Oncology Care Transformation: What’s Working and What Lies Ahead
February 24 – 25, 2016
JW Marriott Phoenix Desert Ridge Hotel
Phoenix, Arizona
CancerBusinessSummit.com
Followed by the ASCO Quality Care Symposium on February 26-27, 2016

Win-Win-Win Approaches to Providing Oncology Care

Breakthroughs in Immuno-Oncology: Cancer MoonShot 2020 Program

Harnessing Data to Drive Quality Cancer Care

KEYNOTE ADDRESS By
Harold D. Miller, Chief Executive Officer,
Center for Healthcare Quality & Payment Reform

KEYNOTE ADDRESS By
Patrick Soon-Shiong M.D., FRCS(C), FACS,
Chairman and Chief Executive Officer,
NantWorks

KEYNOTE ADDRESS By
Amy Abernethy, M.D., Ph.D., Senior Vice President & Chief Medical Officer,
Flatiron Health

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American Society of Clinical Oncology
WELCOME TO THE 2016 CANCER CENTER BUSINESS SUMMIT
WELCOME

We welcome you to the 2016 Cancer Center Business Summit. The theme of the 2016 Summit is Transforming Oncology Care: What’s Working and What Lies Ahead.

Oncology providers and payors are undertaking bold initiatives to transform 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 working in concert to provide care more efficiently and to 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 Spring of 2016 under which Medicare will pay participating oncology practices on an episode of care basis, with a potential retrospective performance payment for meeting quality measures and demonstrating cost savings. Commercial insurers are also experimenting with bundled oncology payment programs to incent oncology care to become more coordinated, cost-effective, vigilant and patient focused.

At the same time, the patient, as the ultimate consumer of health care services, is becoming better informed, more pro-active and more selective. 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 contemporary 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 cost 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 consumers are further emboldened by disruptive information and medical technologies that give patients enhanced self-care capability, with instant access to a trove of health information, and access 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, and there is much still to be learned from “big data”; and that advances in precision and personalized medicine, new genetic and biologic discoveries, and new drugs and devices, will increasingly change how cancers are diagnosed and treated.

The pace and magnitude of these changes in the oncology landscape 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 management; about the loss of site of service differentials and 340B 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, there are critical questions to be answered about what innovative strategies and solutions are available to community oncology providers to survive and thrive.

At the Summit, you will have the rare opportunity to learn from industry leaders and from your peers about the changes occurring in the cancer care marketplace and how cancer care organizations are responding to them. The Summit faculty consists of experienced cancer care executives, physician leaders, and leaders from the financial, business, payor, and legal communities. Their diverse perspectives provide a unique synthesis of the most important issues facing cancer care providers today.

As we begin the 2016 Summit, we give hearty thanks to all of our wonderful faculty members, advisors, and supporters who have given generously of their time, talent, and resources to make this year’s Summit a success. We also thank you for attending and adding your voice to this unique and timely discussion. It is our honor to host you. We hope that you will enjoy the Summit, forge new relationships, and learn practical tips to help build a durable and sustainable oncology system of the future.

Thank you,

2016 Cancer Center Business Summit Hosts
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Oncology Care Transformation:
What’s Working and What Lies Ahead?

Value-Based Alternative Payment Models in Oncology

*Key Features: Pathways Compliance; Care Management; End-of-life Planning

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REGISTRATION & MEETING ROOMS

All meetings and events will be held at the JW Marriot Phoenix Desert Ridge Hotel. Summit representatives will be available should you have any questions or special needs.

The registration desk will be open on Tuesday, February 23, 2016 from 5:00 p.m. to 8:00 p.m.

On Wednesday, February 24, 2016 registration for the Summit will begin at 7:00 a.m. and program sessions will commence at 8:00 a.m. In addition, there will be a keynote luncheon at 12:30 p.m. and a networking reception immediately following the Summit Day 1 Wrap-Up.

On Thursday, February 25, 2016 registration will begin at 6:45 a.m. and program sessions will begin at 7:00 a.m. The day will conclude at 4:00 p.m.

A Networking continental breakfast will be provided both days.

While in meeting rooms, please silence all cell phones and pagers. Additionally, we ask that you refrain from using all A/V recording devices.

The ASCO Quality Care Symposium will follow the Summit on February 26 – 27, 2016 at the same venue.

