

ASSOCIATION OF  
NORTHERN CALIFORNIA ONCOLOGISTS  
&  
MEDICAL ONCOLOGY ASSOCIATION  
OF SOUTHERN CALIFORNIA

*invite oncologists, oncology nurses, oncology practice administrators, and their guests to*

**Oncology Reimbursement:  
Past, Present, and Future**

*with*

**Dean Gesme, MD, FACP, FACPE**

*Past Chair, ASCO Clinical Practice Committee; Past Chair, National Coalition for Cancer Survivorship  
Managing Partner, Iowa Cancer Care*

**Summary**

The Medicare Prescription Drug, Improvement, and Modernization Act of 2003 (or MMA) imposes significant changes on medical oncology practice. These changes are likely to be emulated in the private sector as time goes on. In response to MMA and other healthcare marketplace factors, medical oncology practices must change in order to survive. Dr. Gesme will describe some of the reasons why medical oncology practices must change and how these transformational changes can be implemented so as to enhance survival.

*This talk is scheduled for:*

**Friday, June 17<sup>th</sup>, 2005**

**6:00PM Reception • 7:00PM Dinner; 7:30PM Talk**

**San Francisco Marriott • 55 Fourth Street • San Francisco • (415) 896-1600**

Please call the meeting location for directions. FAX your reservation(s) to José Luis González, ANCO Executive Director, at (415) 472-3961 no later than June 10<sup>th</sup>.

Please note that this event is being held during ASCO's *Best of ASCO San Francisco* meeting. Registration for *Best of ASCO* does ***not*** include registration for Dr. Gesme's talk.

**FAX this registration to ANCO to register for Dr. Gesme's talk;  
visit [www.asco.org/boa](http://www.asco.org/boa) to register for *Best of ASCO* San Francisco.**

Support for this meeting has been solicited from *AMGEN, APP/Abraxis Oncology, Bayer Biologicals, Berlex Laboratories, biogenIDEC, Bristol-Myers Squibb Oncology, Enzon Pharmaceuticals, Genentech BioOncology, Genomic Health, Lilly Oncology, MGI Pharma, Millennium, National Oncology Alliance, Novartis Oncology, Oncology Supply, Oncology Therapeutics Network/Onmark, Ortho Biotech, OSI Pharmaceuticals, Pfizer Oncology, Sanofi Aventis Oncology, Schering-Plough Oncology, US Oncology.*

A complete list of supporters will be available at the meeting.

I/We will attend Dr. Gesme's talk (please print clearly) and we are  ANCO  MOASC members (please check one):

Name(s): \_\_\_\_\_ Tel(s): \_\_\_\_\_

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