

*Association of
Northern California Oncologists*
Post Office Box 151109
San Rafael, CA 94915-1109

2007 Annual Meeting: Be Prepared!

Friday, June 29th-Saturday, June 30th, 2007
Hyatt Vineyard Creek Hotel & Spa, Santa Rosa • (800) 233-1234

ASSOCIATION OF
NORTHERN CALIFORNIA ONCOLOGISTS

Association of Northern California Oncologists (ANCO)

ANCO was organized in 1990 to be an advocate for, educate, and inform the practicing medical oncologist and hematologist and represents approximately 270 medical oncologists and hematologists throughout Northern California.

Program Overview

ANCO's 2007 *Annual Meeting: Be Prepared!* will provide participants with the tools and information to take on the management, technological, and clinical challenges facing oncology practice in the years to come.

Target Audience

ANCO's 2007 *Annual Meeting: Be Prepared!* is designed to meet the educational needs of medical oncologists, oncology nurses, and practice administrators involved in the care of people with cancer.

Exhibits & Sponsors

Support for this meeting is anticipated from *Abraxis Oncology, Alexion Pharmaceuticals, AMGEN, AstraZeneca, Bayer/Onyx Pharmaceuticals, Berlex Laboratories, biogenIDEC, Bristol-Myers Squibb Oncology, Cephalon Oncology, Digital Capture, Genentech BioOncology, Genomic Health, Genzyme, International Oncology Network/Oncology Supply, MGI Pharma, National Oncology Alliance, Novartis Oncology, Oncology Metrics, Oncology Pharmaceutical Services, Ortho Biotech, OSI Pharmaceuticals, Pfizer Oncology, Pharmion, Roche Oncology, Sanofi Aventis Oncology, Schering-Plough Oncology, Wyeth Pharmaceuticals*, and possibly others (as of the date of this mailing).

AGENDA & FACULTY

FRIDAY, June 29th

4:00PM REGISTRATION, EXHIBITS OPEN, AND RECEPTION

6:00PM BENCHMARKING YOUR ONCOLOGY PRACTICE

Jim Senese, RPh, MS, *Oncology Metrics*

As the complexity of managing an oncology practice continues to increase, the need for understanding your own financial data and how it compares to your peers can be an important part of your job as a practice manager. Learn how many practices are using a group called the Oncology Circle to facilitate a knowledge-sharing environment for practice benchmarking.

6:00PM HEALING CONVERSATIONS:

EFFECTIVE COMMUNICATION FOR BREAST CANCER

Barbara Dunn, *Clinic Manager, Pacific Oncology*

The words oncology professionals choose and the style in which they convey them have a profound impact on the course of a patient's ability to heal. Learn practical communication techniques that will assist in saving time and improving relationships with breast cancer patients.

SATURDAY, June 30th

7:00AM REGISTRATION, EXHIBITS OPEN, AND BUFFET BREAKFAST

8:00AM WELCOME & INTRODUCTION

José Luis González, *ANCO Executive Director*

Bimal J. Patel, MD, *ANCO President*

HEALTH INFORMATION TECHNOLOGY IN PRACTICE

Robert S. Miller, MD, *Member, ASCO Board of Directors*

& *Information Technology Committee*

Elaine Towle, CMPE, *Director of Consulting Services, Oncology Metrics; Presenter, ASCO Practice Management Curriculum*

Learn about ASCO's health information technology (HIT) initiatives and how to successfully incorporate HIT into your practice. Identify the reasons for implementing HIT in your practice, understand how to maximize technologies that may already be in place in your practice, and learn how to manage the technology implementation process.

10:15AM BREAK

10:30AM CMS'S QUALITY INITIATIVES: PAST, PRESENT, FUTURE

Jeff Flick, MBA, *CMS Regional Administrator, Region IX (San Francisco)*

Learn what CMS has done, is currently implementing, and is contemplating with respect to quality care initiatives.