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REGISTRATION & HOTEL RESERVATIONS NOW OPEN

Join us in Chicago for the world’s premier oncology event. This year’s presidential theme by Dr. Julie Vose is *Collective Wisdom: The Future of Patient-Centered Care and Research*. Our collective wisdom, spanning across all cancer specialties and new areas of scientific inquiry, will shape the future of patient-centered research and high-quality cancer care. Collaborate with and learn from your colleagues at the 2016 ASCO Annual Meeting.

**Hotel Reservation and Early Registration Deadline:**
April 27, 2016, at 11:59 PM (EDT)

**Register and reserve your hotel today at am.asco.org**
# SUMMIT AGENDA

## Tuesday, February 23, 2016

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<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>5:00 p.m. – 8:00 p.m.</td>
<td>Registration</td>
<td>GRAND SONORAN BALLROOM FOYER</td>
</tr>
</tbody>
</table>

## Wednesday, February 24, 2016

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>7:00 a.m. – 5:30 p.m.</td>
<td>Registration</td>
<td>GRAND SONORAN BALLROOM FOYER</td>
</tr>
<tr>
<td>7:00 a.m. – 7:50 a.m.</td>
<td>Networking Continental Breakfast</td>
<td>GRAND SAGUARO EAST/WEST FOYER</td>
</tr>
<tr>
<td>8:00 a.m. – 8:15 a.m.</td>
<td>Introductions and Opening Remarks</td>
<td>GRAND SAGUARO NORTH/SOUTH</td>
</tr>
<tr>
<td>8:15 a.m. – 9:15 a.m.</td>
<td>Day One Opening Keynote Win-Win-Win Approaches to Providing Oncology Care</td>
<td></td>
</tr>
<tr>
<td>9:15 a.m. – 10:15 a.m.</td>
<td>Alternative Payment Models in Oncology: The Payer &amp; Purchaser Perspective</td>
<td></td>
</tr>
<tr>
<td>10:15 a.m. – 10:30 a.m.</td>
<td>Networking Break</td>
<td>GRAND SAGUARO EAST/WEST FOYER</td>
</tr>
<tr>
<td>10:30 a.m. – 11:30 a.m.</td>
<td>Alternative Payment Models in Oncology: The Provider Perspective</td>
<td>GRAND SAGUARO NORTH/SOUTH</td>
</tr>
<tr>
<td>11:30 a.m. – 12:30 p.m.</td>
<td>Oncology’s Role in Population Health</td>
<td></td>
</tr>
<tr>
<td>12:30 p.m. – 2:00 p.m.</td>
<td>Luncheon Keynote Address Breakthroughs in Immuno-Oncology: Cancer MoonShot 2020 Program</td>
<td>GRAND SAGUARO EAST/WEST FOYER</td>
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### TRACK A

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Location</th>
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</thead>
<tbody>
<tr>
<td>2:00 p.m. – 3:00 p.m.</td>
<td>Building a Regional Cancer Care Collaborative</td>
<td>GRAND SAGUARO NORTH</td>
</tr>
<tr>
<td>3:00 p.m. – 3:15 p.m.</td>
<td>Networking Break</td>
<td>GRAND SAGUARO EAST/WEST FOYER</td>
</tr>
<tr>
<td>3:15 p.m. – 4:15 p.m.</td>
<td>To Bundle or Not to Bundle?</td>
<td>TRACK B</td>
</tr>
<tr>
<td>4:15 p.m. – 5:15 p.m.</td>
<td>Research-Clinical Trials as Part of the Service Line</td>
<td>TRACK B</td>
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### TRACK B

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>2:00 p.m. – 3:00 p.m.</td>
<td>Consumer-Driven Care Delivery</td>
<td>TRACK A</td>
</tr>
<tr>
<td>3:00 p.m. – 3:15 p.m.</td>
<td>Networking Break</td>
<td>TRACK A</td>
</tr>
<tr>
<td>3:15 p.m. – 4:15 p.m.</td>
<td>Narrowing and Focusing Quality and Performance Standards: More is Not Better</td>
<td>TRACK B</td>
</tr>
<tr>
<td>4:15 p.m. – 5:15 p.m.</td>
<td>Pharmacy Benefits Management and New Market Entrants</td>
<td>TRACK B</td>
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Immediately Following

<table>
<thead>
<tr>
<th>Event</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>Networking Reception</td>
<td>GRAND SAGUARO EAST/WEST FOYER</td>
</tr>
</tbody>
</table>
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### SUMMIT AGENDA (Continued)

