



# Navigating a Changing Oncology Care Landscape

**Prepare for what's next in your practice and community oncology.  
Attend the virtual 2020 Community Oncology Conference!**

Oncology is changing rapidly as models of care evolve. In just the past month, we have seen this firsthand with the rapid expansion of telehealth to combat the COVID-19 (coronavirus) pandemic. These changes won't disappear once the crisis is over. To adapt to what's next, every practice — and practitioner — needs to know what to expect.

The completely virtual **2020 Community Oncology Conference** will help your practice and patients for years to come by providing live and on-demand information for delivering accessible, affordable, and high-quality cancer care for years to come.

This conference is **100% FREE access for health care providers and practices**. There are no travel costs and it is available live or on-demand. With free registration and access, everyone can join us to stay one step ahead of the latest developments in community oncology.

The comprehensive and timely agenda covers all the critical issues cancer care teams face, including telehealth implementation and best practices; overcoming pharmacy benefit manager (PBM) and mail-order challenges; the latest on oncology payment reform, such as the Oncology Care Model (OCM) and future Oncology Care First (OCF) model; and important clinical issues like genomic testing and clinical trials.

## Free registration for health care professionals!

All health care professionals – in any practice setting, with any job title, specialty focus, or location – are invited to participate in the 2020 Community Oncology Conference, including the Advanced Coding Workshop, completely free of charge.

Register today at [www.COAConference.com](http://www.COAConference.com)

Don't miss the **special Advanced Coding Virtual Workshop: Preparing Your Practice for New Medicare Codes to Provide Quality Services to Patients**. There have been *major changes for 2020 and 2021 E&M coding*, with approximately 40 new service codes for oncology. Are you ready? Your team can attend the special virtual workshop on Wednesday, April 22 for free – just be sure to register for the Workshop at [www.COAConference.com](http://www.COAConference.com)!

