

*Association of  
Northern California Oncologists*  
Post Office Box 151109  
San Rafael, CA 94915-1109

## *2004 Annual Meeting: Meeting Challenges & Maintaining Quality*

Friday, October 1<sup>st</sup>-Sunday, October 3<sup>rd</sup>, 2004  
Hyatt Regency, Monterey • (831) 372-1234

ASSOCIATION OF  
NORTHERN CALIFORNIA ONCOLOGISTS  
&



### **Exhibits & Sponsors**

This educational activity has been supported in part by educational grants from *AMGEN, AstraZeneca, biogenIDEC, Cell Therapeutics, Genitope Corporation, IMPAC, International Oncology Network, Oncology Supply, Ortho Biotech, OSI Pharmaceuticals, Pfizer Oncology, SuperGen,* and possibly others (as of the date of this mailing).

### *Association of Northern California Oncologists (ANCO)*

ANCO was organized in 1990 to be an advocate for, educate, and inform the practicing medical oncologist and hematologist and represents 240 medical oncologists and hematologists throughout Northern California.

### **Program Overview**

ANCO's 2004 *Annual Meeting: Meeting Challenges & Maintaining Quality* will provide participants with the latest information about national and California legislative/regulatory reform and private insurance reimbursement changes; national and local quality cancer care initiatives and how they will influence medical oncology practice in the future; and, nursing, technological, and management changes in practices to meet current economic and quality challenges.

### **Target Audience**

ANCO's 2004 *Annual Meeting: Meeting Challenges & Maintaining Quality* is designed to meet the educational needs of medical oncologists, oncology nurses, and practice administrators involved in

At the conclusion of this educational activity, participants should be able to:

- Describe, discuss, and evaluate the impact of federal, California, and private insurance policy initiatives on office-based practice, especially cancer care reimbursement.
- Describe, discuss, and understand national quality cancer care initiatives (including IOM, NICQQ, and the ASCO Quality Oncology Practice Initiative), identify key outcome measures that define quality cancer care, and assess their impact on office-based practice.
- Understand challenges to oncology nursing presented by changes in the reimbursement environment and how oncology nurses can contribute to maintaining access to quality cancer care.
- Understand how to adapt to changes in the everyday office-based practice setting using technological and practice management tools.

#### Accreditation

This activity has been planned and implemented in accordance with the Essential Areas and Policies of the *Accreditation Council for Continuing Medical Education* (ACCME) through the joint sponsorship of the *American Society of Clinical Oncology* (ASCO) and the *Association of Northern California Oncologists* (ANCO). The *American Society of Clinical Oncology* (ASCO) is accredited by the ACCME to provide continuing medical education for physicians.

The *American Society of Clinical Oncology* designates this educational activity for a maximum of 9.0 category 1 credits towards the AMA Physician's Recognition Award. Each physician should claim only those credits that he/she actually spent in the activity.

The California State Board of Registered Nurses accepts courses approved for AMA PRA category 1 credit as meeting the continuing education requirements for renewal.

#### Program Planning Committee

The *Physician Course Director* for ANCO's 2004 *Annual Meeting* is Peter Paul Yu, M.D., *ANCO President*. Dr. Yu was assisted by the *ANCO Board of Directors* (Kent M. Adler, M.D., Michael P. Alexander, M.D., Richard A. Bohannon, M.D., Alan B. Glassberg, M.D., Russell Hardy, M.D., John A. Keech, Jr., D.O., L. Wayne Keiser, M.D., Alan M. Kramer, M.D., Robert S. Miller, M.D., Bimal J. Patel, M.D., and Roger Shiffman, M.D.), and José Luis González, *ANCO Executive Director*, in the selection of the faculty for ANCO's 2004 *Annual Meeting*.

