The 2016 Cancer Center Business Summit is a 2 day sponsor-supported conference that focuses on community oncology business models and reform strategies for success in the rapidly evolving cancer care sector. The Summit brings together key cancer care stakeholders with business, clinical, finance and legal thought leaders to explore the future course for community oncology.

Now in its 9th year, the Summit is recognized as a leading resource for the business of community oncology. The Summit is supported annually by more than 35 sponsoring organizations and accommodates an audience of more than 400 key stakeholders. We are proud to announce that the 2016 Cancer Center Business Summit will be co-hosted by ASCO® and co-located with the ASCO® Quality Care Symposium, which will immediately follow the Summit on February 26-27, 2016 at the same venue. Package arrangements will be available to exhibit and support both programs. We expect that co-locating these two important programs, and offering a discounted registration for attendees who choose to attend both events, will drive additional attendance to the 2016 Summit.

The Summit annually presents original research on topics of current interest, a panel on innovative provider initiatives, a panel on payment reform initiatives, a Washington and legal 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 supporters. They continue to confirm that there is no other forum that covers the critical strategic and business topics the Summit addresses. For additional Summit information, including reprints of past Summit presentations, please go to CancerBusinessSummit.com.

2016 Summit

The theme of the 2016 Summit is Transforming Oncology Care: What's Working and What Lies Ahead. The time is now to innovate ways to cure the ills of our fragmented and costly healthcare “system”. Oncology providers and payors are undertaking bold initiatives to re-imagine, re-design and re-build our system of “sick” care, focused as it has been on acute and episodic care, into a component of the value-based system of the future-- focused on proactively monitoring and coordinating care by a team of providers to provide care more efficiently and keep patients healthier.

Payment reforms in the governmental and private insurance markets are beginning to drive a change from pay for quantity to pay for quality and value. The Medicare Sustainable Growth Rate (SGR) legislative “fix” will begin to reward oncologists with a 5% payment bonus starting in 2018 if they receive a significant portion of their revenue from an “alternative payment model” or “patient-centered medical home”. In addition, CMMI will implement the Oncology Care Model (OCM) in April of 2016. The OCM is a five year program that will pay participating oncology practices an additional $160 per beneficiary per month for each six month oncology episode of care ($960 per EOC) initiated by the start of chemotherapy. Under the OCM, the oncology practice will also be eligible for a retrospective performance payment based on quality measures and cost savings against the practice’s historic Medicare cost benchmark and a minimum savings rate—all in addition to standard Medicare rates, with no downside risk at least for the first 2 years of the OCM program. The new OCM program is complementary to other CMMI/CMS value-based payment initiatives in which oncologists may participate, including the Bundled Payment for Care Initiative, Chronic Care Management Program, Transforming Clinical Practices Initiative, Transitional Care Management Program, ACO/Medicare Shared Savings Program, and Medicare Care Choice Model, as well as the CMMI innovation grant program. All of these payment programs are transforming oncology care so that it is more pro-active, coordinated, vigilant and patient focused.
At the center of this activity is the patient, as the ultimate consumer of health care services. Until recently, patients have been relatively blind to the actual cost and quality of the care they receive. They have been shielded from health care costs by health insurance and governmental payment programs, which have, until recently, predominantly provided either low copays/deductibles or first dollar indemnity coverage. And, patients have been unaware of quality differentials because of the lack of standard reporting on meaningful quality measures.

Today, as a result of governmental and private market “transparency” initiatives, an increasing amount of quality and cost information is becoming available to the public; and patients have greater incentives to make cost effective choices about their site and providers of oncology care. One driver of oncology consumerism is the new health insurance exchanges, offering new health insurance product designs that involve higher patient co-pays for more expensive care options and limited, tiered and exclusive provider networks. Site of service differentials and provider-based co-pays are also impacting patient choices. Also driving oncology consumerism is increased activism by employer self-funded plans that are offering healthy lifestyle incentives and, in some cases, disincentives for unhealthy behaviors. Oncology consumerism is further emboldened by disruptive information and medical technologies that give patients enhanced self-care capability, with instant access to a trove of health information, to electronic health monitoring, and to internet and home based support services, including specialty pharmaceuticals.

