

ANCO FAX News

Association of Northern California Oncologists
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INTRODUCTION

The *ANCO FAX News* focuses on ANCO's core activities—advocacy, clinical and professional education, membership benefits, and *Association* news. While membership mailings, FAX broadcasts, and ListServ postings continue, the *ANCO FAX News* summarizes this information in a regular forum of important news to members. Contact the ANCO office for additional information regarding any item published in the *ANCO FAX News* or to contribute items.

The *ANCO FAX News* is FAXed to Individual Member practices, and e-mailed to Group, Institutional, and Corporate (contacts) Members. The next regular *ANCO FAX News* will be published on October 9th. Send your comments or contributions to ANCO, P.O. Box 151109, San Rafael, CA 94915-1109; Voice: (415) 472-3960; FAX: (415) 472-3961; execdir@anco-online.org.

ADVOCACY

[Editor's Note: ANCO meets regularly with national, regional, and statewide organizations to discuss issues of importance to hematology/oncology practices and people living with cancer. We continually seek input from members on agenda items for these meetings. Send your issues to the ANCO office.]

ACCC, ASCO, ASH, and National Legislative & Regulatory Issues

[Editor's Note: ANCO is a member of the Association of Community Cancer Centers (ACCC) and a state/regional affiliate of the American Society of Clinical Oncology (ASCO).

ANCO and the American Society of Hematology (ASH) share information with members. We regularly participate with these organizations on matters of national importance to cancer care.]

ANCO and ASCO are deeply concerned with CMS's proposed Medicare Physician Fee Schedule for 2010. ACCC's, ASCO's, and ASH's analyses of the proposed fee schedule are available at www.anco-online.org/mma.html. **ASCO has submitted comments to CMS** (available at www.anco-online.org/mma.html) addressing

**There is information in the
ANCO FAX News
for every member of your practice
or organization.
Pass it along!**

- Physician Members
- Nurses & Office Managers
- Office Staff
- Colleagues & Representatives

The Association of Northern California Oncologists (ANCO) is an association of hematologists/oncologists dedicated to promoting high professional standards of cancer care by providing a forum for the exchange of ideas, data, and knowledge. The material contained in the *ANCO FAX News* is intended as general information for ANCO members. Because diagnostic, treatment, contracting, coding, and billing decisions should be made on a case-by-case basis, any such information contained in the *ANCO FAX News* may not apply in any given situation. Members are encouraged to contact their own consultants or advisors to obtain specific advice on matters relating to contracting, coding, and billing. The information contained in the *ANCO FAX News* should not be used as a substitute for such advice.

concerns about cuts to oncology services in the proposed *Medicare Physician Fee Schedule*, as follows.

- CMS should not use flawed data from AMA's *Physician Practice Information Survey* to determine practice expense relative value units for oncology practices. Data from this methodologically flawed survey will reduce payments for chemotherapy administration by more than 20% making it difficult for oncologists to continue providing office-based chemotherapy and adversely affecting care for Medicare beneficiaries with cancer.
- CMS also should not reduce the malpractice relative value units assigned to chemotherapy administration codes, as proposed.
- CMS should remove physician-administered drugs from the sustainable growth rate methodology, both prospectively and retroactively.
- CMS should not eliminate consultation codes. This would disadvantage physicians, who must provide significant additional documentation for a consultation and should receive additional payment for this work.

Please take the following actions to communicate how cuts to Medicare will hinder patient access to care:

- **Complete the *Components of Care Study* survey** (available at www.communityoncology.org/components-of-care-example/) designed to identify and quantify the clinical and operational components of cancer care delivery.
- **Use the *Community Oncology Alliance* tool to estimate the impact of the changes on your practice.** The tool is available at www.communityoncology.org/calculate-the-impact-of-planned-medicare-cuts-on-your-practice/.
- **Share your story with ASCO.** Please send any comments you would like to

share about the effects cuts to Medicare are having on your practice to publicpolicy@asco.org.

ASCO's *Cancer Policy and Health Care Priorities*, webpage (available at www.asco.org/policypriorities) provides information on action ASCO is taking to fight the *Fee Schedule* cuts and to make the voice of the oncologist heard in health care reform debates.

