

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 May 28th. 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.]

Congress passed and the President signed the Continuing Extension Act of 2010 (HR4851) reinstating Medicare physician payments to where they were on March 31st and again postponing the 21% cut that was supposed to take effect in 2010. This most recent extension of 2009 payment rates will continue through the

**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.

end of May and will be applied retroactively to all physician services provided to Medicare patients in April. Physicians will experience a 21% Medicare pay rate cut if legislation is not passed by May 31st. In order to avoid having to go through this process repeatedly, *Congress* needs to pass a permanent repeal. Last fall, the *House* passed a bill to repeal the sustainable growth rate (SGR) that results in *Fee Schedule* reductions, but the *Senate* has not taken up that bill. It is imperative that your *Senators* hear how devastating this cycle of temporary patches is on your patients and your practices. ANCO, ASCO, and ASH continue to call on *Congress* to permanently repeal the flawed SGR formula and to end the practice of jeopardizing cancer patients' access to care. Visit ga4.org/campaign/Physician_payment to send e-mail to your *Congressional* representatives. And, all members are encouraged to sign the *Stop the Medicare Meltdown Petition* at www.ipetitions.com/petition/meltdown.

On March 23rd, *President* Obama signed into law the *Patient Protection and Affordable Health Care Act* (PPACA) that includes a number of things that will benefit cancer patients in the short term and long term. Among these are guaranteed insurance coverage for individuals participating in clinical trials, closure of the drug prescription gap in Medicare Part D, removal of the lifetime cap on insurance coverage, and prohibiting the exclusion of children with pre-existing conditions from being covered by their parent's policy. **In addition, the Act amended the time period for filing Medicare fee-for-service (FFS) claims as one of many provisions aimed at curbing fraud, waste, and abuse in the Medicare program.** Under the new law, claims for services furnished on or after January 1st, 2010, must be filed within one calendar year after the date of service. And, claims for services furnished before January 1st, 2010, must be filed no later than December 31st, 2010. **And, the Act requires referring physicians who provide MRI, CT or PET scans/services under the in-office ancillary services exception of the Federal Stark law to inform patients in writing at the time of the referral that they may obtain the specific imaging services (MRI, CT and PET) from other "suppliers" in the "area in which the**

patient resides." The disclosure notice must contain a written list of such other "suppliers." For a comprehensive review of the PPACA's impact on cancer care, please visit www.communityoncology.org/wp-content/uploads/COA-Webinar-4-29-10FW.pdf.

Effective July 30th when billing Medicare for all drugs (except those provided under the *Competitive Acquisition Program* for Part B drugs and biologicals), CMS has instructed providers via *MedLearn Matters* MM6711 (www.cms.gov/MLN MattersArticles/downloads/MM6711.pdf) to use the **JW modifier to identify unused drugs or biologicals from single-use vials or single-use packages that are appropriately discarded.** This modifier, billed on a separate line, will provide payment for the discarded drug or biological

The Federal Trade Commission (FTC) has extended its enforcement date (to June 1st) of its ruling that would consider physicians who regularly bill their patients (including co-payments and coinsurance) to be creditors. The *American Medical Association*, *American Dental Association*, *American Osteopathic Association*, and *American Veterinary Medical Association* have asked the FTC to leave health care professionals out of the regulation. If they succeed, the exclusion will most likely apply to all health care providers. For now, physicians must 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 tool kit to help physicians and their staffs understand the scope and requirements of the Red Flag Rule.** The tool kit provides guidance on designing and implementing an identity theft detection and prevention program for the physician practice. CMA's *Red Flag Rule Tool Kit* 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.** ANCO has also arranged for *Risk Mitigation Solutions* to offer compliance services to members (visit

www.anco-online.org/RiskMitigationSolutions.pdf).

CMS's Physician Quality Reporting Initiative (PQRI) provides a financial incentive for eligible professionals to participate in a voluntary quality-reporting program. Eligible professionals who successfully report a designated set of quality measures on claims may earn a lump sum bonus payment. CMS has posted updated 2010 PQRI educational products to the PQRI webpage at www.cms.hhs.gov/PQRI. In addition, an updated list of registries that have become "qualified" to submit quality data to CMS on behalf of their eligible professionals for 2010 PQRI and eRx reporting and an updated list of EHR vendors and their programs that have been "qualified" to submit quality data to CMS by eligible professionals for 2010 PQRI reporting are now available on the *Alternative Reporting Mechanisms* page of the PQRI website. **The American Medical Association (AMA) has posted PQRI participation tools** at www.ama-assn.org/ama/pub/physician-resources/clinical-practice-improvement/clinical-quality/participation-tools-individual.shtml. In addition, **ASCO's PQRI website** (www.asco.org/ASCOv2/Public+Policy/Policy+Issues/Medicare+%26+Quality+Care/Regulations+%26+Resources/Information/Physician+Quality+Reporting+Initiative+%28PQRI%29+General+Information?cpsextcurrchannel=1) includes relevant links and oncology-specific information.