**Thursday, February 25, 2016**

<table>
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<tr>
<th>Time</th>
<th>Event</th>
<th>Location</th>
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<tbody>
<tr>
<td>6:30 a.m. – 7:50 a.m.</td>
<td>Networking Continental Breakfast</td>
<td>GRAND SAGUARO EAST/WEST FOYER</td>
</tr>
<tr>
<td>6:45 a.m. – 5:00 p.m.</td>
<td>Registration</td>
<td>GRAND SONORAN BALLROOM FOYER</td>
</tr>
<tr>
<td>7:00 a.m. – 7:45 a.m.</td>
<td>Sunrise Session: Revenue Cycle Update</td>
<td>GRAND SAGUARO NORTH/SOUTH</td>
</tr>
</tbody>
</table>
| 8:00 a.m. – 8:30 a.m. | Day Two Opening Keynote
Harnessing Data to Drive Quality Cancer Care                                               | GRAND SAGUARO NORTH/SOUTH        |
| 8:30 a.m. – 9:30 a.m. | How Data Mining and Analytics Are Changing Healthcare                                      |                                   |
| 9:30 a.m. – 10:30 a.m. | Oncology Medical Home and the Move to Value-Based Delivery Models: Experience to Date      |                                   |
| 10:30 a.m. – 10:45 a.m. | Networking Break                                                                           | GRAND SAGUARO EAST/WEST FOYER     |
| 10:45 a.m. – 12:45 p.m. | Delivering Cancer Care Within a Global Budget: Lessons from the Safety Net                | GRAND SAGUARO NORTH/SOUTH        |
| 12:45 p.m. – 1:45 p.m. | Luncheon Break                                                                             | GRAND SAGUARO EAST/WEST FOYER     |

#### Track A

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>1:45 p.m. – 2:45 p.m.</td>
<td>Successful Models for Hospital-Oncologist Alignment</td>
<td>GRAND SAGUARO NORTH</td>
</tr>
</tbody>
</table>
| 2:45 p.m. – 3:00 p.m. | Networking Break
GRAND SAGUARO EAST/WEST FOYER             | GRAND SAGUARO SOUTH            |
| 3:00 p.m. – 4:00 p.m. | Will Private Practice Survive? Strategic Options for Oncologists to Remain Independent     | GRAND SAGUARO NORTH              |
|                 | Oncology Practice Acquisitions and Valuations                                               | GRAND SAGUARO SOUTH            |
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TUESDAY, FEBRUARY 23, 2016

7:00 a.m. – 5:30 p.m.
GRAND SONORAN BALLROOM FOYER
Registration

WEDNESDAY, FEBRUARY 24, 2016

7:00 a.m. – 5:30 p.m.
GRAND SONORAN BALLROOM FOYER
Registration

7:00 a.m. – 7:50 a.m.
GRAND SAGUARO EAST/WEST FOYER
Networking Continental Breakfast

8:00 a.m. – 8:15 a.m.
GRAND SAGUARO NORTH/SOUTH
Introductions and Opening Remarks

Michael L. Blau, J.D., Chair, Industry Teams, Foley & Lardner LLP; Co-Founder, Cancer Center Business Summit

8:15 a.m. – 9:15 a.m.
GRAND SAGUARO NORTH/SOUTH
Day One Opening Keynote Address:
Win-Win-Win Approaches to Providing Oncology Care: How Patients, Payers, and Providers Can All Benefit from Improving the Way We Deliver and Pay for Cancer Treatment

Harold D. Miller, President and Chief Executive Officer, Center for Healthcare Quality & Payment Reform

It's clear that dramatic changes need to be made in the way we pay for and deliver cancer care in the U.S. But can we control oncology costs without denying patients the care they need and without creating financial problems for physicians and hospitals? Harold Miller will describe how well-designed alternative payment models can enable patients to get better care, employers and government to spend less on healthcare, and physician practices and hospitals to remain financially viable. Mr. Miller will also describe how payment reforms for oncology can complement efforts to create Accountable Care Organizations and other broader reforms.

9:15 a.m. – 10:15 a.m.
GRAND SAGUARO NORTH/SOUTH
Alternative Payment Models in Oncology: The Payer & Purchaser Perspective

Moderator:
Michael Kolodziej, M.D., National Medical Director Oncology Solutions, Aetna

Panelists:
David Lansky, Chief Executive Officer, Pacific Business Group on Health
Kavita Patel, M.D., MS, Managing Director for Clinical Transformation & Delivery, Engelberg Center for Health Care Reform Studies, Brookings Institution
Charles B. Rosen, M.D., Chair Division of Transplantation Surgery and Medical Director, Department of Contracting and Payer Relations, Mayo Clinic
Lisa Woods, Senior Director Health Care Benefits, Wal-Mart Stores Inc.