The *Federal Trade Commission* (FTC) has decided to delay until November 1st enforcement of its ruling that would consider physicians who regularly bill their patients (including co-payments and coinsurance) to be creditors. This rule would compel physicians to develop and implement written identity theft prevention and detection programs for their practices in order to be in compliance with the FTC's *Red Flag Rule*. **The *American Medical Association* has developed guidance material** (available at www.ama-assn.org/ama/no-index/physician-resources/red-flags-rule.shtml) to help physicians comply with the *Rule*. **The *California Medical Association* (CMA) has published a toolkit to help physicians and their staffs understand the scope and requirements of the *Red Flag Rule*.** The toolkit provides guidance on designing and implementing an identity theft detection and prevention program for the physician practice. CMA's *Red Flag Rule Toolkit* is free to members at the members-only website. **For a primer on the FTC's *Red Flag Rule*, please see the article at www.anco-online.org/RedFlagRule.pdf.**

Electronic health records (EHRs) are powerful tools that can streamline practice management and reduce errors in patient care. Members of ASCO's *EHR Workgroup* have provided commentary on several EHR topics via PodCast at [www.asco.org/ASCO/Practice+Resources/Electronic+Health+Records/EHR+Events/Electronic+Health+Records+\(EHR\)+Lab+at+the+2008+Annual+Meeting?cpsextcurrchannel=1](http://www.asco.org/ASCO/Practice+Resources/Electronic+Health+Records/EHR+Events/Electronic+Health+Records+(EHR)+Lab+at+the+2008+Annual+Meeting?cpsextcurrchannel=1). In addition, ASCO has developed *The Oncology Electronic Health Record Field Guide: Selecting and Implementing an EHR*—the only oncology-specific consumer manual designed to guide oncology practices in selecting current and future oncology-specific EHRs for clinical practice management and

quality-of-care measurement and improvement. The *Field Guide* is available in hard copy as well as PDF. Electronic users can print worksheets and forms as they go through the *Field Guide's* material. Both formats of the *Field Guide* can be purchased by e-mailing support@articleworks.com or calling (800) 804-1425. More information is available at www.asco.org/ehrfieldduide. Finally, **ASCO has developed a new EHR social networking site (ehr.ascoexchange.org/) to help oncologists and their practice staff connect and collaborate with other users of EHRs, as well as find information on EHRs and other health information technology tools.**

With the *American Recovery and Reinvestment Act of 2009* (ARRA) signed into law, now is the time to implement electronic health records (EHR) into your practice. A CMS website (www.cms.hhs.gov/Recovery/11_HealthIT.asp) is now available where you can find information pertaining to the Medicare and Medicaid incentives for EHR adoption, including:

- a CMS fact sheet and questions/answers pertaining to the incentive programs.
- a link to the press release pertaining to the process of defining meaningful use.
- resources on health IT and privacy & security (HIPAA).

ASCO is hosting its 2nd EHR Symposium: *Harnessing the EHR—From Incentives to Sustainability*, October 6-7th at the *San Francisco Marriott*. The *Symposium* will prepare you with the knowledge and tools for successful selection and implementation. Registration is now open at www.asco.org/ehrsymposium.

ANCO and ASCO continue to work towards ensuring that people with cancer have access to quality cancer care in the community. Practice resources are available at www.anco-online.org/mma.html and www.asco.org/mma, including:

- The October 2009 quarterly update for the *Average Sales Price* (ASP) Medicare Part B drugs pricing file.

Members may also e-mail ASCO's *Coding & Reimbursement Hotline* at practice@asco.org for up-to-date information on changes in coding for

drug administration services, as well as billing and payments for drugs. Please include your ASCO member ID in your e-mail.

CMA, MOASC, and State Legislative & Regulatory Issues

[Editor's Note: ANCO and the Medical Oncology Association of Southern California (MOASC) are members of the California Medical Association's (CMA) Council on Legislation, House of Delegates, and specialty delegation. ANCO and MOASC coordinate advocacy activities in California.]

