Register Now at www.cancerexecutives.org
Early Bird Registration Ends December 15, 2015

ASSOCIATION OF CANCER EXECUTIVES

22ND ANNUAL MEETING

“FINDING YOUR OASIS—NAVIGATING THE MIRAGES IN ONCOLOGY”

JANUARY 27–30, 2016
WESTIN MISSION HILLS RESORT & SPA • RANCHO MIRAGE, CALIFORNIA

ONS & ACHE (CATEGORY 2) CEU’S WILL BE AVAILABLE
This activity has been submitted to the Oncology Nursing Society for approval to award contact hours. ONS is accredited as an approver of continuing nursing education by the American Nurses Credentialing Center’s COA.
12:00PM–1:00PM
**PRE-CONFERENCE WORKSHOP LUNCHEON**
All registered pre-conference workshops can attend.

1:00PM–5:00PM
**PRE-CONFERENCE WORKSHOPS**
**Basics Workshop—Oncology 101: Foundations in Oncology Management**
This session is designed to provide new oncology administrators with an overview of the day-to-day, to the broad scope of senior administrative responsibilities. The session will begin with an introduction to the acronyms commonly used in oncology, and cover various aspects specific to oncology service line administration including identification and selection of key oncology metrics and the development of oncology dashboards, as well as include vivid detail of the close workings of an oncology executive (the good, the bad, the ugly) and what they encounter on a routine basis. At the conclusion of the session, the attendee will have an understanding of the depth and breadth of oncology service line administration.

### 1:00PM–1:15PM
**Welcome & ACE Overview**
*ACE President Matt Sherer, MBA, MHA, Tallahassee Memorial Cancer Center*

*ACE President-Elect David M. Gosky, M.A., M.B.A. Director, Administration & Finance Markey Cancer Center—University of Kentucky*

### 1:15–2:00PM
**Speaking The Jargon**
*Oncology 101 Co-Chair Angela Grimm, MBA, R.T. (R)(T) Norton Cancer Institute*

### 2:00PM–2:45PM
**All That Goes Into an Oncology Service Line**

### 3:00PM–3:45PM
**Managing All the Metrics**

### 3:45PM–4:15PM
**A Day in the Life of An Oncology Administrator**

### 4:15PM–5:00PM
**Oncology Service Line—Operationally & Financially**

### 5:00PM
**Questions & Wrap-Up**

### 1:00PM–3:00PM & 3:00PM–5:00PM
**LEAN & Oncology Operations Workshop**
*Mohan Giridharadas, Founder & CEO, LeanTaaS, Inc.*

“Lean Production” is a systematic method for the elimination of waste created through overburden or unevenness in work loads. Lean methodologies in outpatient oncology focus on gathering and analyzing data such as patient volumes and time spent in infusion chairs in order to identify opportunities to even out the work flow and better utilize staff. While the challenge of collecting accurate and detailed data can be significant, the benefits in terms of efficient operations can make using Lean methods well worth the effort. This session will describe how to use Lean concepts and will present some of the results achievable.

### 1:00PM–3:00PM & 3:00PM–5:00PM
**Establishing an Effective Oncology Leadership Strategy**

*Presenters: Teresa Heckel, MBA, Director, National Oncology Service Line, Catholic Health Initiatives*

*Dax Kurbegov, MD, Physician VP, National Oncology Service Line, Catholic Health Initiatives*

The multimodal, multidisciplinary nature of oncology make it a health care specialty with a tremendous amount to gain from work flow, patient tracking, data mining, decision support and business intelligence software. The key to marrying this need with a functional solution is finding an IT platform that aligns with the vision and culture of your cancer program.

This workshop will review the process of establishing an oncology IT strategy, including current and future system inventory, interfacing options, software selection and value-based care considerations. We will discuss the role of key IT and clinical stakeholders as well as IT resource requirements within a modern cancer center. At the completion of the workshop, participants will have a clear roadmap to develop an IT strategy that supports and enables patient-centric workflows in a complex oncology environment.
PRELIMINARY PROGRAM (subject to change)

“The Most Comprehensive Program of the Year for All Oncology Professionals”

WEDNESDAY, JANUARY 27

7:30AM
ACE GOLF OUTING
Join your colleagues for a fun non-competitive morning on the golf course. The outing will be held on the beautiful Pete Dye Course (separate registration fee required).

