

ASSOCIATION OF NORTHERN CALIFORNIA ONCOLOGISTS

2011 ANNUAL REPORT

The *Association of Northern California Oncologists* (ANCO) was organized in 1990 to be an advocate for, educate, and inform the practicing hematologist/oncologist. ANCO currently represents 413 hematologists/oncologists throughout Northern California and Nevada. While the majority of our members are community-based physicians, ANCO also represents the hematologists/oncologists of the regional academic cancer centers—*Stanford University, UC Davis, and UC San Francisco*—and *The Permanente Medical Group*. We serve the interests of our physician members, their nurses and practice managers, and people living with cancer. ANCO is a member of the *Association of Community Cancer Centers* (ACCC), a state/regional affiliate of the *American Society of Clinical Oncology* (ASCO), and (along with the *Medical Oncology Association of Southern California* or MOASC) the specialty delegation representative for hematology/oncology at the *California Medical Association* (CMA).

ANCO is dedicated to the delivery of the highest quality care to people living with cancer by providing a forum for the exchange of ideas, data, and knowledge and by representing the interests of physicians and people living with cancer. To these ends, ANCO disseminates information via e-mail, FAX broadcast, the *ANCO FAX News*, the *California Oncology Weekly* (jointly with MOASC), and its website; sponsors clinical education meetings for physicians and nurses and professional education meetings for physicians, and nurse and practice managers; and, advocates on behalf of physicians and people living with cancer before *State* and *Federal* government agencies, regional and national hematology/oncology and medical societies, and insurance and pharmaceutical companies. ANCO's goal is to defend and preserve the autonomy of hematologists/oncologists and to provide the highest quality cancer care to people living with cancer.

ANCO's clearly defined **objectives** are to:

- **Disseminate the latest and best information** impacting the practice of hematology/oncology to members.
- **Provide clinical education** to physicians and nurses and **professional education** to physicians, nurses, and practice managers.
- **Serve as an advocate and liaison** for its members before regional and national organizations (i.e., government, private, and corporate).

- **Play an active role in the reimbursement environment** on behalf of physicians, nurses, managers, and people living with cancer.

Under the direction of the *Board of Directors* and leadership of *President* L. Wayne Keiser, M.D., and *Executive Director* José Luis González, ANCO continues to make progress in accomplishing its goal and these objectives. The *2011 Annual Report* summarizes the activities and accomplishments of 2011 and describes plans for 2012 and beyond.

Administration

A full-time *Executive Director* under the direction of the ANCO *Officers* and *Board of Directors* efficiently and effectively manages ANCO. Fundraising efforts continue to be very successful through the *Corporate Membership Program*. ANCO renewed the Institutional Memberships of *Stanford University*, *UC Davis*, and *UC San Francisco* and the Group Membership for *The Permanente Medical Group*. And, ANCO successfully retained and recruited new physician members. In conclusion, ANCO is a financially sound organization that is proud to be viewed by government, corporate, and other medical organizations throughout California and the United States as a leader among state oncology societies.

Specifically:

- ANCO's *Board of Directors* met on one occasion, teleconferenced regularly, and communicated via e-mail on many occasions. Summary minutes of these *Board* meetings are available from the ANCO office. Among the items discussed and acted upon by the *Board* were:
 - nominations and elections to the *Board*.
 - elections of a *Secretary* and *Treasurer* (for two-year terms).
 - an FY2011 budget and investments for the *Association*.
 - designation of ANCO representatives to various forums (e.g., ACCC, ASCO, ASH, CMA, and MOASC).
 - advocacy efforts on behalf of individual ANCO members and hematologists/oncologists in general before ACCC, ASCO's *Clinical Practice Committee*, and the *California Medical Association*; Palmetto/J1MAC's *Contractor Advisory Committee* (for Medicare), DHCS/MediCal, *Department of Managed Health Care*, and CMS; state and national legislative bodies (i.e., *California State Legislature* and *Congress*); a variety of local IPAs, managed care organizations, and private insurance companies; and, the *California Technology Assessment Forum* (CTAF).
 - clinical and professional education proposals; and, cosponsored or comarketed programs organized by ACCC; ASCO; ASH; *Corporate, Group*,

and *Institutional Members*; Elsevier (*Oncology Congress*); *Leukemia & Lymphoma Society*; and, MOASC.

- ANCO's role in strengthening individual ANCO member practices in the current economic and health care environment through participation in quality and process improvement programs.

- membership benefits and activities.

The *Board* will continue to meet once and teleconference regularly in 2012. *Group* and *Institutional Member* contacts will be routinely included in ANCO *Board* meetings. ANCO and MOASC *Boards of Directors* will continue to be invited to each other's meetings.