What is the purchaser's perspective on the oncology “spend” and on alternative payment as a cure? Panelists will describe alternative payment in oncology from the perspective of those paying the bill: Medicare, Employers and Health Insurers.
wants to thank you all for the incredibly important work you do each day.
WEDNESDAY, FEBRUARY 24, 2016 (Continued)

10:15 a.m. – 10:30 a.m.
GRAND SAGUARO EAST/WEST FOYER
Networking Break

10:30 a.m. – 11:30 a.m.
GRAND SAGUARO NORTH/SOUTH

**Alternative Payment Models in Oncology: The Provider Perspective**

*Moderator:*
Ronald Barkley, M.S., J.D., President, Cancer Center Business Development Group; Co-Founder, Cancer Center Business Summit

*Panelists:*
Lindsay Conway, MSEd, Managing Director, Oncology Roundtable, The Advisory Board Company
Leonard A. Kalman, M.D., Deputy Director, Miami Cancer Institute
Barry Russo, MBA, Chief Executive Officer, The Center for Cancer and Blood Disorders
Lee S. Schwartzberg, M.D., Senior Partner and Medical Director, The West Clinic

In this session, panelists who are “in the thick” of oncology alternative payment initiatives will highlight their real world experience with APMs: organizational readiness; implementation and transition; operational impacts; financial impacts; metrics and reporting requirements.

What can be done to engage with your local ACO/IDS? The experience to date with CMMI Oncology Care Model (OCM) pre-launch preparations.

11:30 a.m. – 12:30 p.m.
GRAND SAGUARO NORTH/SOUTH

**Oncology’s Role in Population Health**

*Moderator:*
Ira M. Klein, M.D., MBA, FACP, Senior Director Quality, Strategic Customer Group, Janssen Pharmaceutical Companies

*Panelists:*
Robert Kropp, M.D., Regional Medical Director, Aetna
Harlan Levine, M.D., Chief Executive, City of Hope Medical Foundation
Kavita Patel, M.D., MS, Managing Director for Clinical Transformation & Delivery, Engelberg Center for Health Care Reform Studies, Brookings Institution
Kelley D. Simpson, Senior Partner, Oncology Solutions, LLC

Does oncology have a meaningful role to play within the broader context of “population health?” How do Integrated Delivery Systems and Accountable Care Organizations view the role of oncology within their broader population health mission? The evolving primary care – specialist “neighborhood” and what does it look like? How can oncologists engage and support their primary care colleagues by smoothing the process of cancer screenings and transition to care management? In this session, panelists will explore these and other relevant topics.
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• Benchmark the quality of your care to that of your peers

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WEDNESDAY, FEBRUARY 24, 2016 (Continued)

12:30 p.m. – 2:00 p.m.
GRAND SAGUARO EAST/WEST FOYER
Luncheon Keynote Address:
Breakthroughs in Immuno-Oncology: Cancer MoonShot 2020 Program
Activating our Natural Killer Cells to Outsmart Cancer
Patrick Soon-Shiong, M.D., FRCS(C), FACS, Chairman and Chief Executive Officer, NantWorks

Presentation of the Annual Foley & Lardner LLP Cancer Center Innovator Award

2:00 p.m. – 3:00 p.m.
Track A
GRAND SAGUARO NORTH
Building a Regional Cancer Care Collaborative
Moderator:
Cory Jones, Vice President, National Oncology Service Line, Catholic Health Initiatives
Panelists:
Michael L. Blau, J.D., Chair, Industry Teams, Partner, Foley & Lardner LLP; Co-Founder, Cancer Center Business Summit
Tony Melaragno, M.D., Vice President, Behavioral Health and Oncology Services, Legacy Health
William T. Sause, M.D., Director of Cancer Programs, Intermountain Healthcare

This session will explore building a regional system of cancer care across a continuum of multi-disciplinary oncology services to cover a broad geographic region of patients, including in outlying and rural areas. Topics addressed will include key opportunities and challenges, as well as models for collaborative governance, economics and multi-disciplinary care coordination and delivery.