CMS has posted updated 2010 *Electronic Prescribing Incentive (eRx) Program* educational products to the eRx webpage at www.cms.hhs.gov/ERxIncentive. **For additional oncology-specific information, visit ASCO's e-prescribing website** at www.asco.org/eprescribing.

Electronic health records (EHRs) are powerful tools that can streamline practice management and reduce errors in patient care. 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 Medicare providers stand to receive as much as \$64,000. 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. **ASCO has identified the EHR as an important vehicle for advancing the quality of cancer care.** The *Oncology Electronic Health Record Field Guide: Selecting and Implementing an EHR* serves as the only comprehensive, oncology-specific handbook on the market. The *EHR Field Guide* has been developed to equip practitioners with the information and resources needed to select and implement current and future EHRs for clinical practice and management as well as quality-of-care measurement and improvement. An essential resource for evaluating and selecting EHRs, the *EHR Field Guide* includes:

- Core functions of an oncology EHR
- EHR selection and making the right choice
- EHR implementation and customization
- Ongoing EHR management and best practices

To purchase your copy of the *EHR Field Guide*, visit <http://www.asco.org/ehrfieldguide>. **Visit the EHR Lab at the ASCO Annual Meeting to learn about ARRA meaningful use measures.** ASCO's 4th EHR Lab provides a standard platform for *Annual Meeting* attendees to gain hands-on experience with the latest EHR technology. This year, EHR vendors will demonstrate the capacity of their products to:

- Comply with select meaningful use measures as outlined under ARRA
- Select patients that meet ASCO's QOPI case selection methodology
- Apply measures that focus on clinical decision support
- Generate a treatment plan and summary

Informational sessions that focus on EHR selection and implementation will also be available. Finally, **ASCO has developed an 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. The **California Medical Association (CMA)** has established a **Health Information Technology (HIT) Resource Center** on its website designed to educate physicians about the HIT subsidies for physicians in the *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. The **California Health Information Partnership & Services Organization (CalHIPSO; www.calhipso.org)** is a joint venture between the *California Primary Care Association*, the *California Medical Association*, and the *California Association of Public Hospitals and Health Systems* that has been allocated a total of \$17.3M by the *United States Department of Health and Human Services* for helping primary care doctors and other health providers purchase and use technology for electronic health records. CalHIPSO has been designated as the regional extension center for northern California.

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:

- ASCO's *Adapting to Changes in Medicare 2010 PowerPoint* presentation.
- 2010 quarterly updates to the *Average Sales Price (ASP) Medicare Part B drugs pricing file*.

Members may also submit an inquiry to ASCO's *Coding & Reimbursement Hotline* at www.asco.org/billingcoding > member. You must enter your ASCO member ID to send your inquiry.

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:

- AB2148 would help economically compensate physicians for donated time by granting physicians a tax deduction for medical services contributed free of charge to a local clinic. The bill has passed out of the *Assembly Revenue and Taxation Committee* and is pending in the *Appropriations Committee*.

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 or rlopp@cmanet.org; for reimbursement assistance, call CMA's *Reimbursement Helpline* at (888) 401-5911.

The *CMA Practice Resources (CPR)* is a monthly e-mail bulletin from CMA's *Center for Economic Services* that is full of tips and tools to help physicians and their office staff improve practice efficiency and viability. Subscribing to CPR is free and open to anyone, but CMA membership is necessary to access the resources, toolkits, forms, and tools that are located on the members-only CMA website. The current issue includes:

- Report Unfair Payment Practices
- Know Your Rights: Untimely Payment
- Ask the Expert: Interest Calculations, Payor Solvency

Visit www.cmanet.org/news/cpr to subscribe.

Effective June 27th, physicians in California must inform their patients that they are licensed by the *Medical Board of California*, and include the *Board's* contact information. The notice must contain the following information:

NOTICE TO CONSUMERS
Medical doctors are licensed and
regulated by the
Medical Board of California
(800) 633-2333
www.mbc.ca.gov

Physicians may provide this notice by one of three methods:

1. Prominently posting a sign in an area of their offices conspicuous to patients, in at least 48-point type in Arial font.
2. Including the notice in a written statement, signed and dated by the patient or patient's representative, and kept in the patient's file, stating the patient understands the physician is licensed and regulated by the *Board*.
3. Including the notice in a statement on letterhead, discharge instructions, or other document given to a patient or the patient's representative, where the notice is placed immediately above the signature line for the patient in at least 14-point type.

