

ASSOCIATION OF
NORTHERN CALIFORNIA ONCOLOGISTS

is pleased to sponsor two talks for oncologists and oncology practice managers entitled

COMMERCIAL INSURANCE TRENDS & ONCOLOGY
PRACTICE CONTRACTING CONSIDERATIONS

with

Rees Cooper
Manager, Field Reimbursement
Lash Group Healthcare Consultants

After attending these meetings, participants will understand:

- **The Market Forces Driving Change—**
 - ¶Increasing health care costs (premium and medical)
 - ¶Changing payment emphasis and methodologies by Medicare
- **The Trends in Commercial Insurance Reimbursement—**
 - ¶Decreasing payment for drugs
 - ¶Expanding utilization management programs
 - ¶Increasing patient out-of-pocket obligations
- **Possible Provider Responses to Private Payer Trends—**
 - ¶Maximizing operational efficiencies
 - ¶Negotiating administration service fees for drug administration
 - ¶Reducing administrative burdens
 - ¶Increased focus on contractual language

Rees Cooper, *Manager, Field Reimbursement, Lash Group Healthcare Consultants*, delivers comprehensive reimbursement field support for a wide variety of complex oncology therapies; performs on-site reimbursement presentations to facilitate access to oncology treatments; provides an overview of the *Medicare Modernization Act* and other payer directives to oncology practices; educates provider sites on proper coding methodology and identifies/resolves reimbursement issues; and, monitors local payment trends and policies. Before joining *Lash Group*, Mr. Cooper was the operations director for a multi-specialty clinic, part owner of an electronic medical record (EMR) software company, and served as a practice consultant for a large physicians network. Mr. Cooper received a B.S./B.A in health care management from *Appalachian State University*.

These meetings are supported in part by *AstraZeneca* and *Lash Group Healthcare Consultants*.

These talks are scheduled for:

Tuesday
September 12th, 2006
9:30AM-12PM
Doubletree Hotel
2050 Gateway Place
San José
(408) 453-4000

Wednesday
September 13th, 2006
9:30AM-12PM
Hyatt Regency
1209 L Street
Sacramento
(916) 443-1234

Please call the meeting location of your choice for directions. FAX your reservation(s) to José Luis González, *ANCO Executive Director*, at (415) 472-3961 no later September 8th. Registration and continental breakfast will be available at 9:30AM.

I/We will attend the following *Commercial Insurance Trends* programs (please print clearly and indicate the date of the program you will attend):

Name(s):	_____	Tel(s):	_____	Date(s):	_____
	_____		_____		_____
	_____		_____		_____
	_____		_____		_____