At the same time, there is a recognition that the “science” of quality measurement is in its infancy. Pertinent outcome measures in oncology are still largely a thing of the future—to be informed by longitudinal studies to come that will involve a new generation of better structured “big data”. But, some oncology organizations are ahead of the curve, and are already collecting and analyzing reams of business and clinical intelligence. These data analytics are an engine of evidence-based change—in directions that are not always intuitively obvious or welcome by the status quo.

The prospect of change of the pace and magnitude that is occurring in oncology can be unsettling, breed uncertainty and create a lot of anxiety. That is what many community oncology providers report feeling today. They are concerned about reimbursement changes; about being excluded from narrowing networks; about patient incentives to use less expensive providers and specialty pharmacies; about losing referral sources as primary care physicians and other specialists align with specific networks; about the pressure to give up practice autonomy and become employees of hospitals, large multi-specialty groups or health systems; about empowered consumers, armed with (mis)information, and turning to self-care options; about funding the infrastructure and administrative costs of patient navigation, care management, population health management, and utilization and health care cost management; about the potential loss of site of service differentials and 340B pricing benefits; about misdirected incentives to stint on care, compromise quality and forego more expensive new (and potentially better) technologies and products; and about the trend toward industry consolidation to achieve care coordination and economies of scale, that threatens clinician independence and self-determination.

In this new consumerist and cost conscious health care environment, those oncologist providers that demonstrate a new value proposition—evidenced based, demonstrable quality at a reasonable cost—should ultimately do relatively well. However, there are critical questions to be answered about how payment reform, consumerism, big data and data transparency will impact the redesign of oncology delivery arrangements, and how community oncology stakeholders should be positioning themselves for future success.

At the 2016 Summit we will examine what is working, and what lies ahead, for community oncology providers. Topics include:

- Preliminary results of oncology payment reform initiatives
- Lessons learned from cutting edge care redesign initiatives
- Preparing for OCM and preparing for success under financial risk arrangements
- The economics of oncology bundled prices and episodes of care
- Leveraging actionable data to optimize oncology care processes and payments
- Emerging personalized/precision medicine business models for clinicians
- The next generation of oncology consumerism
How to address coverage and income disparities
Forming regional cancer care collaboratives
Viable options for community oncology providers to remain independent
Oncology practice acquisitions, valuations and hospital affiliations

The 2016 Summit will convene a diverse faculty of experts to address these critical business trends and issues. Original survey data will be presented, practical tools will be shared, and real life case studies will be discussed.

A Unique and Compelling Business Opportunity

The 2016 Cancer Center Business Summit is a unique and compelling opportunity for your organization to network with numerous community oncology groups, hospital 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 2016 Summit will be conducted back-to-back with ASCO’s Quality Care Symposium, which typically attracts approximately 600 cancer care providers. By co-locating these programs, attendees have the opportunity to fulfill their annual educational requirements at one venue in a single week while minimizing disruption to their operations. Package prices will be available for attendees who are interested in attending both events. With the co-location of these programs, we expect to break the Summit’s historic attendance record.

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 supporters and exhibitors are encouraged to help promote the Summit. This may include linking the event on your Web site, contributing contacts to the Summit mailing list, advertising/announcing the Summit in social media communications with clients, colleagues, and prospects.

A description of support and exhibitor opportunities follows below. We hope that you will join us for this important event at the JW Marriott Phoenix Desert Ridge Hotel on Wednesday and Thursday, February 24-25, 2016. There will be a faculty dinner on the evening before the Summit for faculty, advisory board members, supporters and exhibitors, which you will not want to miss. There will also be networking opportunities throughout the Summit, including a networking reception after Day 1 of the Summit proceedings.

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.