11:00AM–5:00PM
ACE REGISTRATION DESK OPEN

12:00PM–1:00PM
PRE-CONFERENCE WORKSHOP LUNCHEON

1:00PM–5:00PM
PRE-CONFERENCE WORKSHOPS
- Basics Workshop—Oncology 101: Foundations in Oncology Management
- LEAN & Oncology Operations Workshop
- Establishing an Oncology Leadership Strategy Workshop
- Establishing an IT Infrastructure Workshop

6:00PM–7:30PM
WELCOMING RECEPTION
All registered Pre-Conference Workshop attendees, 22nd Annual Meeting participants and exhibitors are welcome to attend.

THURSDAY, JANUARY 28

6:30 AM–4:30PM
ACE REGISTRATION DESK OPENS

6:30AM–8:00AM
EXHIBITOR REGISTRATION AND SET-UP

8:00AM–9:00AM
REGISTRATION & EXPO HALL BREAKFAST

9:00AM–10:00AM
KEYNOTE ADDRESS—HARRY HOLMES
Harry Holmes, Senior Partner, Governmental Interface Strategies

Galactic Guardians of the War on Cancer—Furious Executive Challenges as the Force Awakens
Presently Senior Partner, Governmental Interface Strategies—Thirty years experience with Congress and state legislative bodies; national and state agencies in corporate health regulations and government oversight including HHS, FDA, CMS and NIH; former Vice President at M.D. Anderson Cancer Center; Senior Vice President, Texas Medical Center; Senior Policy Advisor of the Harris County (Greater Houston) Healthcare Alliance; President, City of Houston Health Care Finance Authority.

10:00AM–10:30AM
EXPO HALL COFFEE BREAK

10:30AM–11:30AM
WHAT DO CANCER PATIENTS REALLY WANT?

Speakers: Deirdre Saulet, PhD, The Advisory Board Company
Marisa Deline, M.A.A., The Advisory Board Company

More than ever before, cancer programs are challenged to invest their limited resources in the right services—ones that will both attract new patients and improve the patient experience. To answer which services these are, the Oncology Roundtable developed and administered a national survey of over 600 cancer patients diagnosed within the last five years. This session will cover the top insights generated from the survey, including which factors are most important to patients when they choose a provider and which services are most valuable to patients during treatment. Attendees will learn what today’s cancer patients value in a provider and tactics to attract and retain self-directed patients.

11:30AM–12:30PM
EXPO HALL NETWORKING LUNCHEON
12:30PM–1:30PM
BUSINESS PLANNING: MAKING THE FINANCIAL CASE FOR ONCOLOGY NURSE NAVIGATION

Speakers: Joy Sutter, Associate Administrator Cancer Service Line, University of Pennsylvania Health System
Heather Sheaffer, DSW, LCSW, Penn Medicine, Director, Patient and Family Services, Abramson Cancer Center

Participants will be able to understand how to perform a financial analysis and demonstrate a return on investment of nurse navigators which offers a formula for justifying growth of an oncology nurse navigation program. Initially, four nurse navigator positions were created to facilitate access and coordinate multimodality specialty care for the patient. An analysis of the downstream revenue of the patients provided navigation compared to those who did not have navigation, revealed a significant contribution margin of revenue per navigated patient. Outmigration was found to be 12% higher in breast cancer patients and 20% higher in lung cancer patients who did not work with the oncology nurse navigator. This data was utilized to build a strong business case for expanding oncology nurse navigation and yielded additional FTEs and ongoing contribution margin to the cancer center.

1:45PM–2:45PM
ONCOLOGY VALUE-BASED STRATEGIC PLANNING: PREPARING YOUR SERVICE LINE FOR 2020

Speaker: Kelley D. Simpson, Owner and Senior Partner, Oncology Solutions, LLC

With Medicare’s launch of the Oncology Care Model in 2016 and in recognition of the many commercial payer models in play ahead of CMS, risk-based oncology reimbursement is inevitable. This session, Oncology Value-based Strategic Planning will explore the realities of new data elements to capture when assessing market position, what opportunities exist for providers to collaborate with national and local commercial payers, the IT needs to establish real-time data capture, tracking and reporting, and levels of transparency with oncology patients. No longer are traditional strategic planning endeavors as simple as market view and program initiatives to defend market share against local competitors. Future state strategic planning entails deeper dives encompassing review of medical staff ‘current state’ and recruitment needs; assessing captive PC and physician networks for mix and size; local payer relations and future opportunities; oncology medical home and patient-centered care maturity; informatics assessment and “must haves”; and price/cost and quality transparency. The cancer programs that will truly prosper in 2020 and beyond will place strategic focus—and investment—on the resources necessary to manage the entire continuum of cancer care in partnership with patients, payers and providers within their local ecosystem. This begins with the realization that today’s cancer patients are savvy and demand more than just clinical excellence for their care. It further requires institutional buy-in and understanding that non-revenue producing program elements (e.g., patient navigation, survivorship, palliative care, clinical research) provide indirect financial returns. In some cases, it takes a true leap of faith when the strategic plan calls for multi-million dollar capital investments in the infrastructure necessary to provide comprehensive care. The hospitals with a willingness to plan carefully—and invest with fortitude—enjoy substantial returns on both financial investment and goodwill and loyalty in their communities.