Track B
GRAND SAGUARO SOUTH
Consumer-Driven Care Delivery
Moderator:
Carla Balch, President NantCare and Sr. Vice President, Clinical Strategy, NantKwest
Panelists:
Linda D. Bosserman, M.D., FACP, Clinical Assistant Professor, City of Hope
Lindsay Conway, MSEd, Manager Director, Oncology Roundtable, The Advisory Board Company
Madelyn Trupkin Herzfeld, Co-Founder and Chief Executive Officer, Carevive Systems, Inc.
Andrew Schorr, Founder and President, Patient Power; Research Partner, Cancer Commons
Gloria Webster, Co-Founder, PatientsWithPower, Inc.

Patients are healthcare consumers and expect changes in how they participate in their treatment. Patient engagement is an overarching concept and more than a patient portal attached to an electronic medical record. Hear from industry experts how the healthcare market is pivoting to prepare for patient consumerism in: shared decision-making, telehealth, care coordination and patient reported outcomes.

3:00 p.m. – 3:15 p.m.
GRAND SAGUARO EAST/WEST FOYER
Networking Break
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3:15 p.m. – 4:15 p.m.

**Track A**

GRAND SAGUARO NORTH

**To Bundle or Not to Bundle?**

**Moderator:**
Ronald Barkley, M.S., J.D., President, Cancer Center Business Development Group; Co-Founder, Cancer Center Business Summit

**Panelists:**
Mark J. Krasna, M.D., Corporate Medical Director, Meridian Cancer Care
Constantine A. Mantz, M.D., Chief Medical Officer, 21st Century Oncology
Joseph O’Hara, Director, Marketplace Innovations, Horizon Blue Cross Blue Shield
Mark L. Sobczak, M.D., Chief Network Officer and Senior Vice President, Fox Chase Cancer Center
Larry Strieff, M.D., Specialty Medical Director, Hill Physicians Medical Group

Think of a “bundled price” as a set payment for providing a specific treatment or procedure or for treating a clinically defined episode of care over a specified period of time.

Is there a place for bundled pricing in oncology or are shared savings about as good as it gets for an oncology alternative payment model (APM)? In this session, panelists will discuss their respective experiences with oncology bundled pricing. Why even consider it in the first place? How to approach it? How to get started? Who might actually contract for it once you’ve designed it?

**Track B**

GRAND SAGUARO SOUTH

**Narrowing and Focusing Quality and Performance Standards: More is Not Better**

**Moderator:**
Debra Patt, M.D., MPH, MBA, Director Healthcare Informatics, US Oncology Network

**Panelists:**
Linda D. Bosserman, M.D., FACP, Clinical Assistant Professor, City of Hope
Robert S. Miller, M.D., FACP, FASCO, Vice President, Quality & Guidelines and Medical Director, CancerLinQ™, American Society of Clinical Oncology*

This session will provide attendees with a manageable list of the few data elements that are necessary to begin measurement of quality that will improve the value of the care delivered and be able to discuss a conceptual framework for generating a monetary return on the dollars invested in quality improvement.

Proposes the “minimum investment” necessary for beginning the process of assembling a “parsimonious data set” to address quality and process measurement. And further, discusses the necessity of payer contribution to keeping the economics “honest” while enabling practice staff and patient satisfaction.
Altegra Health’s Valuation & Transactions Advisory Group has assisted medical centers, physician practices, as well as public and private healthcare (for profit and not-for-profit) companies with all stages of transactional support.

From contemplation to execution, Altegra Health is a valued advisor to a number of the nation’s most prominent health systems and health law firms, providing valuation services for all purposes of business assessment, regulatory compliance, Internal Revenue Service (IRS) and Office of Inspector General (OIG) concerns. The total market capitalization of the compensation and transactions we have completed is well over $1.5 billion.

Exemplary Successes

Our client partnership approach has been key to many successes. Here are a few cases:

>> When a major academic medical center in the Northwest sought to enter into a joint operating agreement with a local children’s hospital, Altegra Health professionals:

- Analyzed flow of funds between the children’s hospital and physician practice
- Determined the completeness of financial statements for appropriate reporting of expenses and allocation of overhead
- Sampled medical and billing records for accuracy of coding and documentation

>> When a seven-physician pulmonary group in the Midwest was approached by their local hospital to become employees, Altegra Health professionals:

- Developed a business plan that outlined the valuable components of the practice
- Compiled data to present to hospital’s valuation firm
- Reviewed the compensation plan and business valuation report

>> When a major academic medical center in the Northeast purchased a large, multi-specialty practice, Altegra Heath professionals:

- Analyzed risk-based reimbursement contracts for potential bonuses and future expansion of population health management
- Developed and implemented a compensation plan involving risk-based bonuses and productivity thresholds
- Sampled medical and billing records for accuracy of coding and documentation
- Performed an operational assessment of the practice’s staffing and overhead structure
- Valued tangible and intangible assets of the practice under an asset purchase agreement
- Performed purchase price allocation for financial reporting purposes
- Provided pro forma analyses on post transactional operations under the hospital’s revenue and cost structures

Take the Next Step:

✉️ thom.cuccia@AltegraHealth.com
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4:15 p.m. – 5:15 p.m.