***Noteware Government Relations* represents ANCO (and MOASC) in Sacramento.** They report:

- The first year of the current two-year legislative session has ended. AB1218 will be eligible for reconsideration in the *Senate Health Committee*. This bill would require the state to approve any increase in the amount of the premium, copayment, coinsurance obligation, deductible, and other charges under a health plan. CMA opposed similar legislation in the past because of concern that such rate regulation could lead to rate regulation of provider reimbursement. CMA argues that AB1218 will force lower rates on doctors and suggests that an alternative to the rate regulation framework in this bill is enforcement of an 85% medical loss ratio (MLR) by product and policy. CMA states that enforcement of MLR requirements will ensure that 85 cents of every premium dollar goes to medical care.

The ***California Oncology Political Action Committee*** (or CalCancerPAC), formed by ANCO and MOASC, supports candidates sensitive to the needs of hematologists/oncologists and people living with cancer in California. ANCO membership dues include a contribution to CalCancerPAC.

Sacramento can be a dangerous place for doctors. Many bills impacting medicine wind their way through the *Capitol* on their journey to the *Governor's* desk. And, many of these bills threaten the medical profession with the backing of

powerful lobbyists and PACs. It's critical that **physicians have an advocate at work for them every day and who knows how to speak on their behalf. That advocate is the *California Medical Association* (CMA).** While physicians keep a close eye on their patients, CMA is keeping a close eye on those bills...and more. Got payment delays? Feeling victimized by payors and overwhelmed by the process? Don't let the health plans mistreat you. **The CMA's *Center for Economic Services* has a team of reimbursement specialists available to assist ANCO's CMA members experiencing payment problems with third-party payors.** For membership, contact Ron Lopp at (916) 551-2042 (e-mail: rlopp@cmanet.org); for reimbursement assistance, call CMA's *Reimbursement Helpline* at (888) 401-5911.

The 2009 *Federal* economic stimulus package includes \$19B for health information technology (HIT), the vast majority of which will be directed to physicians to subsidize the purchase and usage of electronic health record (EHR) systems. Beginning in 2011, qualifying Medicare providers stand to gain up to \$44,000 under the program; qualifying MediCal providers stand to receive as much as \$64,000. CMA advises physicians to begin the process of assessing their EHR needs, with an eye on what will work best for their specialty, the size of their practice, the stage in their career, and their comfort level with technology. **CMA has established a *Health Information Technology (HIT) Resource Center* on the CMA website designed to educate physicians about the HIT subsidies for physicians in the recent *Federal* stimulus package.** Visit www.cmanet.org/hit/ for the latest information focusing on materials to help physicians assess their HIT needs and begin the process of choosing an EHR system that works best for their practices and qualifies them to receive the *Federal* funds. CMA will also provide materials for physicians and practices that currently use EHR systems to help them know how to qualify for the funds as well. CMA members are invited to participate in their EHR *Best Practice Series*. Please call (800) 786-4262 for your unique coupon code to use when registering if a coupon code has not already been provided to you from your county medical society. Visit www.ehrbestpractice.com/register/

regWebinar_CMA.php for more information and to register.

To help physicians negotiate and manage complex third-party payor agreements, CMA has published a contracting tool kit entitled *Taking Charge: Steps to Evaluating Relationships and Preparing for Negotiations—A Focus on Payor Contracting* that is available free to CMA members at the members-only website. Nonmembers can purchase the tool kit for \$100 in the CMA bookstore (call (800) 882-1262). This tool kit joins several other CMA tool kits (i.e., *Back to Basics: A Step-by-Step Guide to Maximizing Your Cash Flow, Getting Paid: Strategies to Maximize Reimbursement*) aimed at empowering physician practices vis-à-vis their relationships with private payors.

Palmetto/J1MAC, DHCS/MediCal, & Private Payors

[Editor's Note: ANCO communicates regularly with Palmetto/J1MAC that administers the J1MAC (Medicare) in California, and the Department of Health Care Services (DHCS) that administers DHCS/MediCal in California.]

