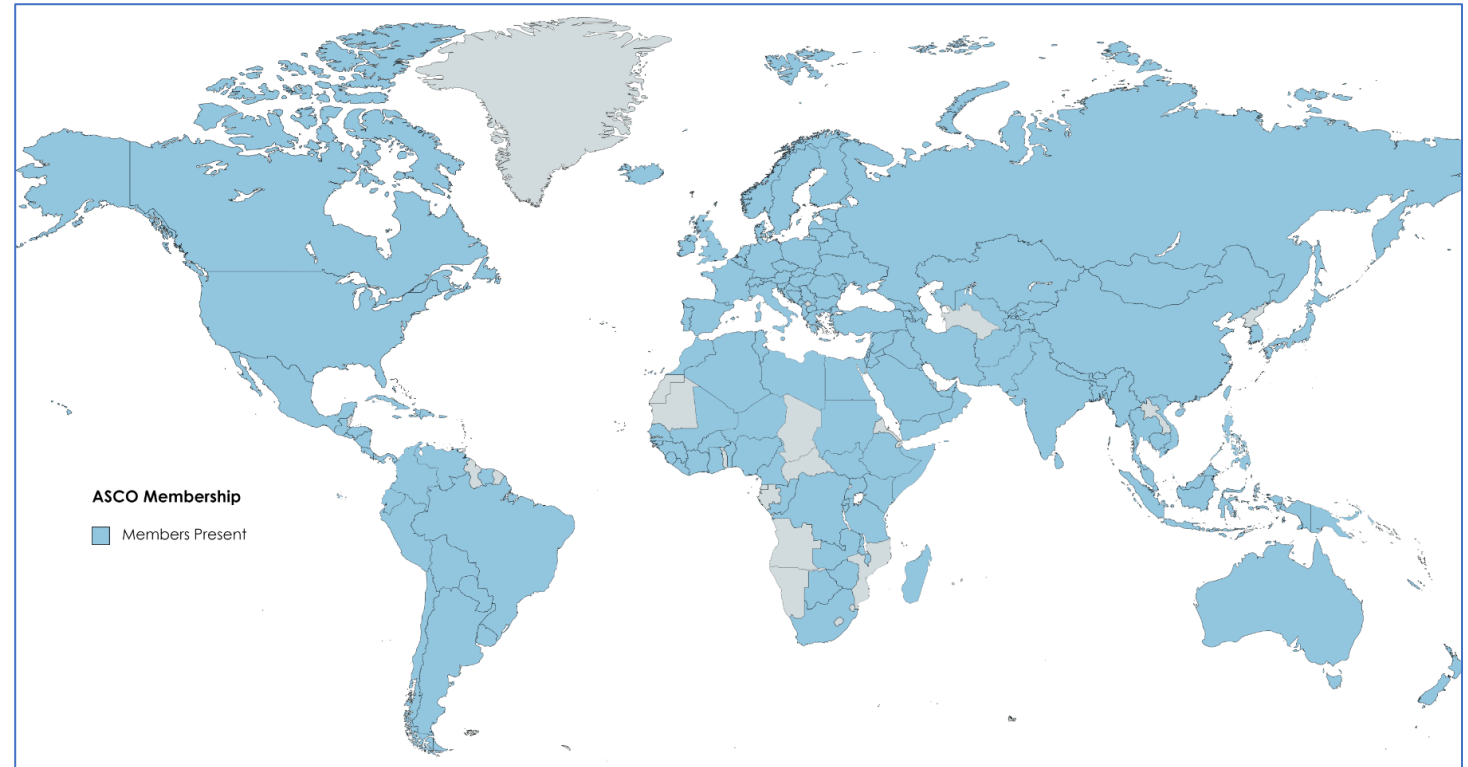
## Research to inform clinical practice

- Research via surveys to understand oncologists' attitudes and practices around tobacco cessation, obesity and energy balance
- First patient-facing survey around weight management support during cancer care
- Recommendations for development of ASCO clinical practice guidelines when sufficient evidence exists