**Track A**
GRAND SAGUARO NORTH  
Research-Clinical Trials as Part of the Service Line

*Moderator:*  
Carla Balch, President NantCare and Sr. Vice President, Clinical Strategy, NantKwest

*Panelists:*  
J. Thaddeus Beck, M.D., FACP, Highlands Oncology Group PA  
Gary Palmer, M.D., J.D., MBA, Chief Medical Officer, NantHealth

In the emerging world of personalized medicine, how do oncologists participate in clinical trials most effectively? New types of trials bring new challenges: complex inclusion/exclusion criteria, screening/accrual of patients, the financial management of a trial and the best uses of technology to solve the challenges.

**Track B**
GRAND SAGUARO SOUTH  
Pharmacy Benefits Management and New Market Entrants

*Moderator:*  
John Hennessy, MBA, Senior Vice President Business Development, Wellrithms

*Panelists:*  
Matthew Farber, MA, Senior Director, Oncology Disease State Management, Walgreens  
Bonnie Kirschenbaum, MS, FSHP, FCSHP, Consultant, Columnist  
Ali McBride, PharmD, Clinical Coordinator, The University of Arizona Cancer Center  
Burt Zweigenhaft, President, National Association Specialty Pharmacy

White bagging appears to be a refinement of the brown bagging initiatives from a half generation ago. But is white bagging implementable, and if so is it economically sound? And is there a growing space in the market for hybridized approaches that all providers to adopt the best of both worlds?

Immediately Following  
GRAND SAGUARO EAST/WEST FOYER  
Networking Reception
“My patients have difficult decisions to make. I want to give them choices.”

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THURSDAY, FEBRUARY 25, 2016

6:30 a.m. – 7:50 a.m.
GRAND SAGUARO EAST/WEST FOYER
Networking Continental Breakfast

6:45 a.m. – 5:00 p.m.
GRAND SONORAN BALLROOM FOYER
Registration

7:00 a.m. – 7:45 a.m.
GRAND SAGUARO NORTH/SOUTH
Sunrise Session: Revenue Cycle Update
Ron DiGiaimo, MBA FACHE, President and Chief Executive Officer, Revenue Cycle Inc.

This year has been filled with changes in billing, coding and reimbursement for Oncology. This session is intended to guide on the Radiation Oncology and Medical Oncology coding updates that are applicable for 2016. We will discuss the associated documentation, compliance and revenue impacts to your hospital based or physician practice as well.

8:00 a.m. – 8:30 a.m.
GRAND SAGUARO NORTH/SOUTH
Day Two Opening Keynote Address:
Harnessing Data to Drive Quality Cancer Care
Amy Abernethy, M.D., Ph.D., Senior Vice President and Chief Medical Officer, Flatiron Health

8:30 a.m. – 9:30 a.m.
GRAND SAGUARO NORTH/SOUTH
How Data Mining and Analytics Are Changing Healthcare
Moderator:
Amy Abernethy, M.D., Ph.D., Senior Vice President and Chief Medical Officer, Flatiron Health

Panelists:
Ruben Amarasingham, M.D., MBA, President and Chief Executive Officer, PCCI
Kris Gale, Co-Founder, Clover Health
Erik Yusko, Ph.D., Computational Biologist, Adaptive Biotechnologies

There are a variety of new technology platforms available in medicine, especially in oncology, that can help to manage a patient’s care. This session will aim to introduce attendees to noteworthy and particularly innovative and exciting companies that are disrupting the healthcare and/or oncology landscape, as well as to define a mental model that explains the various ways that emerging technology tools can provide value in oncology.
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To learn more about Lilly PatientOne, please call 1-866-4PatOne (1-866-472-8663), available Monday–Friday, 9 AM–7 PM ET, or visit www.LillyPatientOne.com.
THURSDAY, FEBRUARY 25, 2016 (Continued)

9:30 a.m. – 10:30 a.m.
GRAND SAGUARO NORTH/SOUTH
Oncology Medical Home and the Move to Value-Based Delivery Models: Experience to Date

Moderator:
Elaine L. Towle, CMPE, Director, Analysis and Consulting Services, American Society of Clinical Oncology®