For more information, please contact the *Medical Board's* information officer, Candis Cohen, at

(916) 263-2394 or candis.cohen@mbc.ca.gov.

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.]

From April 8th through June 1st, Palmetto/J1MAC will be accepting comments on their draft Local Coverage Determinations (LCDs) on **Implantable Infusion Pumps for Treatment of Intractable Pain (DL28268)**. To view the proposed coverage policy and make comments, please visit www.cms.gov/mcd/viewlcd.asp?lcd_id=30940&lcd_version=3&show=all.

The *Medicare Modernization Act of 2003* established the *Medicare Recovery Audit Contractor (RAC) program to identify fraud and waste in the Medicare system*. Audit contractors are expected to focus on companies and individuals whose billings for specific 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 tool kit to help physicians understand the program and, if necessary, navigate the audit process. The tool kit 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 website. 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), has posted the first group of CMS-approved audit issues for RAC review at racinfo.healthdatainsights.com.

Palmetto/J1MAC's *May Medicare Advisory* is available at [www.palmettogba.com/Palmetto/Providers.nsf/files/j1_medicare_advisory_May2010.pdf/\\$File/j1_medicare_advisory_May2010.pdf](http://www.palmettogba.com/Palmetto/Providers.nsf/files/j1_medicare_advisory_May2010.pdf/$File/j1_medicare_advisory_May2010.pdf).

Physicians eligible for reimbursement resulting from the \$350M settlement with *UnitedHealth Group* are getting help from the *American Medical Association* in filing claims. AMA has created a webpage for doctors, medical groups, and IPAs to determine if they qualify for compensation, to download claims documents, and to submit them correctly. Visit www.ama-assn.org/ama/pub/advocacy/current-topics-advocacy/private-sector-advocacy/health-insurer-settlements/unitedhealth-ucr-settlement.shtml for more information.

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. DMHC is especially interested in current preauthorization/certification, claims processing, and payment problems facing the hematology/oncology community. Visit www.anco-online.org/Resources.pdf for specific instructions on how to report your issues to DMHC. The independent dispute resolution process is described at dmhc.ca.gov/providers/clm/clm_idrp.aspx. Practices can review past DMHC enforcement actions at www.hmohelp.ca.gov/healthplans/enf/enf_default.aspx; or past independent medical review findings at www.hmohelp.ca.gov/dmhc_consumer/pc/pc_imrdec.aspx.

EDUCATION

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

ASCO Annual Meeting

ASCO's *Annual Meeting* will take place June 4-8th in Chicago. You may now reserve your room and register at chicago2010.asco.org/Home.aspx.

ASCO's Best of ASCO

ASCO's *2010 Best of ASCO* takes place at *The Palace Hotel* in San Francisco on July 16-17th. This meeting will feature the premier abstracts in sessions on breast, gastrointestinal, genitourinary, and lung cancers, and malignant hematology from the *ASCO Annual Meeting* that represent the most relevant and timely research in oncology today. Visit www.asco.org/boa2010 for more information.

6th Annual Oncology Congress



The *6th Annual Oncology Congress* will take place October 15-17th at *The Palace Hotel* in San Francisco. This event is an interactive CME conference providing practicing oncologists with the latest clinical data, best practices, and new technologies that are directly applicable to the practice of oncology today. Please visit www.oncologycongress.com for more information.

Forthcoming ANCO Meetings

ANCO's *ASCO/ONS Highlights 2010* is being superseded in July 2010 by ASCO's *Best of ASCO*. Watch for an ANCO event on the evening of July 15th at ASCO's *Best of ASCO*.

Additional Education Meetings

Other meetings of possible interest to ANCO member practices are:

May 18th

*The Eighth Annual Cancer Survivorship Series:
Living With, Through, and Beyond Cancer, Part
II—Communicating with Your Health Care Team
After Treatment and Making the Most of Your Visit*
CancerCare

Telephone Education Workshop

May 20th

MPD Foundation Patient Symposium
Myeloproliferative Disorder Foundation
San Mateo
(www.mpdfoundation.org)

May 20th

Progress in the Treatment of Renal Cell Cancer
CancerCare

Telephone Education Workshop

May 21st

*Chronic Myelogenous Leukemia (CML): Current
Perspectives and Treatment Update*
CancerCare

Telephone Education Workshop

May 25th

Breast Cancer Treatment Update
CancerCare

Telephone Education Workshop

May 26th

Medical Update on Metastatic Lung Cancer
CancerCare

Telephone Education Workshop

June 10th

Medical Update on Mantle Cell Lymphoma
CancerCare

Telephone Education Workshop

June 10-13th

*Food As Medicine: Professional Nutrition Training
Program*

Center for Mind-Body Medicine
Washington, D.C.