• FY2011 will end with a budget surplus and assets of approximately \$546,000. (Exact financial information will be available after December 31st, 2011.)

The FY2012 budget will be balanced. ANCO will continue to invest in its infrastructure, educational programs, communications systems, and member services. There will be no increase in membership dues for 2012 and membership dues discounts will continue to be offered to members in single-site and multi-site group practices. The \$50 contribution to the *California Oncology Political Action Committee*, or CalCancerPAC, will continue to be included (on a voluntary basis) in the basic membership dues. CalCancerPAC raises funds in support of candidates in California friendly to cancer care.

• \$189,000 was raised through ANCO's *Corporate Memberships* during 2011. Six new *Corporate Members* were added to the roster in 2011 (i.e., *The Apothecary Shop*, *Baxter BioScience*, *Boehringer Ingelheim Pharmaceuticals*, *Cardinal Health Specialty Solutions*, *Dendreon*, and *Seattle Genetics*) and two *Corporate Members* did not renew their memberships for 2011 (i.e., *Response Genetics* and *Vidacare*).

ANCO is very appreciative of the support provided by our *Corporate Members*:

Diamond Level

(\$10,000 and more per year)

AMGEN • Bayer Healthcare Pharmaceuticals/Onyx Pharmaceuticals
Celgene • Cephalon Oncology • Dendreon • Eisai • Genentech BioOncology • Genomic Health
Janssen Biotech • Lilly Oncology • McKesson Specialty Health • Millennium
Novartis Oncology • Sanofi Oncology

Gold Level

(\$5,000 to \$9,999 per year)

Allos Therapeutics • Astellas Oncology • biogenIDEC • bioTheranostics
Cardinal Health Specialty Solutions • GlaxoSmithKline Oncology • Merck • Myriad Genetics
Oncology Supply/ION • Pfizer Oncology • Seattle Genetics

Silver Level

(\$1,000 to \$4,999 per year)

Agendia • Alexion Pharmaceuticals • The Apothecary Shop • AstraZeneca • Baxter BioScience
Boehringer Ingelheim Pharmaceuticals • Bristol-Myers Squibb Oncology
Clariant Diagnostic Services • Genzyme Oncology • Lash Group Healthcare Consultants
Pathwork Diagnostics • Spectrum Pharmaceuticals

Current *Corporate Members* will be asked to renew and encouraged to increase their membership dues support of ANCO for 2012. Non-renewing *Corporate Members* will be asked to rejoin ANCO. And, several new *Corporate Memberships* will be solicited.

- ANCO has three *Institutional Members*—*Stanford University, UC Davis, and UC San Francisco*. In addition, ANCO has one *Group Member*—*The Permanente Medical Group*.

Current *Group* and *Institutional Members* will be asked to renew and additional organizations will be invited to join.

- There are currently 413 physician members in ANCO, an increase of 19 (4.8%) from 2010. Of these, 175 are community (173) or government (2) based hematologists/oncologists, 9 are retired from full-time medical practice, 147 are affiliated with one of the three regional academic cancer centers—*Stanford University* (36), *UC Davis* (32), and *UC San Francisco* (79)—and 82 practice at *The Permanente Medical Group* (at 18 locations). Sixty-six (67) members practice at four (4) multi-site (often multi-disciplinary) community practices (ranging in size from 16 to 18 physicians at 4 to 7 sites). Finally, 106 members practice in 57 single-site practices (ranging in size from 1 to 8 physicians).

Additional individual memberships will be solicited for 2012. Outreach to other hematologists/oncologists and radiation oncologists will continue.

Advocacy

ANCO advocates on behalf of all hematologists/oncologists to improve the healthcare environment for physicians, their nurses and practice managers, and people living with cancer. In general, the *Board* deliberated on and recommended policies, and was represented and communicated these policies at a variety of forums in 2011.

Specifically:

- ANCO sent representatives to ACCC meetings, ASCO's *Clinical Practice Committee* meetings, and ASH meetings; and, participated in activities conducted by these organizations regarding reimbursement at the national level and its impact on cancer care.
- ANCO continued its relationship with *Noteware Government Relations*, a Sacramento-based advocacy firm; monitored cancer-related and general medical legislation; and, worked with the CMA to help pass, improve, and/or defeat several pieces of significant legislation in Sacramento (including the passage of SB866 mandating the development and use of a standardized prior authorization form by all health plans and insurers.). In addition, ANCO and MOASC hosted a legislative breakfast with key legislators in Sacramento.
- Hematology/Oncology, as represented by ANCO and MOASC, was represented in the CMA's *Specialty Delegation* and *Council on Legislation*.
- ANCO and MOASC raised funds for CalCancerPAC that supports candidates and legislators friendly to hematology/oncology.
- ANCO communicated with *Palmetto/JIMAC* to discuss Medicare issues in California and the *Department of Health Care Services* to discuss Medicaid (DHCS/MediCal) issues.
- ANCO communicated its concern with coverage policies at a variety of private insurance companies, IPAs, and the *California Technology Assessment Forum* (CTAF)

ANCO will continue to advocate on behalf of its constituents before additional government agencies, payers and corporations, and medical societies in 2012. The *Board of Directors* welcomes and encourages feedback from members on issues of importance that require organizational intervention and advocacy efforts.

