

# Impact of Medicare Reform in 2008 4th Annual Oncology Economics Summit

February 27 & 28, 2008

Hilton La Jolla Torrey Pines • La Jolla, CA

In view of the 2008 presidential election, the *Impact of Medicare in 2008 – 4th Annual Oncology Economics Summit*, will offer timely insight into the possible directions that Medicare and healthcare policy might take in the near future, and the potential impact that it will have upon cancer care.

## Summit Topics to Include

- Presidential Election: The Impact upon Oncology Healthcare
- MMA 2008 Policy Update
- Legislative Policy Initiatives
- Private Payer Perspective of Oncology Healthcare Reform
- Comparative Effectiveness within Oncology
- MMA Interpretation by the Healthcare Provider Sector
- Impact of Medicare Reform within the Hospital Arena
- Compendia Comprehensive Updates & Perspectives
- Recommendations from Oncology Reimbursement Policy Experts
- The Evolving Role of Specialty Pharmacies & Distributors
- State Oncology Issues & Perspectives

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## Distinguished Faculty to Include

### Keynote Speakers

**Ezekiel Emanuel, MD, PhD**, Chair, Department of Bioethics, The Clinical Center, NIH

**William Rogers, MD, FACEP**, Medical Officer, Office of the Administrator; Director, Physicians Regulatory Issues Team, CMS

### Summit Co-Chairs

**Joseph S. Bailes, MD**, National Authority on Healthcare Policy

**Dean H. Gesme, Jr., MD, FACP, FACPE**, Medical Oncologist, MOHPA (Minnesota Oncology Hematology, PA), Past Chair, ASCO Clinical Practice Committee

**Cary A. Presant, MD, FACP**, Wilshire Oncology Medical Group – California Cancer Medical Center; Professor of Clinical Medicine, University of Southern California Keck School of Medicine; Chairman of the Board, MOASC; Chairman, Los Angeles Cancer Institute

### Summit Participants to Include

**John Akscin**, Vice President, Government Relations, OTN, a division of McKesson Specialty Services

**Lee Blansett**, Vice President, MattsonJack DaVinci

**Edward L. Braud, MD**, Medical Oncologist, Springfield Clinic; Chair, Government Affairs Committee, ACCC

**Christian Downs, JD, MHA**, Executive Director, ACCC

**Barbara L. McAneny, MD**, CEO, New Mexico Oncology Hematology Consultants, Ltd

**William McGivney, PhD**, CEO, NCCN

**Marc Samuels, JD**, Partner, HillCo Partners

**Burton Vanderlaan, MD**, Regional Medical Director, Aetna

ONCOLOGY SUMMIT

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### Day One

#### Agenda Wednesday, February 27, 2008

- 7:30 **Breakfast**
- 8:30 **Welcome, Introduction of Summit Co-Chairs, & Presentation: Legislative Update and Developments Affecting Oncology**  
Joseph S. Bailes, MD, National Authority on Healthcare Policy & Economics
- 9:00 **Morning Session Co-Chair Opening Remarks**  
Cary A. Presant, MD, FACP, Wilshire Oncology Medical Group - California Cancer Medical Center; Professor of Clinical Medicine, University of Southern California Keck School of Medicine; Chairman of the Board, MOASC; Chairman, Los Angeles Cancer Institute
- 9:15 **Keynote Address: CMS Perspective Regarding Medicare Reform**  
William D. Rogers, MD, FACEP, Medical Officer, Office of the Administrator, Director, Physicians Regulatory Issues Team, Centers for Medicare and Medicaid Services
- 10:00 **Morning Break**
- 10:30 **Comparative Effectiveness in Oncology Healthcare**  
Caleb DesRosiers, MPA, JD, Public Policy Director, Hoffmann-La Roche Inc.  
Marc Samuels, JD, Partner, HillCo Partners
- 11:00 **Oncology Trends from the Private Payer Perspective**  
Burton F. Vanderlaan, MD, FACP, Regional Medical Director, Aetna
- 11:30 **The Impact of Reform upon the Oncology Practice**  
Barbara McAneny, MD, CEO, New Mexico Oncology Hematology Consultants, Ltd.
- 12:00 **The Impact of Reform upon the Oncology Hospital Environment**  
Matthew Farber, MA, Manager, Provider Economics & Public Policy, ACCC
- 12:30 **Luncheon**
- 1:30 **Afternoon Session Co-Chair Opening Remarks**  
Joseph S. Bailes, MD, National Authority on Healthcare Policy & Economics
- 1:45 **Utilizing the Current Compendia**  
Christian Downs, JD, Executive Director, ACCC
- 2:05 **A Perspective on the Current and Future Use of DrugPoints®**  
Edward L. Braud, MD, Medical Oncologist, Springfield Clinic; Chair, Government Affairs Committee, ACCC
- 2:25 **The Evolving Drug Compendia: the NCCN Perspective**  
William T. McGivney, PhD, CEO, National Comprehensive Cancer Network (NCCN)
- 2:45 **The Drug Compendium Panel session**
- 3:30 **Afternoon Break**
- 4:00 **Honorary Address: Beyond Band-aids – How to fix America's Ailing Health Care System**  
Ezekiel J. Emanuel, MD, PhD, Chair, Department of Bioethics, The Clinical Center, NIH
- 4:45 **Q&A with Dr. Emanuel**
- 5:15 **Summary Remarks by Summit Chair**
- 5:30-7:30 **Faculty & Attendee Reception**