Insights from this session will position program directors by providing ideas and tools for recommended data collection, program assessment and strategic focus as they submit budgets and develop their 5-year strategic plans.
THURSDAY, JANUARY 28 continued

2:45PM–3:15PM  
EXPO HALL AFTERNOON BREAK

3:30PM–4:30PM  
RESULTS OF 2015 NATIONAL HOSPITAL ONCOLOGY BENCHMARK STUDY (NHOBS)

Speakers: Teri U. Guidi, MBA, FAAMA, President & CEO, Oncology Management Consulting Group
Drew A. Snyder, MHA, FACHE, Director, Oncology Services, Memorial Medical Center

As hospitals look for ways to grow their cancer programs through marketing, new initiatives or acquisition of physician practices, one of the challenges is to project the needs for staff and facility. Using data from the National Hospital Oncology Benchmark Study (NHOBS)™, this presentation will offer key data points for expansion planning of outpatient infusion centers and outpatient radiation therapy centers. The data is also vital in assessing the efficiency, productivity, and quality of existing cancer programs. The session will answer questions such as “how many infusion chairs and nurses will we need if we employ or integrate with a medical oncologist?” and “how would increased market share for prostate radiation impact our staffing and billed services?” The National Hospital Oncology Benchmark Study (NHOBS) was developed by Teri U. Guidi, President and CEO and her team at the Oncology Management Consulting Group, to respond to the repeated inquiries for outpatient staffing and productivity benchmarks. For more information, please go to http://oncologymgmt.com/nhobs/

5:30PM–7:00PM  
EXPO HALL WINE TASTING RECEPTION

Last Time to Visit our Exhibitors!

7:30PM–8:00AM  
CONTINENTAL BREAKFAST

FRIDAY, JANUARY 29

7:00AM–5:15PM  
ACE REGISTRATION DESK OPEN

7:30AM–8:00AM  
CONTINENTAL BREAKFAST

8:00AM–9:00AM  
AN ONCOLOGY PATIENT’S JOURNEY FROM TREATMENT TO SURVIVORSHIP BY WAY OF A CUSTOMIZED EMR

Speakers: Nicole Valdez, MPH, RD, Aptium Oncology
Mickie Cason-Boehm, RPh, Aptium Oncology

After attending this session, participants will be able to identify how the Desert Comprehensive Cancer Center customized an EMR solution to meet their treatment and survivorship care plan needs.

The custom Oncology Flowsheet allows clinicians to view the current treatment status of patients in clinic, track lab values, tumor markers and chemotherapy, and follow the prescription medication pertinent to the cancer diagnosis. The tab also displays radiation treatment data integrated from a 3rd party system into the EMR, enabling providers to see the comprehensive picture of a patient’s treatment progress. The Survivorship Care Plan process allows clinicians to guide patients from the active treatment phase back to the community via an ongoing surveillance plan with supporting documentation for primary care providers.

9:15AM–10:15 AM  
THE IMPACT OF HEALTHCARE REFORM—WHAT IT MEANS FOR CANCER PROGRAMS TODAY

Speaker: Matt Sturm, Senior Manager, ECG Management Consultants

For the past 5 years in the healthcare industry, the conversation about healthcare reform has been in the future tense. If your organization is still talking about reform in the future tense rather than the present tense, you run the risk of your cancer program being referred to in the past tense. Current dynamics, including Medicaid expansion, payment reform (Oncology Care Model, oncology medical homes, etc.), and the growth of high-deductible insurance plans, are transforming and will continue to transform how patients receive care. Successful cancer programs will adapt by developing low-cost care delivery models that offer market-competitive services, quality, and pricing. This session will explore a series of strategies that cancer programs can implement today in order to have an immediate impact on their market competitiveness.
10:30AM–11:15AM
ACE ANNUAL BUSINESS MEETING
All ACE members are welcome to attend to get an update on the Association from the ACE Board of Directors and meet the new board members.

