

# Cancer Center of Excellence Summit

▪ Optimizing Your Existing Cancer Center of Excellence – The Advanced Course ▪

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**May 5, 2010 8:00AM – 4:15 PM**

8:00 – 8:30 *Networking Breakfast and Registration*

8:30 – 8:45 **Opening and Welcoming Comments**

8:45 – 9:45 **Designing a Disease Specific Program**

In order to achieve high volumes of patients, many Centers of Excellence look to create a disease-specific, rather than a general, program. This allows the center to become their region's most effective treatment program for that specific disease. This presentation will look at the strengths and weaknesses of such programs and the issues that will need to be examined when considering such a designation.

**Jaci Nore, RN, BSN, OCN, CBCN, Director of Centers of Excellence, US ONCOLOGY**

9:45 – 10:15 *Morning Break*

10:15 – 11:15 **Benchmarking and Interpreting Statistics**

A Cancer Center of Excellence will not reach its true potential unless it takes the time to test itself and understand how to interpret the results. Failure to study benchmarks can result in an inefficient facility that allows costs to grow unchecked, leading to poor patient experiences. This presentation will discuss in detail what administrators will want to track and how to correctly interpret the information to avoid waste and most effectively conduct the business of running a treatment center.

**Dan Fontaine, Senior Vice President for Business Affairs, MD ANDERSON CANCER CENTER**

11:15 – 12:15 **Developing Electronic Records for an Improved Delivery Model**

Many healthcare providers, including Centers of Excellence, suffer from a fragmented system that impairs the effectiveness of the facility and drives up costs unnecessarily. To receive financial incentives, providers must achieve "Meaningful Use Criteria" for electronic health records. Using advanced technologies that allow delivery models to efficiently navigate the system is the direction of the industry. This presentation will discuss the benefits of this machinery, its scope and the proper implementation of new technologies that can be used to meet the definition of "Meaningful Use" during the Stage 1 (2011) EHR adoption period.

**Melissa Speer, Director of EMR, THE WEST CLINIC**

12:15 – 1:45 *Group Luncheon*

1:45 – 2:45    **Strategic Acquisitions**

Many Centers of Excellence feel they have exhausted their growth efforts within the confines of their own walls. Whether a Center of Excellence is part of a private hospital or university, acquiring another facility can achieve growth and reduced overhead costs. However, making an acquisition can be a difficult effort to even get off the ground and the risks associated with a merger will need to be clearly understood. This presentation will examine the topic of Mergers and Acquisitions and what can be done to make a successful acquisition.

**Mickey Goldman**, *President & CEO*, INSIGHT ONCOLOGY, INC.

2:45 – 3:15    *Afternoon Break*

3:15 – 4:15    **Strengthening Physician Leadership**

Attracting top physician talent is an important success for a Cancer Center of Excellence. The best Centers will work to ensure strong relationships between oncology physicians and administration. Such steps will make it possible for a facility to offer the best treatment available with a reduced risk of losing this important resource who otherwise might leave for greener pastures. This presentation will discuss what administrators need to understand in developing and maintaining mutually beneficial relationships.

**Mary Reed**, *Principal Partner*, DMI TRANSITIONS

4:15            **Conference Adjourns**