# 2020 VIRTUAL CONFERENCE AGENDA

CLINICAL

PRACTICE OPERATIONS

THURSDAY, APRIL 23, 2020

8:30 - 8:50 AM	<b>CONFERENCE OPENING DAY ONE: WELCOME FROM THE CO-CHAIRS</b> <ul style="list-style-type: none"> <li>Robert Baird, Jr., RN, MSA, National Cancer Treatment Alliance</li> <li>Stephen (Fred) Divers, MD, Medical Oncologist, Hematologist, Genesis Cancer Center</li> <li>David Eagle, MD, Medical Oncologist, Hematologist, Novant Lake Norman Oncology</li> <li>Debra Patt, MD, MPH, MBA, Vice President, Medical Oncologist, Hematologist, Texas Oncology</li> <li>Jeffrey Patton, MD, Chief Executive Officer, Medical Oncologist, Tennessee Oncology</li> <li>Barry Russo, MBA, Chief Executive Officer, The Center for Cancer &amp; Blood Disorders</li> <li>Jeff Vacirca, MD, FACP, Chief Executive Officer, Medical Oncologist, Hematologist, New York Cancer &amp; Blood Specialists</li> </ul>
8:50 - 9:30 AM	<b>TOP COMMUNITY ONCOLOGY ISSUES NOW &amp; LOOKING AHEAD</b> <ul style="list-style-type: none"> <li>Robert Braun, Corporate VP Operations &amp; Integration, Regional Cancer Care Associates, LLC</li> <li>Bo Gamble, Director of Strategic Practice Initiatives, Community Oncology Alliance, <i>Moderator</i></li> <li>Kathy Oubre, MS, Chief Operating Officer, Pontchartrain Cancer Center</li> <li>Barry Russo, MBA, Chief Executive Officer, The Center for Cancer &amp; Blood Disorders</li> </ul>
9:35 - 10:15 AM	<b>ONCOLOGY PAYMENT REFORM: UPDATES ON THE OCM 1.0, COA OCM 2.0, &amp; CMMI OCF</b> <ul style="list-style-type: none"> <li>Bo Gamble, Director of Strategic Practice Initiatives, Community Oncology Alliance, <i>Moderator</i></li> <li>Kashyap Patel, MD, Chief Executive Officer, COA Payment Reform Co-Chair, Carolina Blood &amp; Cancer Care Associates</li> <li>Lalan Wilfong, MD, Executive Vice President, Value Based Care &amp; Quality Programs, COA Payment Reform Co-Chair, Texas Oncology</li> </ul>
10:20 - 10:50 AM	<b>CLINICAL UPDATE: SKIN RELATED TOXICITIES IN CANCER CARE</b> <ul style="list-style-type: none"> <li>Mario E. Lacouture, MD, Dermatology Service, Department of Medicine, Memorial Sloan Kettering Cancer Center</li> </ul>
10:50 - 11:20 AM	<b>BREAK TO VISIT THE VIRTUAL EXHIBIT HALL</b>
11:20 - 12:00 PM	<b>CANCER VERSUS COVID-19: WHAT WE HAVE LEARNED FROM THE CRISIS</b> <ul style="list-style-type: none"> <li>Sibel Blau, MD, Medical Director, Northwest Medical Specialties</li> <li>Steve D'Amato, BScPharm, Chief Executive Officer, New England Cancer Specialists</li> <li>Jeffrey Patton, MD, Chief Executive Officer, Medical Oncologist, Tennessee Oncology, <i>Moderator</i></li> <li>Alti Rahman, MHA, MBA, CSSBB, Practice Administrator, Oncology Consultants</li> <li>Anthony Scalzo, MD, President, Hematology Oncology Associates of CNY</li> </ul>
12:05 - 12:35 PM	<b>CLINICAL UPDATE: THE LATEST ON METASTATIC BREAST CANCER</b> <ul style="list-style-type: none"> <li>Neelima Denduluri, MD, Medical Oncologist, Virginia Cancer Specialists</li> </ul>
12:40 - 1:10 PM	<b>THE NOW &amp; FUTURE OF CLINICAL TRIALS IN THE COMMUNITY ONCOLOGY SETTING</b> <ul style="list-style-type: none"> <li>Howard "Skip" Burris, III, MD, FACP, FASCO, President, Chief Medical Officer, Sarah Cannon Research Institute, American Society of Clinical Oncology</li> </ul>
1:10 - 1:40 PM	<b>BREAK TO VISIT THE VIRTUAL EXHIBIT HALL</b>
1:40 - 2:20 PM	<b>THE EMPLOYER PERSPECTIVE: MEETING EMPLOYEE NEEDS WHILE CONTROLLING CANCER CARE COSTS</b> <ul style="list-style-type: none"> <li>Deborah Gan, Executive Director, Integrated Account Management, Strategic Insights, Merck</li> <li>Cheryl Larson, President, Chief Executive Officer, Midwest Business Group on Health</li> <li>Frederick Schnell, MD, Chief Medical Officer, Community Oncology Alliance, <i>Moderator</i></li> <li>Thomas Sondergeld, HR Executive, Former VP of Global Benefits, Self-Employed</li> </ul>
2:25 - 2:55 PM	<b>REAL WORLD TUMOR &amp; PLASMA GENETIC TESTING</b> <ul style="list-style-type: none"> <li>Charu Aggarwal, MD, MPH, Leslye M. Heisler Assistant Professor of Medicine, Abramson Cancer Center, University of Pennsylvania</li> </ul>
3:00 - 3:30 PM	<b>EMERGING TRENDS IN TELEHEALTH &amp; INFORMATION TECHNOLOGY</b> <ul style="list-style-type: none"> <li>Nick Recker, President, Path Forward</li> </ul>
3:35 - 4:05 PM	<b>GUT CHECK: THE DYNAMICS OF THE GUT MICROBIOME &amp; CANCER</b> <ul style="list-style-type: none"> <li>Axel Grothey, MD, Medical Oncologist, West Cancer Center</li> </ul>
4:10 - 4:40 PM	<b>NEW AGE OF RUNNING A PRACTICE: CYBER SECURITY &amp; COMPLIANCE IN HEALTH CARE</b> <ul style="list-style-type: none"> <li>John DiMaggio, Chief Executive Officer, Clinical Research, BlueOrange Compliance</li> </ul>

