

ACI'S 4TH STRATEGIC FORUM ON:

# STRATEGIC PLANNING AND BUILDING OF SUCCESSFUL ONCOLOGY PROGRAMS & SERVICES

AUGUST 4-5, 2005 • NEW YORK, NY • THE WESTIN NEW YORK AT TIMES SQUARE

OUR FOURTH STRATEGIC FORUM ON ONCOLOGY WILL EXAMINE A VARIETY OF TOPICS THROUGH BOTH CASE STUDIES AND PRESENTATIONS FROM THE FOLLOWING DISTINGUISHED FACULTY:

Mr. Jack Kolosky, Chief Financial Officer. **H. LEE MOFFITT CANCER CENTER & RESEARCH CENTER**  
Mr. Charles Bogosta, Chief Financial Officer. **UNIVERSITY OF PITTSBURGH CANCER INSTITUTE**  
Ms. Bobbi Marks, Clinical Administrative Director, Oncology Services. **UNIVERSITY OF NORTH CAROLINA HOSPITALS**  
Dr. Roger Macklis, Radiation Oncology Chair. **CLEVELAND CLINIC TAUSSIG CANCER CENTER**  
Dr. Wilson Mertens, Medical Director. **BAYSTATE REGIONAL CANCER PROGRAM**  
Dr. Mary Todd, Deputy Director. **CANCER INSTITUTE OF NEW JERSEY**  
Mr. Scott Milligan, Vice President – Technology Ventures. **NEUROSOURCE**  
Mr. Michael Nugent, Senior Manager. **TIBER GROUP**  
Alison Andre, Director, Duke Oncology Network. **DUKE UNIVERSITY MEDICAL CENTER**  
Dr. Michael Greenberg, Medical Director. **THE DALE AND FRANCES HUGHES CANCER CENTER**

## TOPICS PRESENTED WILL INCLUDE THE FOLLOWING:

- Improving The Delivery of Cancer Patient care, through the streamlining and integration of medical programs, staff, and resources for more efficient and cost effective clinical operations
- Strategic lessons from leading oncology programs: Blueprints for increasing patient volume, and providing comprehensive care and treatment services.
- Emerging trends, and the impact of technology on your oncology program: Advancements in early detection, PET/CT, Molecular Imaging, Image Guided Radiation Therapy, Proton Therapy, and Chemotherapy.

## ACI'S 2004/2005 ONCOLOGY CONFERENCE SERIES INCLUDES ATTENDANCE FROM:

UT M.D. ANDERSON CANCER CENTER  
HENRY FORD HEALTH SYSTEM  
HOSPITAL OF UNIVERSITY OF PENNSYLVANIA  
MEMORIAL HERMANN SW  
DUKE UNIVERSITY MEDICAL CENTER

MOUNT SINAI HOSPITAL  
VANDERBILT UNIVERSITY MEDICAL CENTER  
ROSWELL PARK CANCER INSTITUTE  
HOSPITAL CORPORATION OF AMERICA  
THE DALE AND FRANCES HUGHES CANCER CENTER

## WHO WILL ATTEND?

Representatives from Community Hospitals, Health Systems, Academic Medical Centers, Hospital Networks, Medical Laboratories, and Comprehensive Cancer Centers, including:

- Executive Administration Overseeing Hospital/Health System Operations
- Administrative and Clinical Directors overseeing oncology programs and services
- Oncology Physicians and their staff

## CONFERENCE FEES & REGISTRATION

**Conference:** \$1,895\* (*\*Price includes documentation cd, networking breakfasts, luncheons and refreshment breaks.*)  
**Conference Documentation CD:** \$615 (*Documentation CD includes copies of all proceedings on CD, and shipping is included.*)

**HOTEL & AIRFARE:** For special rates, call United Airlines at 1-800-521-4041 and mention Meeting ID Code 556FA for discounted airfares. Take Advantage of Special Conference Rates!

The Westin New York at Times Square, 270 West 43rd Street, New York, NY  
Tel: 212-201-2700 or Reservations: 866-837-4183

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Any organization registering three persons at the same time will be entitled to a fourth registrant FREE of charge! For larger groups call 312-780-0700 for special rates!

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FOR REGISTRATION INFORMATION: CONTACT BERNARD EISENBERGER AT 312-780-0700 x213

# STRATEGIC PLANNING AND BUILDING OF SUCCESSFUL ONCOLOGY PROGRAMS & SERVICES

## DAY ONE: AUGUST 4, 2005

**8:00 AM REGISTRATION, CONTINENTAL BREAKFAST AND EXHIBITS**

**8:55 AM WELCOMING REMARKS**

**9:00 AM RE-IMAGINING YOUR CANCER PROGRAM AS GREAT: PATHWAYS TO A SHARED VISION – BAYSTATE REGIONAL CANCER PROGRAM'S PIONEERING EFFORT TO RECREATE THE PATIENT EXPERIENCE**

Wilson C. Mertens, M.D., Medical Director, Baystate Regional Cancer Program  
**BAYSTATE HEALTH SYSTEM**(Springfield, MA)  
Associate Professor of Medicine, **TUFTS UNIVERSITY SCHOOL OF MEDICINE**