Meetings

The ANCO *Board of Directors* continued to implement its clinical and professional educational strategy in 2011.

Specifically:

- *Clinical Education Meetings*. Two (2) ANCO-organized clinical education meetings took place in 2011:

San Antonio Breast Cancer Symposium Highlights 2010 (with Steven L. Chen, M.D., Kathleen C. Horst, M.D., and Pamela N. Munster, M.D.)

ASCO/ONS Highlights 2011 (with Lee-may Chen, M.D., Robin Kate Kelley, M.D., Primo Lara, Jr., M.D., Thomas G. Martin, M.D., Melinda L. Telli, M.D., Carol S. Viele, R.N., and Heather Wakelee, M.D.)

ANCO also cooperated in marketing ACCC; ASCO; ASH; *Community Oncology Alliance*; *Corporate, Group, and Institutional Member*; Elsevier (*Oncology Congress*); *Leukemia & Lymphoma Society*; MOASC; and, other oncology meetings in 2011.

In 2012, ANCO will repeat its *San Antonio Breast Cancer Symposium Highlights* and *ASCO/ONS Highlights* programs.

- *Professional Education Meetings*. ANCO's professional education meetings present speakers on topics about the management of office-based medical practices and hematology/oncology reimbursement techniques. Participants not only learn at these meeting, but they also form a network of resources to turn to when billing and reimbursement and management issues arise. Three (3) successful professional education meetings were held in 2011:

Oncology Reimbursement 2011 (with Roberta Buell, M.B.A., and Arthur Lurvey, M.D.)

Managing Medicare for the Practicing Oncologist (with Arthur Lurvey, M.D.)

ANCO's Patient Satisfaction Survey—How to Raise the Scores and Why You Should Care? (with Kevin W. Sullivan)

A full schedule of professional education meetings on timely issues of importance is anticipated for 2012. ANCO will increase its use of webcasts for professional education.

Information Dissemination

The *ANCO FAX News*, a biweekly summary of advocacy, educational, membership, and *Association* news, was FAXed to each member practice and e-mailed to ANCO *Group* and *Institutional Members* and *Corporate Member* contacts (for redistribution to their colleagues). The new *California Oncology Weekly*, a joint publication with MOASC is e-mailed and FAXed weekly and supersedes the *ANCO Online ListServ*. ANCO FAX broadcasts kept members and others up-to-date on important information to hematology/oncology practices.

ANCO published an updated online edition of the *Directory of Members* in 2011. Besides a comprehensive listing of ANCO physician members, nurses, and managers, the *Directory* also published an updated list of *Corporate Member* drug reimbursement and patient assistance programs, and ANCO's *Articles of Incorporation* and *By-Laws*. Both the *Directory* and drug reimbursement and patient assistance programs are available and regularly updated at www.anco-online.org/ANCODIR.pdf and www.anco-online.org/assistance.pdf, respectively.

ANCO's independent website (www.anco-online.org) is a major resource to members on all matters related to the *Association*. In addition, ANCO activities were highlighted in national publications:

- *Economic Assessment of ANCO Member Practices* (*Journal of Oncology Practice*, Vol. 7, No. 5, September 2011, 295-301). The article was also featured in a *Journal of Oncology Practice* Podcast.
- ANCO's payer-provider partnership strategy was highlighted in *State Oncology Groups Advance Clinical Pathways* (*Oncology Times*, Vol. 33, No. 16, August 25, 2011).

Finally, ANCO published the results of two important surveys in 2011:

- ANCO's 2011 Staff Salary Survey (www.anco-online.org/salsrvy.html)
- ANCO/MOASC survey of member selection, implementation, and utilization of EHRs (*ANCO FAX News* (Vol. 10, No. 20, October 20, 2011)).

The *ANCO FAX News*, *California Oncology Weekly*, and FAX broadcasts will continue to evolve and inform members and the hematology/oncology community of issues of importance in 2012. An updated online edition of the *Directory* will be published in 2012. Continuing efforts will be made to move all communications from ANCO to its membership from FAX to e-mail.

Membership Benefits

ANCO continues to seek ways to make membership more beneficial. The *Board* constantly identifies, reviews, and approves of additional membership benefits.

Information

For more information about ANCO membership and activities, please contact:

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