# 2020 VIRTUAL CONFERENCE AGENDA

CLINICAL

PRACTICE OPERATIONS

FRIDAY, APRIL 24, 2020

8:30 - 8:50 AM	<b>CONFERENCE OPENING DAY TWO: WELCOME FROM THE CO-CHAIRS</b> <ul style="list-style-type: none"> <li>Robert Baird, Jr., RN, MSA, National Cancer Treatment Alliance</li> <li>Stephen (Fred) Divers, MD, Medical Oncologist, Hematologist, Genesis Cancer Center</li> <li>David Eagle, MD, Medical Oncologist, Hematologist, Novant Lake Norman Oncology</li> <li>Debra Patt, MD, MPH, MBA, Vice President, Medical Oncologist, Hematologist, Texas Oncology</li> <li>Jeffrey Patton, MD, Chief Executive Officer, Medical Oncologist, Tennessee Oncology</li> <li>Barry Russo, MBA, Chief Executive Officer, The Center for Cancer &amp; Blood Disorders</li> <li>Jeff Vacirca, MD, FACP, Chief Executive Officer, Medical Oncologist, Hematologist, New York Cancer &amp; Blood Specialists</li> </ul>
8:55 - 9:25 AM	<b>SPOTLIGHT ON PBM PRICING TRICKS</b> <ul style="list-style-type: none"> <li>Antonio Ciaccia, Chief Strategy Officer, 3 Axis Advisors</li> </ul>
9:30 - 10:00 AM	<b>THE EXCITING NEW WORLD OF APPLIED INFORMATICS IN ONCOLOGY</b> <ul style="list-style-type: none"> <li>Debra Patt, MD, MPH, MBA, Vice President, Medical Oncologist, Hematologist, Texas Oncology</li> </ul>
10:00 - 10:30 AM	<b>BREAK TO VISIT THE VIRTUAL EXHIBIT HALL</b>
10:30 - 11:10 AM	<b>POWER &amp; POTENTIAL OF GENOMIC PROFILING IN CANCER: STAKEHOLDER PANEL DISCUSSION</b> <ul style="list-style-type: none"> <li>Alan Balch, PhD, Chief Executive Officer, National Patient Advocate Foundation</li> <li>LuAnn Clothier, Patient Advocate</li> <li>Martin Dietrich, MD, PhD, Assistant Professor of Internal Medicine, University of Central Florida</li> <li>Jane Gibson, PhD, FACMG, Chair, Clinical Sciences Department, University of Central Florida College of Medicine</li> <li>Lee Schwartzberg, MD, FACP, Executive Director, West Cancer Center &amp; Research Institute, <i>Moderator</i></li> <li>Anthony "Nino" Sireci, MD, Vice President, Diagnostics Development &amp; Medical Affairs, Loxo Oncology</li> </ul>
11:15 - 11:55 AM	<b>LEGISLATIVE UPDATE FROM CAPITOL HILL: CANCER POLITICS &amp; POLICY IN WASHINGTON D.C.</b> <ul style="list-style-type: none"> <li>Christian G. Downs, JD, MHA, Executive Director, Association of Community Cancer Centers</li> <li>Ben Jones, Vice President, Government Relations, The US Oncology Network</li> <li>Deborah Kamin, RN, PhD, Vice President, Policy &amp; Advocacy, American Society of Clinical Oncology</li> <li>Ali Murphy, Manager, Government Relations, Cardinal Health</li> <li>Ted Okon, MBA, Executive Director, Community Oncology Alliance, <i>Moderator</i></li> <li>Brad Tallamy, Senior Director, Government Affairs, AmerisourceBergen</li> </ul>
12:00 - 12:40 PM	<b>PBM LEGISLATION &amp; LEGAL ISSUES AT THE NATIONAL LEVEL: THE EXPERTS WEIGH IN</b> <ul style="list-style-type: none"> <li>Jonathan E. Levitt, Esq., Founding Partner, Frier Levitt, LLC</li> <li>Jeff Mortier, Partner, Farragut Partners</li> <li>Ted Okon, MBA, Executive Director, Community Oncology Alliance, <i>Moderator</i></li> <li>Jeff Vacirca, MD, FACP, Chief Executive Officer, Medical Oncologist, Hematologist, New York Cancer &amp; Blood Specialists</li> </ul>
12:40 - 1:10 PM	<b>BREAK TO VISIT THE VIRTUAL EXHIBIT HALL</b>
1:10 - 1:40 PM	<b>CLINICAL UPDATE: NEW LUNG CANCER TREATMENTS IN THE AGE OF TARGETED &amp; IMMUNOTHERAPY</b> <ul style="list-style-type: none"> <li>Alexander Spira, MD, PhD, FACP, Director, Clinical Research, Virginia Cancer Specialists</li> </ul>
1:45 - 2:25 PM	<b>OPERATIONAL &amp; CLINICAL CONSIDERATIONS IN A MEDICALLY INTEGRATED PRACTICE</b> <ul style="list-style-type: none"> <li>Ray Bailey, RPh, Pharmacy Director, Florida Cancer Specialists</li> <li>Gury K. Doshi, MD, Medical Director, Oral Oncolytics, Texas Oncology</li> <li>Jim Schwartz, RPh, Executive Director, Pharmacy Operations, Texas Oncology</li> </ul>
2:30 - 3:00 PM	<b>STEREOTACTIC RADIATION COMBINED WITH IMMUNOTHERAPY IN METASTATIC DISEASE</b> <ul style="list-style-type: none"> <li>Anshu Jain, MD, Radiation Oncologist, Ashland Bellefonte Cancer Center</li> </ul>
3:05 - 3:45 PM	<b>IMPROVING PRACTICE WORKFLOWS &amp; PRIOR AUTHORIZATION WITH ROBOTIC PROCESS AUTOMATION</b> <ul style="list-style-type: none"> <li>Kathy Oubre, MS, Chief Operating Officer, Pontchartrain Cancer Center</li> <li>Syam Palakurthy, Chief Executive Officer, Co-Founder, SamaCare</li> <li>Alti Rahman, MHA, MBA, CSSBB, Practice Administrator, Oncology Consultants</li> </ul>
3:50 - 4:20 PM	<b>MEDICAL CANNABIS: CLINICAL CONSIDERATIONS IN ONCOLOGY</b> <ul style="list-style-type: none"> <li>Christine Roussel, PharmD, BCOP, Director of Pharmacy, Doylestown Hospital</li> </ul>
4:25 - 4:55 PM	<b>CONFERENCE WRAP-UP: MEETING OBSERVATIONS FROM THE CO-CHAIRS &amp; AUDIENCE</b> <ul style="list-style-type: none"> <li>Robert Baird, Jr., RN, MSA, National Cancer Treatment Alliance</li> <li>Stephen (Fred) Divers, MD, Medical Oncologist, Hematologist, Genesis Cancer Center</li> <li>David Eagle, MD, Medical Oncologist, Hematologist, Novant Lake Norman Oncology</li> <li>Debra Patt, MD, MPH, MBA, Vice President, Medical Oncologist, Hematologist, Texas Oncology</li> <li>Jeffrey Patton, MD, Chief Executive Officer, Medical Oncologist, Tennessee Oncology</li> <li>Barry Russo, MBA, Chief Executive Officer, The Center for Cancer &amp; Blood Disorders</li> <li>Jeff Vacirca, MD, FACP, Chief Executive Officer, Medical Oncologist, Hematologist, New York Cancer &amp; Blood Specialists</li> </ul>