The Palmetto/J1MAC *Carrier Advisory Committee* (CAC) meeting takes place on October 12-13th. Palmetto/J1MAC is inviting specialty societies to bring issues confronting their memberships to the CAC. Please send ANCO your chronic Medicare (Palmetto/J1MAC or Part B) claims processing (enrollment, EDI, coding/billing), payment, or coverage policy issues. Be as specific as possible in describing your problem and its frequency, what you have done to try and resolve it, and Palmetto/J1MAC's response. Send your input via e-mail to execdir@anco-online.org (subject: CAC Input).

ICD-9-CM diagnosis code changes effective October 1st are available at www.cms.hhs.gov/ICD9ProviderDiagnosticCodes/07_summarytables.asp.

Palmetto/J1MAC recently updated their ESA LCD adding ICD-9 codes 238.73, 238.74 and 238.75 to the section for patients with anemia related to myelodysplastic syndrome and raises the level of creatinine to 2.5.

The Medicare Modernization Act of 2003

established the *Medicare Recovery Audit Contractor (RAC) program to identify fraud and waste in the Medicare system*. While the California RAC program officially rolled out on August 9th, CMS has said that physician services will not be targeted for audits until October. Audit contractors are expected to focus on companies and individuals whose billings for these Medicare services are higher than the majority of providers in their communities. Auditors cannot request more than 10 patient records from a practice in any 45-day period. **The California Medical Association (CMA) has developed a toolkit to help physicians understand the program** and, if necessary, navigate the audit process. The toolkit is available free to CMA members. **Palmetto/J1MAC has published an article entitled *Recovery Audit Contractor (RAC) Program*** and added a new RAC category under *Articles* on the Palmetto/J1MAC web site. Visit www.palmettogba.com/palmetto/providers.nsf/vMasterDID/7T6K7W3608?opendocument or www.anco-online.org/MedicareRACs.pdf for more information on the RAC program.

HealthDataInsights (HDI), the Medicare RAC for Region D (that includes California), recently launched its RAC website (at racinfo.healthdatainsights.com) and posted the first group of CMS-approved audit issues for RAC review, including:

- Pegfilgrastim claims not billed with the 6mg unit of service
- Excessive units (IV hydration)

The **September edition of the Palmetto/J1MAC Medicare Advisory is now available** at [www.palmettogba.com/Palmetto/Providers.nsf/files/J1_Medicare_Advisory_September_Web.pdf/\\$File/J1_Medicare_Advisory_September_Web.pdf](http://www.palmettogba.com/Palmetto/Providers.nsf/files/J1_Medicare_Advisory_September_Web.pdf/$File/J1_Medicare_Advisory_September_Web.pdf).

DHCS/MediCal no longer requires a TAR for romiplostim (C9245) per the *DHCS/MediCal Medical Services Bulletin* (page 6; July 2009).

DHCS/MediCal has removed the NDC requirement for two therapeutic injection codes retroactive to April 1st. The affected codes are 90772 (Therapeutic, prophylactic or diagnostic injection, subcutaneous or intramuscular; replaced by code 96372, effective 8/1/09) and

90779 (Unlisted therapeutic, prophylactic or diagnostic intravenous injection or infusion; replaced by code 96379, effective 8/1/09). This NDC update was effective August 18th. Erroneously denied claims will be part of an *Erroneous Payment Correction (EPC)*; however, providers may resubmit previously denied claims.

Anthem Blue Cross has notified physicians of changes to its Prudent Buyer physician fee schedule that will take effect January 1st, 2010.

In a letter to physicians, *Blue Cross* informed physicians that it would be modifying payment levels for many CPT codes, some being decreased and others being increased. The new fee schedule also incorporates a site of service rate differential. Physicians are reminded that before accepting a new health plan contract or a material change to an existing contract, it is important to know what value it will bring to their practice. You do not have to accept contracts that are not mutually beneficial. If you have questions about the new contract terms, contact *Blue Cross Provider Relations* at (800) 933-6633. Physicians are urged to calculate the financial impact the fee schedule changes will have on their practices.