11:30AM LUNCHEON

1:00PM DISASTER PREPAREDNESS FOR YOUR ONCOLOGY PRACTICE

Owen J. Dahl, FACHE, CHBC, *Independent Consultant*

Every oncology practice should have a disaster plan and business continuity plan in place. Learn how to identify the various disaster scenarios that could affect your practice, identify a plan of action for any oncology practice to deal with a pending or recent disaster, and develop a business continuity plan for patient care and practice survival.

1:45PM BREAK

2:00PM COPING WITH PUBLIC & PRIVATE REIMBURSEMENT REFORM

Tom Barr, *Oncology Metrics*

This presentation and ensuing panel discussion will provide a national and local perspective on how small, medium, and large oncology practices have coped with public and private reimbursement reform and prepare your practice to cope with future changes in medical oncology practice.

2:45PM PANEL DISCUSSION

Tom Barr, *Moderator*

John A. Keech, Jr., DO, & Edith Keech

Bimal J. Patel, MD, & Brad Duke

Wayne Keiser, MD, & Kris Hartigan, RN

Robert S. Miller, MD

3:30PM CONCLUDING REMARKS & ADJOURN

Bimal J. Patel, MD, *ANCO President*

REGISTRATION FORM

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PLEASE CHECK ONE CATEGORY BELOW:

ANCO Physician Member (Free) ANCO Practice Manager/Nurse (Free)

Nonmember Physician (\$200) Nonmember Manager/Nurse (\$100)

Additional Sponsoring/Exhibiting Industry Representative (\$100)

Non-sponsoring Industry Representative (\$500)

PLEASE CHECK ALL THAT APPLY:

I will attend the Friday Benchmarking or Communication session, and/or the Saturday sessions.

Dr. Mr. Mrs. Ms. _____

	Last Name	First	M.I.
Degree/Specialty		Affiliation	
Address			
City	State	Zip	
Daytime Phone	FAX	E-mail	

Registration Fees. There is no registration fee for individual ANCO member physicians, their managers, or their nurses. Nonmember physicians must pay a registration fee of \$200. Managers/Nurses from nonmember practices must pay a registration fee of \$100.

Industry representatives from non-sponsoring/non-exhibiting organizations must pay a registration fee of \$500. Additional (i.e., the 3rd and additional) sponsoring/exhibiting representatives pay an additional \$100 registration fee.

Contact the ANCO office at (415) 472-3960 for additional information. Make your check payable to ANCO and mail to the address below.

Hotel Accommodations. ANCO's 2007 *Annual Meeting* takes place at the *Hyatt Vineyard Creek & Spa*. A block of guest rooms has been reserved at the *Hyatt Vineyard Creek & Spa* with a special nightly group rate of \$220 (plus 11% tax). **Call (800) 233-1234 to reserve your rooms by 5PM, May 25th, 2007,** and guarantee the availability of the group rate. *Please note that all individual guest rooms must be cancelled seven days or more prior to arrival to receive a full refund; all reductions to a guest's length of stay must be received forty-eight hours or more prior to arrival; if a reduction in room nights is made within forty-eight hours of arrival, the guest will be required to pay for the full original length of stay; and, all early departures, no shows, and late arrivals will be charged the contracted nightly rate for each night the reserved room is not occupied by the individual.* When you call to make your reservation, please **identify yourself as attending the Association of Northern California Oncologists (ANCO) 2007 Annual Meeting.** Do not delay in reserving your room, as space is limited. The first night's room rate plus tax will be charged as a deposit. For complete information on the *Hyatt Vineyard Creek & Spa*, visit vineyardcreek.hyatt.com.

Guests are welcome to attend Friday's reception. Please indicate below the name(s) of your guest(s):

Name

Name

Registration is limited and there will be no on-site registration available.

Return this registration form no later than Friday, June 15th, 2007 to:

Association of Northern California Oncologists
P.O. Box 151109, San Rafael, CA 94915-1109
Voice: (415) 472-3960 • FAX: (415) 472-3961 • ExecDir@anco-online.org