**10:00 AM ONCOLOGY IT: A MEANS TO IMPROVING PRODUCTIVITY, EFFICIENCY, & QUALITY OF CARE**

Joseph Jachinowski, President & CEO  
**IMPAC MEDICAL SYSTEMS, INC.** (Mountain View, CA)

**11:00 AM MORNING REFRESHMENT BREAK**

**11:30 AM DEVELOPING A SUCCESSFUL REGIONAL ACADEMIC/COMMUNITY CANCER CENTER DELIVERY SYSTEM**

Charles E. Bogosta, MA, Vice President, Cancer Services,  
University of Pittsburgh Medical Center, Chief Financial Officer,  
**UNIVERSITY OF PITTSBURGH CANCER INSTITUTE** (Pittsburgh, PA)

**12:30 PM CONFERENCE NETWORKING LUNCHEON**

**1:45 PM MAKING THE CLINICAL AND ECONOMIC CASE FOR NEW TECHNOLOGY; THE EXPERIENCE OF A COMMUNITY HOSPITAL**

Michael J. Greenberg, M.D., Medical Director  
**THE DALE AND FRANCES HUGHES CANCER CENTER** (East Stroudsburg, PA)

**2:45 PM AFTERNOON REFRESHMENT BREAK**

**3:00 PM TRENDS IN SRS: BRINGING TOGETHER RADIATION ONCOLOGISTS AND NEUROSURGEONS**

Scott Milligan, Vice President - Technology Ventures, **NEUROSOURCE** (Chicago, IL)

**4:00 PM EMERGING ONCOLOGY PROGRAM MODELS AND STRATEGIES - PHYSICIAN PRACTICES, COMMUNITY HOSPITALS, TERTIARY HOSPITALS, ACADEMIC MEDICAL CENTERS AND HEALTH SYSTEMS**

Michael Nugent, Senior Manager  
**TIBER GROUP** (Chicago, IL)

**5:00 PM CLOSING REMARKS / CLOSE OF DAY ONE**

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**5:15 PM NETWORKING RECEPTION SPONSORED BY:**



# STRATEGIC PLANNING AND BUILDING OF SUCCESSFUL ONCOLOGY PROGRAMS & SERVICES

## DAY TWO: AUGUST 5, 2005

**8:00 AM CONTINENTAL BREAKFAST & EXHIBITS**

**8:25 AM OPENING REMARKS**

**8:30 AM BUILDING AN NCI-DESIGNATED COMPREHENSIVE CANCER CENTER: THE NEW JERSEY EXPERIENCE**

Mary B. Todd, D.O., Deputy Director and Chief Operating Officer  
**THE CANCER INSTITUTE OF NEW JERSEY** (New Brunswick, NJ)  
Professor of Internal Medicine, University of Medicine and Dentistry of New Jersey,  
**ROBERT WOOD JOHNSON MEDICAL SCHOOL**

**9:30 AM DEVELOPING COLLABORATIVE MULTI-DEPARTMENT ADVANCED TECHNOLOGY TREATMENT TEAMS: RADIO-IMMUNOTHERAPY AND IMAGE GUIDED RADIOTHERAPY**

Roger Macklis, M.D., Radiation Oncology Chair  
**CLEVELAND CLINIC TAUSSIG CANCER CENTER** (Cleveland, OH)

**10:30 AM FACILITATING INSTITUTIONAL PARTNERSHIPS THROUGH ONCOLOGY NETWORKS**

Alison B. Andre, MS, PT, Director, Duke Oncology Network  
**DUKE UNIVERSITY MEDICAL CENTER** (Durham, NC)

**11:30 AM CONFERENCE NETWORKING LUNCHEON**

**12:30 PM NORTH CAROLINA CLINICAL CANCER CENTER CASE STUDY**

Bobbi Marks, RN, MS, CHE, Clinical Administrative Director, Oncology Services  
North Carolina Clinical Cancer Center, **UNIVERSITY OF NORTH CAROLINA HOSPITALS** (Chapel Hill, NC)

**1:30 PM DEVELOPING THE "WIN-WIN" AFFILIATION: MOFFIT'S AFFILIATION NETWORK**

Jack Kolosky, Executive Vice President, Planning & Finance/CFO  
**H. LEE MOFFITT CANCER CENTER & RESEARCH INSTITUTE** (Tampa, FL)

**2:30 PM CLOSING DISCUSSION PANEL**

To Feature Speakers Discussing Topics Such As:

- Emerging trends and the impact of technology on oncology programs and patient care
- Medicare reimbursement compliance – Analyzing the economic implications of the MMA
- Improving clinical quality and operational efficiency in cancer programs
- Models for successful collaboration between community hospitals, academic medical centers, oncologist practices and regional healthcare networks
- Strategies to improve cancer program communications and marketing: outreach programs, clinical trial recruitment, screening and prevention programs

**3:00 PM CLOSE OF CONFERENCE**

**FOR REGISTRATION INFORMATION: CONTACT BERNARD EISENBERGER AT 312-780-0700 x213**