The new rates are available at hwww.anthem.com/ca/ (log in to ProviderAccess and select the "Prudent Buyer Fee Schedule Update Effective 1/1/2010" link under the "What's New" section). You can also request the new rates via FAX (visit www.cmanet.org/upload/pricing_request_form.pdf for the request form or call *Blue Cross Provider Relations*). You should also be aware that you have the right to terminate an agreement if any "material change" to the contract terms is not acceptable to your practice. If you choose to terminate, you must do so before November 11th (for a termination date of January 1, 2010). Termination letters can be mailed to *Anthem Blue Cross, Prudent Buyer Plan Contract Processing, Mail Station 8A, P.O. Box 4330, Woodland Hills, California 91365-4330.*

UnitedHealthcare (UHC) informs ANCO that it recently made changes that may affect reimbursement of some oncology drugs. To find current information about UHC's updated oncology drug policy on the provider portal page, please follow these steps:

- Visit www.unitedhealthcareonline.com

- Click on “Clinician Resources” located in the top blue navigation bar
- Click on “Cancer – Oncology” found in the “Evaluating and Improving the Quality and Cost Efficiency” area (lower left box)
- Click on the links found in the box “Pharmacy and Drugs” on the “Cancer – Oncology” page

This new drug policy requires that you always include the primary cancer diagnosis on the claim. Claims submitted with only a V58.1 diagnosis code may require additional information prior to a coverage decision. UHC has a dedicated *Call Center Team for Oncology Clinics* at (877) 842-3210 to answer your questions.

Did you know that the California has a quick, easy, and free way for physicians to get help with claims payment problems? The *Department of Managed Health Care's (DMHC) Provider Complaint Unit (PCU)* has recovered more than \$16M in additional payments owed by health plans to physicians since it was created in 2005. The DMHC PCU was created as an alternative way for physicians to resolve claims payment issues without having to go to court. An online *Provider Complaint System* evaluates claim reimbursement disputes such as timely submission and payment of claims, failure to pay according to contracts, coding disputes, and enforcement of the provider bill of rights. The PCU investigates and addresses individual claims problems and also systemic unfair payment or billing patterns among health plans. The DMHC is the *State* agency that regulates all California HMOs, and *Anthem Blue Cross* and *Blue Shield PPOs*. If you are a physician and would like to report a problem regarding claims payment, please contact DMHC at (877) 525-1295 or visit www.healthhelp.ca.gov.

EDUCATION

[Editor's Note: ANCO organizes clinical and professional education meetings throughout the year and throughout Northern California.]

Multiple Myeloma: New Treatment Strategies

ANCO invites hematologists/oncologists to two talks by Rafael Fonseca, M.D., *Mayo Clinic Cancer Center*, on Tuesday, September 29th, *Hotel Nikko*, San Francisco, and Wednesday, September 30th, *Hyatt Regency*, Sacramento. Meeting announcements/registration forms are available online at www.anco-online.org/Fonseca.html.

Additional Education Meetings

Other meetings of possible interest to ANCO member practices are:

October 3rd

San Francisco Lymphoma Workshop: Understanding Lymphoma Basics and Current Treatment Options

Lymphoma Research Foundation
San Francisco

October 4-7th

29th Annual Oncology Nurses Symposium

Scripps Cancer Center
San Diego

October 6-7th

2009 ASCO EHR Symposium: Harnessing the EHR—From Incentives to Sustainability
American Society of Clinical Oncology

San Francisco

(www.asco.org/ehrsymposium)

October 8th

Helping Teachers and Educators Support Siblings of Children with Cancer

CancerCare

Telephone Education Workshop

October 8-10th

2009 Breast Cancer Symposium: Integrating Emerging Science into Clinical Practice

American Society of Clinical Oncology

San Francisco

(www.asco.org/ASCOv2/Meetings/Breast+Cancer+Symposium)

November 4th
Advances in the Treatment of Metastatic Melanoma
 CancerCare
 Telephone Education Workshop

November 5th
Medical Update on Colon Cancer: Understanding K-RAS
 CancerCare
 Telephone Education Workshop

November 7th
The Mastery of Myeloma Course
 MediCom Worldwide
 San Francisco
 (www.managingmyeloma.com/meetings/regionals)

November 12-13th
6th International Conference: Revitalizing Cancer Care—Comprehensive Interdisciplinary Programs and Whole Systems Research
 Society for Integrative Oncology
 New York

