

The Cancer Center Business Summit • February 6-7, 2017
Aria Resort and Casino • Las Vegas, Nevada

Transforming the Business of Oncology through Science and Technology

The 2017 Cancer Center Business Summit is a 2-day sponsor-supported conference that focuses on oncology business models and strategies for success in the rapidly evolving cancer care sector. The Summit brings together key cancer care stakeholders with business, clinical, finance, technology and legal thought leaders to explore the future course for community oncology in today's healthcare reform environment.

Now in its 10th year, the Summit is recognized as a leading resource in the business of community oncology and cancer care delivery. The Summit is supported annually by more than 35 sponsoring organizations and accommodates an audience of more than 400 oncology stakeholders. **We are proud to announce that the 2017 Cancer Center Business Summit will have two new Co-Hosts: the Association of Community Cancer Centers (ACCC) and NantHealth, the principal organizer of the Cancer Moonshot 2020 initiative.** They have joined founding Summit Co-Hosts, Foley & Lardner LLP and Cancer Center Business Development Group in developing the 2017 Summit.

Summit content 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 that covers the critical strategic and business topics the Summit addresses. Additional Summit information, including reprints of past Summit presentations, is available at the Summit's website: CancerBusinessSummit.com.

2017 Summit

The theme of the 2017 Summit is *Transforming the Business of Oncology through Science and Technology*. Oncology providers and payors are undertaking bold initiatives to re-imagine, re-design and re-build our system of care delivery into the "value-based" system of the future-- focused on proactively monitoring and coordinating care by a team of oncology providers to deliver care more efficiently and keep patients healthier, all enabled by cutting edge technologies and new science.

Advances in genomics, genetics, proteomics, immunotherapy, oral oncolytics and other aspects of personalized/precision medicine are changing the way that providers need to organize their businesses to position to become the cancer center of the future. This will involve acquisition of new equipment, software, and information technologies, as well as changes in work flow and staffing requirements. As such, the business and economic model for the cancer center of the future is evolving and will look quite different from the care delivery model of today.

In addition, changes are afoot in payment models that are driving the transformation to value-based oncology care delivery. For example, CMMI's Oncology Care Model program (OCM), launched on July 1, 2016, represents a bold and significant step in the transition to value-based oncology care. 196 oncology providers and 17 health plans are participating in the OCM over the next 5 years. There are other bundled or episode of care payment programs being piloted by health insurers, self-insured plans, and networks of oncology providers. The 2017 Summit will review progress of these payment reform initiatives and lessons learned to date, as well as preview the next generation of payment reforms in oncology. A challenge for all providers involved in alternative payment arrangements in oncology is to determine how to access, analyze, interpret, trend and understand massive amounts of clinical and financial/claims data that today is scattered across multiple IT platforms and EMRs. How should providers aggregate, document and report quality measures? How can advanced data analytics serve as the engine of evidence-based change? What care is really more effective and efficient? New technologies and business approaches to address these challenges will be explored at the 2017 Summit.

The rapid pace and magnitude of change that is taking place 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 or scaling back 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 may threaten clinician independence and self-determination.

In this new consumerist and cost conscious health care environment, there are critical questions to be answered about how science and technology will impact oncology business models, and how community oncology stakeholders should be positioning themselves for future success. At the 2017 Summit we will examine how science and technology are driving and enabling oncology care transformation. 2017 topics include:

- Keynote presentation: healthcare agenda under the new Presidential Administration
- Impact on the receiving end: patients and providers
- OCM program update: best practices and lessons learned to date
- The economics of going at risk: oncology bundle and episode of care pricing
- Leveraging actionable data to optimize oncology care processes and payments
- Emerging personalized/precision medicine business models for clinicians
- The value proposition of palliative care and supportive services under alternative payment methods
- Incorporating genomic and immunotherapy science into community oncology
- Oncologist-Hospital alignment: PSA/co-management arrangements and regional cancer care collaborations
- Viable options for community oncology providers to remain independent: supergroups, national networks, and oncology management companies
- Supply chain innovation and disruption: sourcing of drugs, drug cost, comparative effectiveness, and affordability
- Legal update: MACRA, 340B pricing, Part B drug pricing, site of service differentials, coding compliance

The 2017 Summit is convening a diverse faculty of experts to address these critical business trends and issues. Practical tools and solutions will be shared and real life case studies will be discussed.

A Unique and Compelling Sponsorship Opportunity

The 2017 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 businesses today and to position for future success.

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

A description of sponsor opportunities follows below. We hope that you will join us for this important event at the Aria Resort and Casino, Las Vegas, Nevada on Monday and Tuesday, February 6-7, 2017. There will be a faculty dinner on Sunday, February 5th, the evening before the Summit, for faculty, advisory board members and sponsors, 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.