11:15AM–12:30PM
LUNCH ON YOUR OWN

12:30PM–1:30PM
AVOIDING THE DATA DESERT—QUENCH YOUR THIRST
Speakers: Linda Reimers—BS, RHIA, CTR, Director of Business Development, Registry Partners
Lisa D. Landvogt, BA, CTR, Registry Partners

The presentation will utilize the wealth of cancer data for Commission on Cancer accredited hospitals housed in the National Cancer Database (NCDB). The process for creating the data reports will be presented along with examples of reports and their potential use. The data will be presented from the Cancer Quality Improvement Program (CQIP), Cancer Program Practice Profile Reports (CP3R), NCDB benchmarks and the Rapid Quality Reporting System (RQRS). Purposes of the data reports will include strategic planning, budgets, quality measures, accreditation, recruiting and comparisons.

1:45PM–2:45PM
2016 BILLING, CODING AND DOCUMENTATION UPDATE FOR RADIATION AND MEDICAL ONCOLOGY
Speaker: Sally Eggleston, MBA, RT(T), President, RC Billing

A summation of the 2016 radiation and medical oncology Final Rule from CMS will be given to each attendee. The high points of billing, coding and documentation changes will be discussed. How these changes may affect either a hospital outpatient or physician practice will be addressed. Attendees will be allowed to ask questions regarding these updates/changes and any other coding questions.

3:00PM–4:00PM
TUMOR PROFITABILITY ANALYSIS—THE OASIS IN YOUR DATA
Speaker: Steven L. Black, MBA, President, The Oncology Group

Typically hospital-based cancer programs look at the profitability of the cancer program based on the contribution margin associated with surgical oncology, medical oncology and radiation oncology. In order for cancer administrators to make intelligent strategic decisions about how to grow the program, they need a level of analysis that looks at the program from the tumor type perspective.

4:15PM–5:15PM
ONCOLOGY BIG DATA: ARE YOU LIVING IN A MIRAGE OR OASIS OF KNOWLEDGE
Speaker: Michael Peters, President/CEO, US Cancer Specialists

Big Data is perhaps the most prominent business buzzword generating interest within healthcare systems today. As new technologies provide access to larger amounts of data, in the forms of structured, unstructured and semi-structured information, the tools needed to harness the value from large-scale integration and analysis of big data, is just starting to wet the lips of oncology professionals. The danger is all this data can be creating a Mirage, where we assume that more data is better and that the more we collect will uncover the right answer. After attending this session, participants will have a better understanding of: The Pitfalls of Big Data Management; What Data is of Value; Leveraging of Data, and Best Practices to avoid the Dangers that create this Mirage. Upon completion of the presentation, the attendee will also have the necessary tips to determine if their organization is well equipped to handle big data management.

6:00PM–7:30PM
CLOSING RECEPTION

SATURDAY, JANUARY 30

10:00AM
CANCER CENTER TOUR
Join Us for a Tour of the Comprehensive Cancer Center at Desert Regional Medical Center (transportation, coffee and continental breakfast will be provided. Bus will leave the Westin Mission Hills at 9:30AM. (Separate Registration Required; no cost)
**Conference Pricing**

**Early Bird Pricing**
*(Available till 12/11/15):*

**ACE Members**
- $999 Conference Registration and Workshop Registration
- $750 Conference Registration
- $350 Workshop Registration

**Non-Members**
- $1,300 Conference Registration and Workshop Registration
- $900 Conference Registration
- $450 Workshop Registration

**Standard Pricing**
*(Non-Early Bird):*

**ACE Members**
- $1,150 Conference Registration and Workshop Registration
- $800 Conference Registration
- $400 Workshop Registration

**Non-Member**
- $1,400 Conference Registration and Workshop Registration
- $950 Conference Registration
- $500 Workshop Registration

**ACE Membership Bundle Package**
*(Available entire Registration Window)*
- $1,250 Conference Registration, Workshop Registration and half year membership
- $850 Conference Registration and half year membership

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**General Information**

**Early Bird Deadline—December 15, 2015**

**Westin Mission Hills Resort & Spa**
71333 Dinah Shore Dr.
Rancho Mirage, CA 92270
Hotel Reservations: 877-253-0041
Discount Group Rate: $229

ACE has reserved a block of rooms at the Westin Mission Hills Resort & Spa. To reserve a room contact the hotel directly and request the ACE Annual Meeting group rate.

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**Register Now!**
cancerexecutives.org

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