<p>| Edward Abrahams, Ph.D., Personalized Medicine Coalition | Leonard K. Kalman, M.D., Miami Cancer Institute |
| Amy Abernathy, M.D., Ph.D., Flatiron Health, Inc. | Ira Klein, M.D., MBA, FACP, Aetna |
| Michael J. Anderson, M.D., Dana-Farber Community Cancer Care | Michael Kolodziej, M.D., Aetna |
| Carla Balch, Flatiron Health, Inc. | Mark Krasna, M.D., Meridian Health Systems in NJ |
| Ronald Barkley, M.S., J.D., Cancer Center Business Development Group | Peter Kuhn, Ph.D., University of Southern California |
| Thomas R. Barr, MBA, American Society of Clinical Oncology® | Kathleen G. Lokay, D3 Oncology Solutions |
| David C. Beyer, M.D., FACR, FACRO, FASTRO, Arizona Oncology Services | Barbara L. McAnery, M.D., New Mexico Oncology Hematology Consultants, Ltd. |
| Michael L. Blau, J.D., Foley &amp; Lardner LLP | Erich Mounce, MS, West Clinic |
| Linda Bosserman, M.D., FACP, City of Hope | Gitesh Patel, The Comprehensive Blood &amp; Cancer Center |</p>
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<td>John V. Cox, D.O., MBA, FASCO,</td>
<td>American Society of Clinical Oncology®</td>
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<td>Kavita K. Patel, M.D., MSHS,</td>
<td>Brookings Institution</td>
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<td>R. Steven Paulson, M.D., Texas Oncology</td>
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<td>Bruce Cutter, M.D., MMM, Group Health</td>
<td>Barry Russo, MBA, The Center for Cancer and Blood</td>
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<td>Daniel Dosoretz, M.D., 21st Century</td>
<td>Kelley D. Simpson, Oncology Solutions, LLC</td>
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<td>Teri U. Guidi, MBA, FAAMA, Oncology</td>
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<td>Richard J. Hall, Oncology Services</td>
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<td>John E. Hennessy, MBA, CMPE, Sarah</td>
<td>Timothy J. Thompson, Intervention Insights</td>
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<td>Cory Jones, Catholic Health Initiatives</td>
<td>Elaine L. Towle, CMPE, American Society of</td>
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Cancer Center Business Summit 2016 Supporter/Exhibitor Opportunities

**Platinum Supporters - $25,000**

Platinum Supporters Receive:
- 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 (priority location)
- Up to 3 invitations to pre-Summit faculty dinner
- Up to 6 complimentary Summit registrations

**Gold Supporters - $15,000**

Gold Supporters Receive:
- 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 booth or display table
- Up to 2 invitations to pre-Summit faculty dinner
- Up to 4 complimentary Summit registrations

**Silver Supporters - $10,000**

Silver Supporters 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
- Opportunity to set up marketing display table
- 1 invitation to pre-Summit faculty dinner
- Up to 2 complimentary Summit registrations

**Bronze Supporters - $6,000**

Bronze Supporters 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
- Opportunity to set up marketing display table (subordinate priority location)
- 1 complimentary Summit registration
Exhibitor Only  (See attached Application and Contract for Exhibit Space)

Exhibitor Space- $1500  
Premium Listing: $400 (includes basic listing plus 500 character paragraph (in print and online), company logo in online listing, and enhanced listing icon on online floor plan and exhibitor list)

Discount Exhibitor Package  
Exhibitor space at both Summit and ASCO® Quality Care Symposium- $3000 package, includes premium listing for both programs (an $800 savings) plus three free registrations to ASCO ®program!!