#### Agenda & Faculty

FRIDAY, October 1<sup>st</sup>

5:00PM REGISTRATION, EXHIBITS OPEN, AND RECEPTION

SATURDAY, October 2<sup>nd</sup>

9:00AM WELCOME & INTRODUCTION, **Peter Paul Yu, M.D.**, *ANCO President*

NATIONAL & CALIFORNIA LEGISLATIVE  
& REGULATORY UPDATES

**Dean H. Gesme, Jr.**, M.D, *Chair, ASCO Clinical Practice Committee*  
**State Senator Deborah Ortiz**, *Chair*

*California State Senate Health & Human Services Committee*

**Steven Thompson**, *Vice President of Government Relations*  
*California Medical Association*

ASCO PRACTICE MANAGEMENT CURRICULUM

**Peter Paul Yu, M.D.**, *ANCO President*

12:00PM LUNCH

NATIONAL & LOCAL QUALITY CANCER CARE INITIATIVES

**Joseph V. Simone, M.D.**, *Chair, National Cancer Policy Board*  
*Institute of Medicine*

**Peter D. Eisenberg, M.D.**, *California Cancer Care*

**Gerald N. Rogan, M.D.**, *Former Carrier Medical Director, NHIC/Medicare*

**Kirk Stapleton**, *Senior Vice President, Network Planning*  
*UnitedHealth Networks*

6:00PM DINNER

ASCO NATIONAL INITIATIVE ON CANCER CARE QUALITY

**Joseph S. Bailes, M.D.**, *Co-Chair, ASCO Government Relations Council*

SUNDAY, October 3<sup>rd</sup>

9:00AM INFORMATION TECHNOLOGY & ONCOLOGY PRACTICE

**Edward P. Ambinder, M.D.**, *Chair, ASCO Internet Services Committee*

CHANGES IN ONCOLOGY NURSING PRACTICE

**Catherine Harvey, D.P.H.**, *Partner, Oncology Associates*

RESULTS OF & LESSONS FROM

ANCO'S DIMA PRACTICE PREPAREDNESS SURVEY

**Roberta Buell, M.B.A.**, & **Patricia Falconer, M.B.A.**, *HealthOptions*

12:00PM OPEN MEMBERSHIP FORUM AND CLOSING REMARKS

**Peter Paul Yu, M.D.**, *ANCO President*

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ANCO Physician Member (Free)  ANCO Practice Manager/Nurse (Free)

Nonmember Physician (\$200), Nonmember Manager/Nurse (\$100)

Non-sponsoring Industry Representative (\$400)

(Please check one)

Dr.  Mr.  Mrs.  Ms. \_\_\_\_\_

Last Name	First	M.I.
Degree	Specialty	
Address		
City	State	Zip
Daytime Phone	FAX	E-mail

**Registration Fees.** There is no registration fee for individual ANCO member physicians, their managers, or their nurses. Nonmember physicians must pay a registration fee of \$200 that can be applied to membership for 2005. Managers/Nurses from nonmember practices must pay a registration fee of \$100.

Non-sponsoring/exhibiting industry representatives must pay a registration fee of \$400. (Please note that sponsorships @ \$5,000, with 5 free registrations and exhibits @ \$2,000 with 2 free registrations remain available.)

Contact the ANCO office at (415) 472-3960 for additional information. Make your check payable to ANCO and mail to the address below.

**Hotel Accommodations.** ANCO's 2004 *Annual Meeting* takes place at the Hyatt Regency Monterey. Newly renovated, the Hyatt Regency Monterey offers outdoor heated swimming pools, fitness centers, tennis, the onsite 18-hole Del Monte Golf Course, and direct access to Cannery Row, Fisherman's Wharf, Monterey Bay Aquarium, Carmel and Pebble Beach.

A block of guest rooms has been reserved at the Hyatt Regency Monterey with a special nightly group rate of \$179 (or \$204 for golf course view rooms). Call (831) 372-1234 to reserve your rooms by 5PM, September 10<sup>th</sup>, 2004, and guarantee the availability of the group rate. After this date, rooms will be provided on a space and rate available basis only. When you call to make your reservation, please identify yourself as attending the *Association of Northern California Oncologists 2004 Annual Meeting*. Do not delay in reserving your room, as space is limited.

**Guests** are welcome to attend Friday's reception and Saturday's reception/dinner. Please indicate below the name(s) of your guests as well as any dietary restrictions for you and/or your guest(s):

\_\_\_\_\_  
*Name* *Dietary Restriction*

\_\_\_\_\_  
*Name* *Dietary Restriction*

\_\_\_\_\_  
*Name* *Dietary Restriction*

\_\_\_\_\_  
*Name* *Dietary Restriction*

**Registration is limited and there will be no on-site registration available.**  
Return this registration form no later than Friday, September 17<sup>th</sup>, 2004 to:

**Association of Northern California Oncologists**  
P.O. Box 151109, San Rafael, CA 94915-1109  
Information: (415) 472-3960 • FAX: (415) 472-3961