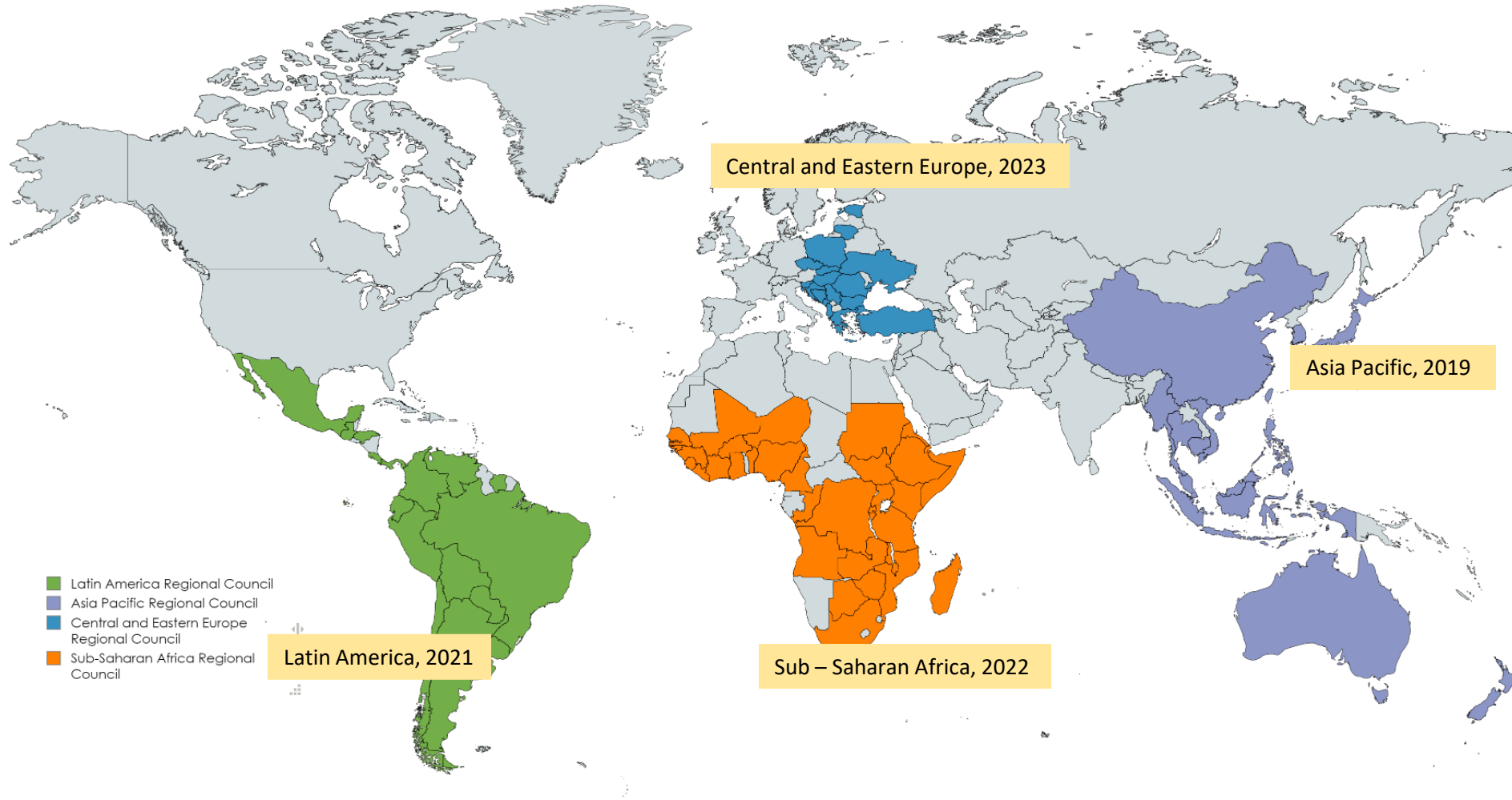


# ASCO's Global Membership

- ASCO has nearly 50,000 members in over 160 countries
  - ~One third of ASCO members reside outside of the United States
  - Members represent the multidisciplinary nature of cancer care



# ASCO Regional Councils



# My Vision for the Future of Oncology



**Questions?**