



CANCER CENTER BUSINESS SUMMIT

ACHIEVING ACCOUNTABLE CANCER CARE

The Cancer Center Business Summit • October 13 – 14, 2011 The Palmer House Hilton, Chicago, Illinois

The 2011 Cancer Center Business Summit is a 1 ½ day sponsor-supported conference that focuses on oncologist-hospital relationships, business models and market strategies for success in the rapidly evolving cancer care sector. The Summit brings together key cancer care stakeholders with business, finance and legal thought leaders to explore the future course for community oncology.

Now in its 5th year, the Summit has become recognized as a leading resource for the business of community oncology. The Summit is supported annually by more than 30 sponsoring organizations and accommodates an audience that has grown every year. **We are proud to announce that the American Society of Clinical Oncology® is an official participant in the 2011 Cancer Center Business Summit.**¹ We expect this to bring some new dimensions to the Summit and increase Summit attendance significantly.

The Summit annually presents original research on topics of current interest, a panel on innovative payment pilot projects, a Washington update, case studies of strategic options and best business practices, and expert panels on the key business, financial and regulatory issues facing community cancer care today. The Summit is planned by a national Advisory Board of thought leaders drawn from diverse segments of the oncology sector. The Summit has been extremely well received and highly rated by attendees, faculty and sponsors. They continue to confirm that there is no other forum for the critical strategic and business topics the Summit addresses. For additional Summit information, including reprints of past Summit presentations, go to CancerBusinessSummit.com.

Summit 2011

The theme of the 2011 Summit is Achieving Accountable Cancer Care. A national consensus has emerged that the rate of growth in health care spending is no longer sustainable. Employers and patients are chaffing at rising health care costs, and these cost increases are squeezing out other important federal and state budgetary priorities. Oncology is responsible for its fair share of these costs, and the necessity of some of those oncology costs has been called into question in recent years. Against this backdrop, payors have been experimenting with new payment methodologies that hold the promise of slowing the increase in health care spending, and Congress last year passed the Affordable Care Act (ACA), which incorporates many of those private market innovations. ACA envisions a sea change in the way that health care services, including oncology services, will be delivered and paid for in the future and contemplates transforming Medicare and Medicaid payments from fee for service to a “value-based” purchasing system. ACA calls for demonstration projects and pilot programs to test value-based payment methods, such as shared savings, bundled payments, episodes of care, partial or full capitation, and other provider risk-sharing arrangements. ACA also calls for health care providers, including oncologists, to coordinate care for patients across a continuum of providers and facilities, through new organizational arrangements such as Accountable Care Organizations (ACOs) and Patient-Centered Medical Homes. Under these new organizations, a defined group of health care providers will be responsible for maintaining and improving the health of a defined population of patients within the constraints of a health care spending budget. Participating providers will be at financial risk for health care costs, and can benefit from cost efficiencies and savings. Those oncologists who can demonstrate such a new value proposition—evidenced based, demonstrable quality at a reasonable cost—may do relatively well under these new payment and delivery systems.

However, there are critical questions to be answered about ACOs and Medical Homes. What role will community oncology play within them, and what are their implications for the economics of oncology service delivery.

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Who can be an ACO? Can an oncology organization or supergroup be recognized as an ACO by payors? Can oncologists or oncology organizations position themselves to be decision-makers guiding the development and governance of these organizations; or, will they only be vendors to these organizations? How will oncologists be paid by these organizations, and how much of their compensation will be at risk for utilization decisions of others? How do oncologists conduct themselves during a payment system transition in which they are simultaneously subject to both fee for service and cost savings incentives from different payors? What infrastructure and functionality is necessary to be a successful ACO or Medical Home “neighbor”? What is the cost of developing that infrastructure? What are the sources of capital to finance infrastructure development? Can oncologists and oncology organizations afford to become ACOs; can they afford not to? Will there be a return on these investments? If so, when, and will it be rebased away? What quality and efficiency standards will apply and what measures will need to be reported? There are also numerous business, technological, operational and legal challenges that ACOs and Medical Homes will need to confront and overcome to be successful.