Panelists:
Barbara L. McAneny, M.D., FACP, FASCO, Chief Executive Officer, New Mexico Oncology Hematology Consultants
J. Russell Hoverman, M.D., Ph.D., Vice President Quality Programs, Texas Oncology & Medical Director Managed Care, The US Oncology Network
John Sprandio, M.D., Consultants in Medical Oncology & Hematology

Through the lens of those who have been there, this session will explore the practical issues associated with practice transformation to the oncology medical home model of care including operational and cultural readiness; evaluating the components of care that require process re-design; implementation issues; and economics of the model. Is oncology medical home a standardized model or must it be customized practice-by-practice?

10:30 a.m. – 10:45 a.m.
GRAND SAGUARO EAST/WEST FOYER
Networking Break

10:45 a.m. – 11:45 a.m.
GRAND SAGUARO NORTH/SOUTH
Delivering Cancer Care Within a Global Budget: Lessons from the Safety Net

Moderator:
John V. Cox, D.O., MBA, FASCO, Director Oncology Services Parkland Health System, UTSW, & Editor in Chief, Journal of Oncology Practice

Panelists:
Linda D. Bosserman, M.D., FACP, Clinical Assistant Professor, City of Hope
William Jordan D.O., Associate Professor/Associate Director Oncology, University of North Texas Health Science Center
Edward E. Partridge, M.D., Director, University of Alabama at Birmingham Comprehensive Cancer Center

Most seers into the future suspect that healthcare financing will evolve from fee for service to more global budget payment schemes (whether truly “global payments” for broad ranges of services or more segmented, defined care bundles of payments, etc.). Such payments will be intended to support care for a defined population of patients. Key metrics which focus on the well-being of the population will hold equal sway to the financial integrity of the system providing the care. Safety net institutions are living with that future today. This session will focus on the insights of cancer programs at safety net hospitals in dealing with the financial constraints and demands for documented quality of care within fixed budget environments. The impact of healthcare disparity populations on these practices will also be discussed. We hope to provide oncology practice insight into challenges and strategies that may be applicable to community practice outside the safety.

What are the key problems that safety net oncology programs face due to the constraints of the global budget? How does service to populations of traditional healthcare disparities affect the goals of delivering care? What tools might practice look at to get a handle around oncology budgets within safety nets? How can you afford quality assessment and improvement programs within a fixed budget? What key metrics are of use when dealing with a global budget for a population?
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What’s Next: Opportunities and Challenges in the Next Generation of Cancer Care

Moderators:
Amy Abernethy, M.D., Ph.D., Senior Vice President and Chief Medical Officer, Flatiron Health
Edward Abrahams, Ph.D., President, Personalized Medicine Coalition

Panelists:
Jennifer Levin Carter, M.D., MPH, Chief Medical Officer and Founder, N-of-One
Michael Kolodziej, M.D., National Medical Director Oncology Solutions, Aetna
Richard L. Schilsky, M.D., FACP, FASCO, Chief Medical Officer, American Society of Clinical Oncology®

Personalized medicine, as it applies to cancer, has the potential to help us better diagnose our patients, and more effectively treat them with less side effects and potentially lower cost. The goal of this session is to examine and break down the complexities of delivering personalized medicine in a community practice setting and how this may change in the future. The audience will leave with practical information about personalized medicine that can be successfully applied in the community oncology practice today as well as a glimpse into the future.

Luncheon Break
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THURSDAY, FEBRUARY 25, 2016 (Continued)

1:45 p.m. - 2:45 p.m.

**Track A**
GRAND SAGUARO NORTH
Successful Models for Hospital-Oncologist Alignment

*Moderator:*
Michael L. Blau, J.D., Chair, Industry Teams, Partner, Foley & Lardner LLP; Co-Founder, Cancer Center Business Summit

*Panelists:*
Leonard A. Kalman, M.D., Deputy Director, Miami Cancer Institute
Erich Mounce, Chief Executive Officer, The West Clinic
Kelley D. Simpson, Senior Partner, Oncology Solutions, LLC

This session will explore the rationale and models for oncologist-hospital alignment. Alignment models that position stakeholders for clinical integration, value-based care, risk arrangements, and population health management will be discussed. Case studies of Co-Management, Professional Service Agreements (PSA), and “Group” employment will be presented.

