

ASSOCIATION OF  
NORTHERN CALIFORNIA ONCOLOGISTS

*is proud to sponsor two talks for physician leaders and practice administrators entitled*

**GOOD BUSINESS = GOOD MEDICINE**

*with*

**John Hennessey, M.B.A**

*Executive Director  
Kansas City Cancer Center*

**Rosemarie Nelson**

*Principal  
MGMA Health Care Consulting Group*

**PROGRAM DESCRIPTION**

The objectives of this program are to provide physician leaders and practice administrators:

- A better understanding of the business of oncology;
- Advice on implementing sound business practices to the management of their clinical practice;
- A demonstration on how sound business practices contribute to quality oncology care.

In a world of decreasing profits and drug reimbursement, economic pressures on oncology practices continue to mount. With MMA, a shrinking labor pool, and managed care programs pushing for more transparency, many practices are beginning to send patients to the hospital. Incremental costs savings are simply not enough to ensure future practice success. Many practices are discovering that practice re-invention is necessary in today's challenging environment. With the increased pressures facing community oncology practices in this era of ASP, this program will review a business approach for these significant challenges.

John Hennessey is the *Executive Director* of the *Kansas City Cancer Center*, a 35-physician multidisciplinary oncology practice with eleven offices in the greater Kansas City area. He has an extensive background in the healthcare industry having worked in the hospital, payer, and medical group settings. John has an M.B.A. from the *Fuqua School of Business* at *Duke University*.

Rosemarie Nelson is a *Principal* with the *Medical Group Management Association (MGMA) Health Care Consulting Group*. Her experience as a medical office manager and in information technology, combined with her years of consulting to physicians and practice professionals gives her a unique insight into the needs and challenges facing today's physicians and the future for medical practices. Rosemarie has an M.S. in Health Services Administration from the *New School Graduate School of Management & Urban Policy*.

*These talks are scheduled for:*

**Wednesday, October 11<sup>th</sup>**

1PM-4PM

Hyatt Regency

1209 L Street, Sacramento

(916) 443-1234

sacramento.hyatt.com

**Thursday, October 12<sup>th</sup>**

9AM-12PM

Fairmont San José

170 South Market Street, San José

(408) 998-1900

www.fairmont.com/sanjose/

Please call the meeting location for directions or visit their websites.

FAX your reservation(s) to José Luis González, *ANCO Executive Director*,  
at (415) 472-3961 no later than Friday, October 6<sup>th</sup>.

Registration and refreshments will be available a half-hour before the start of each meeting.

These meetings are supported by *Genomic Health, Novartis Oncology,*  
& *Oncology Pharmaceutical Services.*

I/We will attend the following *Good Business & Good Medicine* programs (please print clearly and indicate the date of the program you will attend):

Name(s): \_\_\_\_\_ Tel(s): \_\_\_\_\_ Date(s): \_\_\_\_\_  
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