Edward Abrahams, Ph.D., Personalized Medicine Coalition	Leonard K. Kalman, M.D., Miami Cancer Institute
Michael J. Anderson, M.D., Dana-Farber Community Cancer Care	Ira Klein, M.D., MBA, FACP, Jansen Pharmaceutical Companies
Carla Balch, NantKwest	Michael Kolodziej, M.D. Aetna
Ronald Barkley, M.S., J.D., Cancer Center Business Development Group	Mark Krasna, M.D., Meridian Health Systems in NJ
David C. Beyer, M.D., FACR, FACRO, FASTRO, Arizona Oncology Services	Peter Kuhn, Ph.D., University of Southern California
Michael L. Blau, J.D., Foley & Lardner LLP	Harlan Levine, M.D., City of Hope Medical Foundation
Linda Bosserman, M.D., FACP, City of Hope Medical Foundation	Kathleen G. Lokay, Via Oncology
Jennifer Carter, M.D., N-of-One	Barbara L. McAneny, M.D., New Mexico Oncology Hematology Consultants, Ltd.
Stephanie Clayton Hobbs, MHSM, CMPE, UT Southwestern Medical Center	Erich Mounce, MHA, West Cancer Center
Lindsay Conway, MEd, The Advisory Board Company	Tynan Olechny, Pershing Yoakley & Associates
Bruce Cutter, M.D., MMM	Gitesh Patel, The Comprehensive Blood & Cancer Center
Steve D'Amato, RPh, New England Cancer Specialists	Kavita K. Patel, M.D., MSHS, Brookings Institution
George Daneker, M.D., Cancer Center Treatment Centers of America	R. Steven Paulson, M.D., Texas Oncology
Daniel Dosoretz, M.D., 21 st Century Oncology	Barry Russo, MBA, The Center for Cancer and Blood Disorders
Christian Downs, J.D., M.H.A., Association of Community Cancer Centers	Lee Schwartzberg, M.D., West Cancer Center
Robert J. Green, M.D., MSCE, Flatiron Health	Kelley D. Simpson, MBA, Oncology Solutions, LLC
Teri U. Guidi, MBA, FAAMA, Oncology Management Consulting Group	Mark Sobczak, M.D., Fox Chase Cancer Center
Richard J. Hall, Oncology Services International	John Steiner, Cancer Treatment Centers of America
John Hennessy, MBA, CMPE, Wellrithms	Larry Strieff, M.D., Hill Physicians Medical Group
William Jordan, D.O.	
Steven Jones, DPh, MBA, Interventional Insights	

Cancer Center Business Summit 2017 Sponsor Opportunities

Platinum Sponsor - \$25,000

Platinum Sponsors 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 Sponsor - \$15,000

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

Bronze Sponsor - \$5,000

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
- Opportunity to set up marketing display table (subordinate priority location)
- 1 complimentary Summit registration



Other Special-Purpose Sponsor Opportunities

Keynote Sponsor - \$25,000

Faculty Dinner Sponsor - \$25,000

Networking Reception Supporter - \$25,000 - **SOLD!**

Networking Break Sponsors(s) - \$5,000 per break /\$12,500 for all networking breaks Attendee

Bag Supporter - \$8,000 (only available to a Platinum or Gold Sponsor) - **SOLD!**

- Custom attendee bag
- 3 additional complimentary Summit registration

Attendee List Booklet Supporter - \$5,000 (only available to a Platinum or Gold Sponsor)

- 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 Sponsor) - **SOLD!**

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



2017 Cancer Center Business Summit Sponsor Benefit Summary

Supporter Level	Logo, Name, URL on Summit Website	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	*	* (Full-Page)	*	Booth or Table	2	4
Silver Sponsor \$10,000	*	* (1/2-Page)	*	Table	1	2
Bronze Sponsor \$5,000	*	* (1/4 Page)	*	Table	NA	1

The 2017 Summit Sponsor Application Form is provided below for your convenience in registering as a Summit 2017 Sponsor.

Please direct your 2017 Summit sponsorship questions to:

Deb Mitka, Summit Event Manager
 Meetings & Incentives Worldwide, Inc.
 262-488-5071
dmitka@meetings-incentives.com



CANCER CENTER BUSINESS SUMMIT

Transforming the Business of Oncology through Science and Technology

APPLICATION AND CONTRACT FOR SPONSORSHIP AND EXHIBIT SPACE

2017 Cancer Center Business Summit

February 6-7, 2017

Aria Resort & Casino, Las Vegas, Nevada

Return form to Deb Mitka dmitka@meetings-incentives.com

Section 1: Contact Information

Company Name
Contact..... Title.....
Tel..... Fax.....
Email Website.....
Address
City State Zip..... Country.....

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

Indicate Level of Sponsorship requested:
____ Platinum (\$25,000)
____ Gold (\$15,000)
____ Silver (\$10,000)
____ Bronze (\$5,000)

Other Special Purpose Sponsor:

Section 3: Payment Information

Make checks payable to:
Cancer Center Business Summit

Mail payments to: Meetings & Incentives Worldwide
c/o Deb Mitka
Meetings & Incentives Worldwide P.O. Box 65 Caledonia, WI 53108
Phone +1 262-488-5071 • E-mail dmitka@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: _____



Section 4: Acknowledgement

I acknowledge that as an authorized representative of the above Sponsor, I have received, reviewed, and agree that we will comply with the Policies for Sponsors of the 2017 Summit. This sponsor application will become a contract upon Sponsor's authorized signature and Summit's acceptance and approval.

Sponsor Signature Date

Printed Name Telephone

Internal Use Only

Authorized Signature Date

Account Number Assigned Table Number