## BY COMMUNITY ONCOLOGY, FOR COMMUNITY ONCOLOGY

Every session of the Community Oncology Conference features **expert information provided by industry leaders**. Whatever your role, we know you will make important connections and gain invaluable knowledge.

There's no better time or place to learn from experts who have invaluable insights shared across our **unique agenda, featuring dedicated clinical, business and pharmacy sessions**.

Hosted by the Community Oncology Alliance (COA), the only non-profit organization dedicated solely to advocating for community oncology practices and, most importantly, the patients they serve. **This is the only conference exclusively focused on the needs of community oncology practices and professionals and the unique challenges you face.**

The Conference is the place for all of us to share ideas and make new connections for improving patient care, expanding our practices, and advocating for community oncology.

## WHY ATTEND THE COMMUNITY ONCOLOGY CONFERENCE?

"The COA Conference is always the most comprehensive event for learning about current issues, opportunities, and trends in independent community oncology from the peers you trust and experts you know." **Jeff Vacirca, MD, FACP, New York Cancer & Blood Specialists and OneOncology**

"I always leave the Community Oncology Conference with ideas I use to help my practice every day throughout the year." **Barry Russo, MBA, The Center for Cancer & Blood Disorders**

"The 2020 COA Conference has something for everyone in your community oncology practice. I always learn how to help my practice and patients for years to come." **Jeffrey Patton, MD, Tennessee Oncology and OneOncology**

"The Community Oncology Conference is the must-attend event of the year because it gives you everything you need to stay one step ahead of the new developments in community oncology." **David Eagle, MD, Novant Lake Norman Oncology**

"I urge everyone in your practice — especially pharmacists, administrators, nurses, and oncologists — to attend the COA Conference. You'll gain invaluable insight and leave with actionable information on how to counsel and care for your patients." **Debra Patt, MD, MPH, MBA, Texas Oncology**

"When I leave the Community Oncology Conference, I am more inspired, rejuvenated, and committed to my goals. I feel ready to seize the day as we work to provide better care for our patients. There are great conferences every weekend, but this is one you don't want to miss." **Fred Divers, MD, Genesis Cancer Center**

"The COA Conference agenda features all the critical issues faced by community oncology. And it is where the best and brightest come together to share actionable insights on the clinical, operational, and business opportunities that are essential to our success." **Robert Baird, Jr., RN, MSA, National Cancer Treatment Alliance**

### Free registration for health care professionals!

All health care professionals, including physicians, nurses, pharmacists, practice administrators, and more are invited to participate in the 2020 Community Oncology Conference, including the Advanced Coding Workshop, *completely free of charge*.

Learn more at [www.COAConference.com](http://www.COAConference.com)