June 11th

*Understanding and Managing Chemotherapy Side
Effects*

CancerCare

Telephone Education Workshop

June 15th

Breast Cancer and Hispanic Women
CancerCare

Telephone Education Workshop

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

MEMBERSHIP RESOURCES

ANCO Online

ANCO's website, www.anco-online.org, features:

- a general description and introduction to the *Association*, its activities, leadership, and membership benefits.
- advocacy information (including ANCO and ASCO Medicare resources).
- clinical and professional education meeting announcements and distributed materials.
- survey reports, publications, ListServ, and Weblog.
- clinical trials information.
- links to affiliated organizations.
- updated physician, nurse, manager, and patient resources.
- updated Corporate Member drug reimbursement and patient assistance program information.

ANCO Online ListServ

The ANCO *Online ListServ* is available to all ANCO physician members, nurses, practice managers, and Corporate Member representatives. It is a source for the latest ANCO news and other information impacting hematology/oncology practices. To subscribe to the ANCO *Online ListServ*, send an e-mail to ListServ@anco-online.org.

ASSOCIATION NEWS

Board of Directors

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 meeting** will take place on June 16th. Please call José Luis

González, ANCO Executive Director, at (415) 472-3960 if you wish to participate in a future meeting.

Individual Member News

A regularly updated online (.pdf) edition of *The ANCO Directory of Members* 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 and distributed 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.

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

Stanford's Division of Oncology is hosting a **Stanford Oncology Alumni Reunion** for *Stanford oncology alumni, faculty, and fellows* during the **ASCO Annual Meeting in Chicago**. The reunion

will take place on Monday evening, June 7th, at 6PM, at *The Grill on the Alley Restaurant (Westin Hotel Michigan)*. Please RSVP by FAX by June 1st to Leslie Quiroz or Christina Kasson at (650) 725-1420 or via e-mail to lquiroz@stanford.edu or ckasson@stanford.edu.

UCSF will host a reception honoring Frank McCormick, Ph.D., F.R.S., *Director, UCSF Helen Diller Family Comprehensive Cancer Center*, and the 2010 ASCO *Science of Oncology Award* recipient, during the **ASCO Annual Meeting in Chicago**. The reception will take place on Sunday evening, June 6th, in the *Waldorf Room, The Hilton Chicago*, at 5:30PM. Please RSVP to Victoria Karno at (415) 885-3846 or vkarno@medicine.ucsf.edu.

For information on **Institutional Member clinical trials** (also see below), please visit:

- cancertrials.stanford.edu/
- ccresources.ucdmc.ucdavis.edu/csr/content/ctsactiveprotocollisting.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 • bioTheranostics
Bristol-Myers Squibb Oncology
Celgene • Centocor Ortho Biotech
Cephalon Oncology • Eisai
Enzon Pharmaceuticals
Genentech BioOncology
Genomic Health • Genzyme Oncology
GlaxoSmithKline Oncology
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 • Sanofi Aventis Oncology
Spectrum Pharmaceuticals
US Oncology Physician Services • Vidacare*

We especially wish to thank and welcome *bioTheranostics* as a new Corporate Member in 2010.

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

Genentech BioOncology informs ANCO that DHCS/MediCal will cover Avastin for renal cell carcinoma (ICD-9-CM 189.0) retroactively to May 1st, 2010. The usual dose is 10mg/kg intravenously every two weeks with interferon alpha. If the dosage exceeds 1,000mg, then providers must document that the patient's weight is greater than 100kg in Box 19 or on an attachment to the claim.

Novartis BioOncology informs ANCO that it is supporting *Pardon the Iron* on May 25th at various locations in northern California (including Fresno, Palo Alto, and Sacramento). Join your colleagues at these locations to view a live webcast providing insights and strategies for recognizing and safeguarding patients at risk for iron toxicity. Visit registration.p4healthcare.com/go/invite/rep/program100525 for more information and to register.

Onmark informs ANCO that it will host a CORE Webcast entitled *Managing the Impact of REMS Programs* on June 1st and 2nd. Visit www.onmarkservices.com/onmarksite/content/static/events/calendar.jsp for more information and to register.