These are just some of the issues that will be explored at the 2011 Summit. Other trends that are already transforming the face of community oncology and that will also be explored at the Summit, include:

- New models for clinical and financial integration to coordinate cancer care across multiple disciplines and institutions
- New compensation, financial and risk-sharing models to align interests and improve margins
- New “concierge” oncology models to supplement oncology income
- New opportunities for achieving operational efficiencies
- Personalized medicine developments and their implications for payment and care delivery
- Evidence-based clinical pathway initiatives for quality and payment improvement
- Emergence of oncology benefit management companies

So, do ACOs and Medical Homes deserve all their current buzz, particularly as they relate to oncology services, or will they be just another flash in the pan? The 2011 Summit is convening a diverse faculty of experts to address these critical business trends and issues. Original survey data will be presented, and real life case studies will be discussed—and you will be the judge.

A Unique Business Opportunity

The 2011 Cancer Center Business Summit is a unique opportunity for your organization to network with dozens of community oncology groups, oncology service line leaders, cancer center executives, physician leaders, practice administrators, and other cancer care stakeholders, while helping them address the most important issues affecting their business future. The 2011 Summit will be conducted back-to-back with the semi-annual meeting of the Oncology Circle – 35 geographically diverse oncology practices that share and benchmark practice data. The Oncology Circle practices have the opportunity to attend both events for one price, and most do attend. With Oncology Circle support and given that ASCO® is an official participant in the 2011 Cancer Center Business Summit this year, we expect to improve on last year’s record Summit attendance.

The Summit has developed a mailing list of over 20,000 potential attendees. As a robust attendance is in the interest of everyone involved in the Summit, all sponsors are asked to help promote the Summit. This includes linking the event on the sponsor’s Web site, contributing contacts to the Summit mailing list, advertising/announcing the Summit in communications with clients, and inviting colleagues, clients and prospects to attend the Summit.

A description of sponsorship opportunities is enclosed. We hope that you will join us for this important event at the Palmer House Hotel, Chicago on Thursday/Friday October 13-14, 2011. There will be a faculty dinner on the evening before the Summit for faculty, advisory board members and sponsors, which you will not want to miss.



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Summit Advisory Board

The following individuals serve as members of the Cancer Center Business Summit Advisory Board, which is responsible for guiding the development of program content for the Summit.

Michael J. Anderson, M.D., Commonwealth Hematology - Oncology	William Jordan, D.O., The Center for Cancer and Blood Disorders
Ronald Barkley, M.S., J.D., Cancer Center Business Development Group	Mark Krasna, M.D., St. Joseph Medical Center / CHI
Anthony Berson, M.D., Aptium Oncology	Pete Lawson, Health Management Associates, Inc.
David C. Beyer, M.D., Arizona Oncology Services	Kathleen G. Lokay, Via Oncology
Michael L. Blau, J.D., Foley & Lardner LLP	Barbara L. McAneny, M.D., New Mexico Oncology Hematology Consultants, Ltd.
Brad Burkett, Epsilon Securities	Barbara Miller, Wells Fargo Equipment Finance
Stephanie Clayton, University of Texas Southwestern	Steve Newman, M.D., Hematology Oncology Association of Illinois
John V. Cox, D.O., American Society of Clinical Oncology®	Paul O'Dea, Aptium Oncology Inc.
Allison Cuff Shimooka, The Advisory Board Company	Kent Nicaud, Memorial Hospital at Gulfport
Bruce Cutter, M.D., MMM, Cutter Health Care Consulting	Gitesh Patel, Comprehensive Blood & Cancer Center
Warren M. Dodge, Altos Solutions, Inc.	Barry Russo, The Center for Cancer and Blood Disorders
Daniel Dosoretz, M.D., 21 st Century Oncology	Martin Shenk, CMPE, The Medical Oncology Group, P.A.
Meredith B. Feinberg North Shore-LIJ Health System	Kelley D. Simpson, Oncology Solutions, LLC
Teri U. Guidi, MBA, FAAMA, Oncology Management Consulting Group	Amy Starling, Meridian Health System
Karen Hagerty, M.D., American Society of Clinical Oncology®	Elaine L. Towle, CMPE, Oncology Metrics, a division of Altos Solutions
Richard Hall, Alliance Oncology	Jessica Turgon, ECG Management Consultants, Inc.
John E. Hennessy, MBA CMPE, Kansas City Cancer Center	Strode Weaver, University of Colorado Hospital
Deborah D. Hood, MBA, Catholic Health Initiatives	