Other Support Opportunities

Call for Business Case Studies Supporter - $25,000

Faculty Dinner Supporter - $25,000

Networking Reception Supporter - $25,000

Keynote Supporter - $25,000

Networking Break Supporter(s) - $5,000 per break /$12,500 for all

Attendee Bag Supporter - $8,000 (only available to a Platinum or Gold Supporter)
  ▪ Custom attendee bag
  ▪ 3 additional complimentary Summit registration

Attendee List Booklet Supporter - $5,000 (only available to a Platinum or Gold Supporter)
  ▪ Logo on front of booklet that contains the attendee list in each attendee bag
  ▪ 1 additional complimentary Summit registration

Lanyards - - $4,000 (only available to a Platinum or Gold Supporter)
  ▪ Custom lanyards for each participant
  ▪ 1 additional complimentary Summit registration
If you have any questions concerning the 2016 Cancer Center Business Summit or you are interested in serving as a 2016 Summit Supporter or Exhibitor, please contact:

Jodi Brunner, Event Manager
Meetings & Incentives Worldwide, Inc.
262-770-9627
jbrunner@meetings-incentives.com
APPLICATION AND CONTRACT FOR EXHIBIT SPACE
2016 Cancer Center Business Summit
Summit Dates: February 24-25, 2016
Exhibit Dates: February 24-25, 2016
JW Marriott Phoenix Desert Ridge Resort and Spa

Section 1: Contact Information (Contact information for the Exhibitor Directory can be provided online after your application has been approved)
Company Name and Exhibitor and ID Sign ...........................................................................................................................................
Contact..................................................................................... Title ......................................................................................................
Tel .............................................................................................. Fax ......................................................................................................
Email .................................................................................. Website ......................................................................................................
Address ...................................................................................................................................................................................................
City .....................................................................  State .....................  Zip ..............................  Country .................................................

Section 2: Products or Services to be featured (required for approval) ..............................................................................................................................................

Section 3: Tabletop Exhibit Rates & Location Preferences
Floor Plan subject to change without notice. Exhibitors are limited to tabletop displays only. Freestanding displays are not permitted. Rates include one 6-foot counter height draped table, one stool, carpet, company identification sign (7” x 44”), general lighting and heating/air conditioning, and general perimeter security service.
☐ $1,500 – Standard Exhibitor rate  ☐ $3,000 Exhibitor package (2016 Summit plus ASCO® Quality Care Symposium, includes premium listing for both programs and 3 complimentary registrations for ASCO® Symposium only; additional ASCO® contract required and terms apply)

Section 4: Exhibitor Directory – All Exhibitors receive a basic listing in the print and online Exhibit Directory, which includes the company name, address and website. Get the most out of your exhibitor experience by upgrading to:
☐ Premium Listing: $400  Includes the above basic listing, PLUS 500 character paragraph (in print and online); company logo in online listing; and enhanced listing icon on online floor plan and exhibitor list.

Section 5: Payment Information
Make checks payable to: Cancer Center Business Summit
Mail payments to: Meetings & Incentives Worldwide
c/o Jodi Brunner, CMP Senior Program Manager, Global Meeting Services
Meetings & Incentives Worldwide P.O. Box 65 Caledonia, WI 53108
Phone +1 262-770-9627 • E-mail jbrunner@meetings-incentives.com

Credit Card Payment (Your signature authorizes your card to be charged for the total amount due. Summit reserves the right to charge the correct amount if different from the total listed. Cardholder is responsible for any changes in the exchange rate.)
☐ Visa  ☐ MasterCard  ☐ American Express  ☐ Discover
Card Number: ___________________________________________ CSV# ____________ Amount: $ _________________________________
Exp. Date: __________ Name on Card:  __________________________________ Signature: _______________________________________
Card Billing Address: ________________________________________________________________________________________________
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Section 6: Acknowledgement

I acknowledge that as an authorized representative of the above stated Exhibitor, I have received, reviewed, and agree that Exhibitor will comply with the Policies for Exhibitors and Other Organizations at Summit Meetings. This exhibit space application will become a contract upon Exhibitor’s authorized signature and Summit’s acceptance and approval.

Exhibitor Signature ........................................................................................................................................ Date ............................................................
Printed Name ...................................................................................................................................... Telephone ............................................................

Internal Use Only

Authorized Signature ............................................................................................................................ Date ............................................................
Account Number ................................................................................................................. Assigned Table Number ............................................................