Clinical Trial News

Stanford University brings the following oncology clinical trial to the attention of the ANCO membership:

- A Phase II Study of Intratumoral Injection of PF-3512676 in Combination with Local Radiation in Low-Grade B-Cell Lymphoma (PI: Ronald Levy, M.D.; Contact: Emily Troutner, (650) 725-4968, troutner@stanford.edu)

UC San Francisco brings the following oncology clinical trial to the attention of the ANCO membership:

- A Prospective Validation of a Microarray-Based Docetaxel Response Signature in Metastatic, Hormone-Refractory Prostate Cancer (PI: Charles Ryan, M.D.; Contact: Yvonne Maruca, (415) 885-7232, ymaruca@medicine.ucsf.edu)

Publications, Resources, Services, & Surveys

In late 2009 and early 2010, ANCO offered a service to member community-based practices to assess their economic health, report results individually and confidentially to the *Association* in the aggregate, and prescribe measures to improve the member practice's economic health. Roberta Buell, MBA, and Patricia Falconer, MBA, two nationally recognized experts in oncology practice management, were engaged to conduct these economic health assessments. ***An Economic Assessment of ANCO Member Practices***, the report resulting from this study, is must reading for every ANCO member practice and is now available at www.anco-online.org. The study concluded that:

- **The biggest challenge facing ANCO member practices in the short term is cash flow.** Their inability to collect from patients at the time of service, short payment terms with drug distributors, slow billing in terms of date of service to claim submission, poor adherence to and implementation of coverage guidelines, and lack of systems to evaluate and address reasons for insurance payment delays causes short term unmet cash requirements that are funded by borrowing resulting in additional, burdensome debt.
- **The biggest long term economic challenges facing ANCO member practices are high practice debt** caused by short term cash flow issues in addition to service expansion into diversified areas (e.g., imaging, radiation), audit risks due to inaccurate and/or overcoding, lack of participation in Medicare incentive programs (which will lead to future

disincentives and discounted fee schedule payments), and higher drug costs.

- **Drug administration services, especially if offered on a full-time schedule, continue to be profitable.**

The **study recommends** that:

- Practices must increase the effectiveness of their financial gatekeeping procedures. ANCO should offer member practices a financial counseling workshop that would include information on patient financial counseling, how to access and follow coverage policies, remittance analysis, and how to collect payer and patient balances.
- Small practices need to gain economies of scale and discounted drug pricing to be more profitable. ANCO should offer member practices access to *Group Purchasing Organization(s)*.
- Physicians must use E/M and practices must use other CPT codes accurately. ANCO should offer physicians and practice staff continuing coding education and access to coding assistance.
- Practices must continually evaluate their costs of doing business, especially drug administration, and reduce costs where possible. ANCO should offer education and tools to enable member practices to analyze their costs.
- Practices must participate in pay for performance programs starting with eRx and PQRI. ANCO should make it easier for member practices to participate in these (and other) pay for performance programs.

ANCO and *SullivanLuallin* have cooperated on *Patient Satisfaction Surveys* for the past several years. Another *Patient Satisfaction Survey* will be offered in 2010. ANCO is using its negotiating leverage to offer you expert and reliable *Patient Satisfaction Surveys* at steep discounts. ANCO will fund the set-up fee so that members may participate at discounted per physician rates. An announcement of the *Patient Satisfaction Survey* was mailed and FAXed to all ANCO community-based member practices the week of May 3rd. For more information, visit [\[online.org/pxsrvy.html\]\(http://online.org/pxsrvy.html\).](http://www.anco-</p>
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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. The current issue features:

- ASCO Applauds IOM Recommendations on Cancer Clinical Trials
- *Journal of Oncology Practice* on PubMed Central

The May/June (Vol. 25, No. 3) issue of ACCC's *Oncology Issues* feature articles on survivorship. Visit www.accc-cancer.org/oncology_issues/oi-currentissue.asp.

NCCN has updated their *Clinical Practice Guidelines in Oncology and/or Drugs & Biologics Compendium* for non-melanoma skin cancers. Visit www.nccn.org for the latest information.

Individual Membership Dues for 2010

Final notices of membership renewal were mailed in early April. If you have not yet done so, then please return your 2010 membership dues to ANCO now to ensure your inclusion in *The ANCO Directory of Members 2010*. Be sure to provide ANCO with your e-mail address and the name(s) and e-mail address(es) of office and/or nurse manager contact(s). Those not renewing their membership by July 1st will be deleted from the *Directory of Members*, and will no longer be eligible for any ANCO benefits. Contact the ANCO office if you did not receive or misplaced your membership dues renewal notice.