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**Track B**
GRAND SAGUARO SOUTH
Legal Update, 340B, Physician Compensation and Recent Stark Developments

*Moderator:*
Alan H. Einhorn, J.D., Of Counsel, Foley & Lardner LLP

*Panelists:*
Elizabeth S. Elson, J.D., Of Counsel, Foley & Lardner LLP
Jana Kolarik Anderson, J.D., Partner, Foley & Lardner LLP

This session will provide an update on key evolving legal issues affecting oncology today including:

Potential impact of the U.S. Health and Human Services’ (HHS) proposed 340B Drug Pricing Program Omnibus Guidance. The proposed Guidance replaces the “Mega-Regs” that HHS had initially drafted in 2014, and includes key updates and changes that would significantly impact 340B Program covered entities, including in connection with provider eligibility, eligible patients, coordination with Medicaid and other payors, and program operations and oversight.

Signs of increased enforcement by both the HHS’ Office of Inspector General (OIG) and the Department of Justice (DOJ) focusing on physicians on the other side of “kickback” arrangements, including the new team at OIG who will be focused on such cases; recent Stark Law cases brought under the False Claims Act related to physician compensation arrangements with hospitals; and recent joint enforcement actions by the Food and Drug Administration (FDA) and DOJ against oncologists and their practices related to adulterated/counterfeit drugs.

The Legal Update session will also cover recent stark developments, including new exceptions, and several clarifying positions and liberalizing changes.

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2:45 p.m. – 3:00 p.m.

GRAND SAGUARO EAST/WEST FOYER
Networking Break
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THURSDAY, FEBRUARY 25, 2016 (Continued)

3:00 p.m. - 4:00 p.m.

**Track A**
GRAND SAGUARO NORTH
Will Private Practice Survive? Strategic Options for Oncologists to Remain Independent

*Moderator:*
Robert J. Green, M.D. MSCE, Vice President, Clinical Strategy, Senior Medical Director, Flatiron Health

*Panelists:*
William N. Harwin, M.D., President, Florida Cancer Specialists
Barry Russo, MBA, Chief Executive Officer, The Center for Cancer and Blood Disorders

This session will explore the future of private practice for oncologists, and options available to remain or extend independence. Topics addressed include oncology group mergers, purchasing/management collaboratives, formation of SuperGroups and health information technology and tools to assist oncologists in remaining independent.

**Track B**
GRAND SAGUARO SOUTH
Oncology Practice Acquisitions and Valuations

*Moderator:*
Adria E. Warren, Partner, Foley & Lardner LLP

*Panelists:*
Curtis H. Bernstein, CPA/ABV, ASA, CVA, CHFP, Principal, Pinnacle Healthcare Consulting
Andrea M. Ferrari, J.D., MPH, Director, HealthCare Appraisers, Inc.
Jason Ruchaber, CFA, ASA, Managing Director, Berkeley Research Group, LLC

In this session, our panel of experts will share their insight and experience regarding new and emerging transaction valuation and compensation issues for oncology specialty services, including in connection with clinical integration; patient-centered medical homes; provider alignment and integration; mergers and acquisitions; service line joint ventures; professional services, management and co-management arrangements; medical director arrangements; gainsharing; hospital quality and efficiency programs; accountable care; and clinical research. Participants will learn strategies for navigating the challenges of planning and executing transactions in the context of the current and evolving regulatory environment – including modeling compensation, valuing intangibles (trade name licensing, certificates of need, licenses, non-competes, etc.), and the impact of the recent 340B proposed regulations.
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New York, New York

Edward Abrahams, Ph.D.
President
Personalized Medicine Coalition
Washington, DC

Ruben Amarasingham, M.D., MBA
President and Chief Executive Officer
PCCI
Dallas, Texas

Jana Kolarik Anderson, J.D.
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Carla Balch
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Mark J. Krasna, M.D.
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Amy Abernethy, MD, PhD - Chief Medical Officer and SVP, Oncology, Flatiron Health - Data Mining and Analytics are Changing Healthcare / Thurs 8:30 am
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Pacific Business Group on Health
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Harlan Levine, M.D.
Chief Executive
City of Hope Medical Foundation
Duarte, California

Constantine A. Mantz, M.D.
Chief Medical Officer
21st Century Oncology
Lehigh Acres, Florida

Barbara L. McAneny, M.D., FACP, FASCO
Chief Executive Officer, New Mexico Oncology Hematology Consultants
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Erik Yusko, Ph.D.
Computational Biologist
Adaptive Biotechnologies
Seattle, Washington

Burt Zweigenhaft
President
National Association Specialty Pharmacy
Alexandria, Virginia
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