November 12-14th
2009 Annual Conference
 California Hospice and Palliative Care Association
 San Francisco

November 13th
NCCN Clinical Practice Guidelines in Oncology Symposium: Non-Small Cell Lung Cancer
 National Comprehensive Cancer Network
 Palo Alto
 (www.nccn.org)

November 14th
3rd Annual Cancer Survivorship Conference
 Northern California Cancer Center
 San Francisco

November 19th-22nd
Food As Medicine: Professional Nutrition Training Program
 Center for Mind Body Medicine
 Miami

December 5-8th
51st ASH Annual Meeting and Exposition
 American Society of Hematology
 New Orleans
 (www.hematology.org/meetings/2009/program/index.cfm)

Please contact the ANCO office for more information about these meetings.

ASSOCIATION NEWS

Annual Election

Four seats on the ANCO *Board of Directors* are up for election in 2009. ANCO seeks nominations for candidates for these seats. This year's election will be conducted via mail ballot in December. Candidates with the top four vote totals will serve for three years (i.e., from 2010-2012, inclusive). Nominate an ANCO member (including yourself) to stand for election to the *Board* via FAX to the ANCO office at (415) 472-3961 as soon as possible.

Board of Directors

The ANCO *Board of Directors* teleconferenced on September 15th to discuss and/or act upon the following issues:

- California legislative initiatives
- Educational programming
- FY2009 results
- ANCO responses to member economic challenges

Contact the ANCO office for additional information on any of these items.

The ANCO *Board of Directors* meets regularly by teleconference and occasionally in person to discuss issues affecting the *Association*, clinical and professional education, and ways to better serve the membership. *Board* meetings are open to individual physician members. The next regularly scheduled ANCO *Board of Directors* teleconference will take place on November 11th. Please call José Luis González, ANCO Executive Director, at (415) 472-3960 if you wish to participate in a future meeting.

Individual Member News

If you have completed your final subspecialty training between 2000 and 2005 and are interested in becoming a future leader in both ASCO and the practice of oncology, ASCO's *Leadership Development Program* is for you. Participants in the *Program* will learn valuable

leadership skills and gain exposure to the roles and mission of ASCO and the *Society's* powerful place in developing the future of cancer care. To apply or learn more about ASCO's *Leadership Development Program*, visit www.asco.org/ leadership. All applications must be received by October 13th.

Congratulations to ANCO member, **Donald I. Abrams, M.D.**, who becomes *President* of the *Society for Integrative Oncology* at its 6th International Conference in New York on November 12-13th.

The ANCO Directory of Members 2009 was mailed to ANCO physician members; nurse and office manager contacts; and, Corporate Member representatives the week of August 3rd. Additional copies are available from the ANCO office upon request. **A regularly updated online (.pdf) edition is available at www.anco-online.org/pubs.html.** Please verify your *Directory* entry and contact the ANCO office with any corrections, additions, and/or deletions. The next *Directory* will be published in July 2010.

Group Member News

ANCO initiated a **Group Membership** in 2008 based on a mutual set of perceived values and benefits and a mutual set of interests. The ANCO *Board* believes that the *Association* and *The Permanente Medical Group* (TPMG) will each receive value from Group Membership. ANCO thanks *The Permanente Medical Group* for joining ANCO.

Kaiser Permanente's cancer trial program in Northern California is a full-fledged member the Southwest Oncology Group, one of the largest cancer clinical-trial cooperative groups in the nation. *Kaiser* has participated in the SWOG cooperative for the last 17 years as an affiliate of *UC Davis*, providing its members with access to clinical trial through SWOG.

Institutional Member News

ANCO initiated an **Institutional Membership** in 2002. *Department(s) of Hematology and/or Oncology* of accredited, degree-granting teaching universities or research institutions are eligible for

institutional membership. ANCO thanks the following Institutional Members for their support:

- *Stanford University Medical Oncology*
- *University of California, Davis, Cancer Center*
- *University of California, San Francisco*

For information on **continuing medical education meetings organized by our Institutional Members**, please visit:

- med.stanford.edu/seminars/cmecalendar.do
- www.ucdmc.ucdavis.edu/cme/conferences
- www.cme.ucsf.edu/cme

The **11th Annual UCSF/UCD Thoracic Oncology Conference** takes place in San Francisco on November 21st. Visit www.cme.ucsf.edu/cme/CourseDetail.aspx?coursenumber=MSU10004 for more information.