### Day Two

#### Agenda Thursday, February 28, 2008

- 7:30 **Breakfast**
- 8:30 **Opening Remarks by Summit Co-Chair**  
Dean H. Gesme, Jr., MD, FACP, FACPE, Medical Oncologist, Minnesota Oncology Hematology
- 8:45 **Losing Sleep: Future Trends in the Cancer Drug Market**  
Lee Blansett, Vice President, Mattson Jack DaVinci
- 9:30 **The Outlook of Medicare Reform on Community Oncology - An Overview of Medicare Part B, Part D and Medicaid Changes**  
John Akscin, VP, Government Relations, OTN, a McKesson Specialty Services Co.
- 10:00 **Morning Break**
- 10:30 **Oncology Distribution / Specialty Pharmacy / Group Purchasing Organizations Panel Session**
- 11:00 **State Oncology Issues**  
Jose Luis Gonzalez, Executive Director, Association of Northern California Oncologists (ANCO)
- 11:30 **Summit Overview Panel Session**  
Moderator:  
Dean H. Gesme, Jr., MD, FACP, FACPE, Medical Oncologist, Minnesota Oncology Hematology  
John Akscin, VP, Government Relations, OTN, a McKesson Specialty Services Co.  
Joseph S. Bailes, MD, National Authority on Healthcare Policy & Economics  
Lee Blansett, Vice President, Mattson Jack DaVinci  
Cary A. Presant, MD, FACP, Wilshire Oncology Medical Group - California Cancer Medical Center; Professor of Clinical Medicine, University of Southern California Keck School of Medicine; Chairman of the Board, MOASC; Chairman, Los Angeles Cancer Institute
- 12:00 **Closing Remarks by Summit Co-Chair**  
Dean H. Gesme, Jr., MD, FACP, FACPE, Medical Oncologist, Minnesota Oncology Hematology
- 12:15 **Summit Adjourns**

*Agenda and Faculty updates are available at [www.conferagroup.com](http://www.conferagroup.com)*

## Registration Details

Conference Registration Fee: \$1,895

*Group, Government, Non-profit, and Academic Discounts are available, please call 704.849.6934 for more information.*

**Registration available online at** [www.conferagroup.com](http://www.conferagroup.com) or by completing the following registration form and:

**Fax to:** 704.973.0900 or **Mail to:** The Confera Group, 8206-1200 Providence Road, #370, Charlotte, NC 28277

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**Cancellation/Refund Policy:** Cancellations made prior to Wednesday, February 6, 2008 in writing will receive a refund of the full registration charge, less a \$150.00 administrative fee. After Wednesday, February 6, 2008, there is no refund for a cancellation; however, transfer of a paid registration can be made to another individual within the organization or transfer of a paid registration can be made to a future event held by The Confera Group. A request for transfer or registration can be made by contacting us at [info@conferagroup.com](mailto:info@conferagroup.com) or by calling our office at 704.849.6934. The Confera Group reserves the right to modify or change this event at any time, without prior notification.

## Hotel Reservations

**Hilton La Jolla Torrey Pines** 10950 North Torrey Pines Road, La Jolla, CA 92037 • (858) 558-1500

Hotel reservations can be made by calling the hotel directly at (858) 558-1500.



*Perched atop Southern California's spectacular coastline and overlooking the legendary Torrey Pines Golf Course, site of the 2008 U.S. Open, the Four Diamond Hilton La Jolla Torrey Pines is the ideal location for golf, sun and relaxation. The Hilton La Jolla Torrey Pines is located on the 18th fairway of the Torrey Pines Golf Course and with a Director of Golf at your service. Overlooking the Pacific Ocean the hotel boasts an acclaimed restaurant with award-winning Chef Larry Banares, magnificent grounds and much more. The hotel is located in the resort community of La Jolla offering exclusive shopping, restaurants, museums and galleries.*

**Make plans now to join us in La Jolla for the Impact of Medicare Reform in 2008 — 4th Annual Oncology Economics Summit**

**Attention Mailroom:**

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## Impact of Medicare Reform in 2008 4th Annual Oncology Economics Summit

Start making plans now to join us at the beautiful Hilton La Jolla Torrey Pines for the *Impact of Medicare Reform in 2008 - 4th Annual Oncology Economics Summit* which is considered to be one of the premier oncology economic events of the year, as it will assemble top leadership within the oncology arena to discuss and interpret the critical issues associated with Medicare Reform such as:

- The Presidential Election: Considerations for Oncology Healthcare
- MMA 2008 Policy Update
- The Compendia Situation: A Current Perspective & Future Outlook Regarding the Drug Compendium
- Private Payer Perspective on Oncology Healthcare Reform
- Comparative Effectiveness within Oncology Healthcare
- Legislative Policy Initiatives
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