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Cancer Center Business Summit 2011 Sponsorship Opportunities

Platinum Sponsors - \$25,000

Platinum Sponsors Receive:

- Opportunity to recommend session topics and speakers*
- Recognition on save-the-dates, invitations, and signage
- Logo and Web link (URL) on Summit Web site
- Opportunity to place one-page ad insert in on-site guide
- Opportunity to provide pamphlet/small promotional item in attendee bag
- Opportunity to set-up marketing exhibit booth or display table
- Up to 3 invitations to pre-Summit faculty dinner
- Up to 6 complimentary Summit registrations

Gold Sponsors - \$15,000

Gold Sponsors Receive:

- Opportunity to recommend session topics and speakers*
- Recognition on save-the-dates, invitation, and signage
- Logo and Web link (URL) on Summit Web site
- Opportunity to place one-page ad insert in on-site guide
- Opportunity to provide pamphlet/small promotional item in attendee bag
- Opportunity to set up marketing exhibit display table
- Up to 2 invitations to pre-Summit faculty dinner
- Up to 4 complimentary Summit registrations

Silver Sponsor - \$10,000

Silver Sponsors Receive:

- Recognition on save-the-dates, invitations, and signage
- Logo and Web link (URL) on Summit Web site
- Opportunity to place 1/2-page ad insert in on-site guide
- Opportunity to provide pamphlet/small promotional item in attendee bag
- 1 invitation to pre-Summit faculty dinner
- Up to 2 complimentary Summit registrations

Bronze Sponsor - \$6,000

Bronze Sponsors Receive:

- Recognition on save-the-dates, invitations, and signage
- Logo and Web link (URL) on Summit Web site
- Opportunity to place 1/4-page ad insert in on-site guide
- Opportunity to provide pamphlet/small promotional item in attendee bag
- 1 complimentary Summit registration

* Speaker and session content must meet approval of Summit hosts. Sponsor is responsible for all speaker travel arrangements and expenses related to the 2011 Summit.



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Sponsorship Upgrades

Upgrades can be purchased as an add-on for any Bronze, Silver, Gold or Platinum sponsors, but not separately.

Lanyards - \$4,000

- Custom lanyards for each participant
- 1 additional complimentary Summit registration

Attendee List Booklet Sponsor - \$5,000

- Logo on front of booklet that contains the attendee list in each attendee bag
- 1 additional complimentary Summit registration

Attendee Bag - \$8,000

- Custom attendee bag
- 3 additional complimentary Summit registration

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2011 Cancer Center Business Summit Sponsorship Benefit Summary

Sponsor Level	Speaking Opportunity	Logo/Name on Web site	Logo & URL on Summit Web site	Ad in On-site Guide	Promo Item in Attendee Bag	Booth or Display Table Space	Invitations to Pre-Summit Faculty Dinner	Complimentary Registrations
Platinum Sponsor \$25,000	*	*	*	* (Full-Page)	*	Booth or Table	3	6
Gold Sponsor \$15,000	*	* (Name Only)	*	* (Full-Page)	*	Table	2	4
Silver Sponsor \$10,000		* (Name Only)	*	* (1/2-Page)	*	NA	1	2
Bronze Sponsor \$6,000		* (Name Only)	*	* (1/4 Page)	*	NA		1

If you have any questions concerning the 2011 Cancer Center Business Summit or you are interested in serving as a 2011 Summit Sponsor, please contact:

**Jodi Brunner, Event Coordinator
Meetings & Incentives
262-770-9627
jbrunner@meetings-incentives.com**