For information on **Institutional Member clinical trials**, please visit:

- cancertrials.stanford.edu/
- ccresources.ucdmc.ucdavis.edu/csr/content/clinicaltrialspublicreport.csr
- clinical-trials.ucsf.edu:8000/trials/index.php

Corporate Member News

ANCO thanks the following **Corporate Members** for their generous support that enables ANCO to provide services to the hematology/oncology community in Northern California, and to provide its members and their patients with substantial benefits in the areas of advocacy, education, and information dissemination:

*Abraxis Oncology • Agendia • Alaven
Alexion Pharmaceuticals • Allos Therapeutics
AMGEN • AstraZeneca
Bayer Healthcare/Onyx Pharmaceuticals
biogenIDEC
Bristol-Myers Squibb Oncology
Celgene • Centocor Ortho Biotech
Cephalon Oncology • Eisai
Enzon Pharmaceuticals
Genentech BioOncology
Genomic Health • Genzyme Oncology
GlaxoSmithKline Oncology • ImClone Systems*

Lash Group Healthcare Consultants
Lilly Oncology • Merck • Millennium
Novartis Oncology
Oncology Supply/ION • OSI Pharmaceuticals
Onmark,
a McKesson Specialty Care Solutions Company
Pathwork Diagnostics • Pfizer Oncology
Response Genetics • Roche Oncology
Sanofi Aventis Oncology
Spectrum Pharmaceuticals
US Oncology Physician Services
Wyeth Pharmaceuticals • Vidacare

We especially wish to thank and welcome *Allos Therapeutics*, *Merck*, *Pathwork Diagnostics*, and *Response Genetics* as new Corporate Members in 2009. *Hospira* and *OneOncology* did not renew their Corporate Memberships for 2009.

Please visit www.anco-online.org/assistance.html for **updated Corporate Member drug reimbursement and patient assistance program information**.

Genentech BioOncology informs ANCO that CMS recently announced (at www.cms.hhs.gov/transmittals/downloads/R1805CP.pdf) a **new code for Avastin** (Q2024, .25mg). The new code is to be used for the ophthalmologic (i.e., intravitreal injection) use of Avastin. Oncology practices should continue to use J9035(10mg) for chemotherapeutic uses of Avastin.

Roche Oncology is supporting a webinar entitled *Colorectal Cancer Education: Updating You on Current Issues Affecting the Management of Patients With Colorectal Cancer (CRC)* on Monday, October 19th at 5PM. For more information and to submit your own case for consideration, visit www.iche.edu/cases.

Spectrum Pharmaceuticals informs ANCO that the *United States Food and Drug Administration* has expanded approval of *Zevalin* as part of first-line consolidation therapy of previously untreated follicular non-Hodgkin's lymphoma in patients who achieve a partial or complete response to first-line chemotherapy.

Patient News

The *Stanford University School of Medicine* is sponsoring an online program and study with support from the *Stanford Cancer Center* that teaches the skills needed in the day-to-day

management of life after cancer and gives patients skills to take control of their health. Patients will learn ways to manage fatigue, difficult emotions, and after effects of cancer treatment. The program/study is now recruiting and enrolling patients. Visit cancersurvivors.stanford.edu for more information and to enroll (or call Katy Plant, *Study Manager* at 800-366-2624, cancersurvivors@stanford.edu).

Publications, Resources, Services, & Surveys

ANCO is keenly aware of the significant economic challenges facing member practices with the expansion of Medicare payment reform and its adoption by private, third-party payers. In response to these challenges, ANCO has designed a service to assess the economic health of ANCO member practices, report results to the participating practices individually and confidentially to the *Association* in the aggregate, and prescribe measures to improve member practice's economic health and, thereby, their chances for survival. ANCO has selected Roberta Buell, MBA, and Patricia Falconer, MBA, two nationally recognized experts in oncology practice management, to conduct these economic health assessments. If your practice decides to participate, then Buell/Falconer (BB/PF) will visit your practice to collect and analyze data and will report back to your practice on the following parameters:

- *Gatekeeping*. BB/PF will evaluate if and how well practices screen patients at the beginning of each regimen and with regimen changes vis-à-vis the insurance coverage for their specific treatment plan.
- *E/M Mix*. BB/PF will evaluate E/M coding/billing for accuracy.
- *Drug Purchasing*. BB/PF will gather data to ascertain average pricing for the top 25 drugs.
- *Drug Administration Procedure*. BB/PF will compare nursing and supply costs to the net revenue per working hour from procedure codes.

- *Exposure to Risk/Audit.* BB/PF will assess coding and procedural predictors of audit or fraud risk.
- *Cash Flow Management.* BB/PF will benchmark DSO (Days from Service Outstanding) and cash in the door compared to cash requirements.
- *Impact of Proposed 2010 Medicare Physician Fee Schedule (MPFS).* BB/PF will prospectively assess the impact of the proposed MPFS on the practice.
- *Pay for Performance.* BB/PF will evaluate practice participation in pay for performance/quality initiatives.

The cost of this service will depend on the size of the practice (as measured by the number of MDs), as follows:

- 1-3 MDs, \$2500
- 4-10 MDs, \$5000
- > 10 MDs, \$8000-10000

And, ANCO will subsidize each practice's participation with \$2500 and invoice the practice for the balance (payable to ANCO). The enrollment period for this service opened on September 16th on a first-come, first-served basis. Individual practice visits and analyses will take place on a mutually convenient date during the 4th quarter of 2009. Visit www.anco-online.org/EnrollForm.pdf to download, complete, and return an enrollment form to ANCO via FAX at (415) 472-3961.

ANCO's 2009 staff salary survey was mailed to all ANCO community-based physician members and their office/nurse managers at the end of August. Completed surveys (one per practice) should be returned to the ANCO office no later than November 27. Visit www.anco-online.org/salsrvy.html to download the survey instrument.

ASCO's *Oncology Practice Insider* is an interactive biweekly communication specifically devoted to oncology practice management issues and for practice managers. Subscribe to the *Oncology Practice Insider* via e-mail to practice@asco.org. Recent issues featured:

- Clarification for Billing Part B Versus Part D for Aprepitant.

ASCO has published a new *Discussion Guide* to assist health care providers in talking with women at high risk (defined as having five-year projected breast cancer risk $\geq 1.66\%$ according to the *National Cancer Institute Breast Cancer Risk Assessment Tool* or with lobular carcinoma in situ) for breast cancer who may be eligible to receive risk reduction agents. The *Discussion Guide* stems from the ASCO *Clinical Practice Guideline Update on the Use of Pharmacologic Interventions* and presents the risks and benefits associated with tamoxifen and raloxifene. The *Discussion Guide* is available in .pdf form, free of charge, at www.asco.org/guidelines/bcrr, along with a summary of the guideline and other resources.

The September (Vol. 5, Issue 5) issue of ASCO's *Journal of Oncology Practice* features articles entitled *2009 National Practice Benchmark: Report on 2008 Data, Three Changes for Affordable Care: One Payer's Wish List*, and *Penny Wise, Dollar Foolish Approach to Antiemetic Use May Compromise Patient Care*. Visit www.jopasco.org for more information.

The September/October (Vol. 24, No. 5) issue of ACCC's *Oncology Issues* features articles highlighting resources for community cancer programs seeking to implement model multidisciplinary prostate cancer programs. Visit www.accc-cancer.org/oncology_issues/ for more information.

The *Community Oncology Alliance's* (COA) Administrators' Network (CAN) website is available at communityoncology.info. Bobbi Buell is the CAN Web Mistress. The site includes a variety of presentations, tools, resources, and copies of her newsletter. Registration is required to access this website.

NCCN has updated their *Clinical Practice Guidelines in Oncology*, as follows:

- *Bladder Cancer*
- *Kidney Cancer*
- *Testicular Cancer*

Visit www.nccn.org for the latest NCCN guidelines.