

## THE Florida Society of Clinical Oncology

### FLASCO BUSINESS OF ONCOLOGY SUMMIT

**Marriott World Center Hotel**  
**8701 World Center Drive**  
**Orlando, FL 32821**  
**April 20, 2012**



#### Who Should Attend?

Biopharmaceutical

- ❖ Marketing
- ❖ Sales
- ❖ Medical
- ❖ Policy
- ❖ Government affairs
- ❖ Reimbursement Management

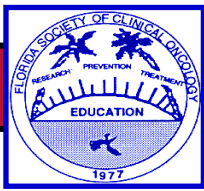
Oncologists  
Hematologists  
Practice Administrators  
Social Workers  
Patient Advocates



Whether influenced by healthcare reform initiatives, or general changes in healthcare delivery, the business of oncology is changing. The Florida Society of Clinical Oncology (FLASCO) has prepared an intensive one-day program to outline and discuss national and local topics affecting the care of the oncology patient. The agenda is dedicated to bringing together stakeholders in oncology, including payers, providers and manufacturers with the intent to provide participants Insights and deeper understanding of:

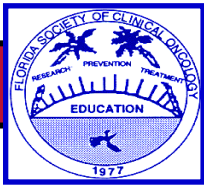
- ❖ Evolving FDA drug review
- ❖ The application of ASCO's Rapid Learning
- ❖ System in managing patient care
- ❖ Quality vs. cost payer decision making process for oncology drugs
- ❖ Patient access to and management of oral oncology drug therapeutic options
- ❖ Legislative issues and opportunities





# Meeting Agenda

<b>7:00-8:15am</b>	<b><u>Registration &amp; Breakfast</u></b>	
<b>8:00—8:30am</b>	<b><u>Call to Order</u></b> Call to Order; welcome, goal of conference, and objectives of conference.	Denise Pierce Thomas Marsland, MD Conference Facilitators
<b>8:30-9:00am</b>	<b><u>The ASCO Rapid Learning System: The Future for Oncologists and their Patients</u></b> This session will review ASCO's new Rapid-Learning System, outlining how data generated through both patient care and clinical research feed into an ever-growing databank or set of coordinated databases to support evidence-based decision making.	❖ Allen Lichter, MD Chief Executive Officer, ASCO
<b>9:00-10:00am</b>	<b><u>FDA's New Profile of Oncology Drug Review</u></b> FDA has reorganized to better manage the growing number and type of drug candidates for review. This presentation will provide perspectives on the review process for oral and physician-administered oncology agents, and the future of personalized medicine in oncology.	❖ Greg Reaman, MD (Invited) Associate Director for the Oncology Sciences US Food and Drug Administration
<b>10:00-10:30am</b>	<b><u>Focus on Legislation: Current and Future Actions and Opportunities</u></b> As national health care reform tracks forward, states deal with ongoing challenges for positioning within that reform. This session will review current state-specific activities that are affecting cancer care, and the opportunities to work together to support change.	❖ Erin Dunbar, MD
<b>10:30-11:00</b>	<b><u>Session Break</u></b>	
<b>11:00-Noon</b>	<b><u>Balancing Cost and Quality in a Dynamic Market: Payer Insights</u></b> During this panel discussion, payer decision makers will review the increasing evolution in managing quality and cost, and the influences of such drivers as Accountable Care Organizations and Patient-Centered Medical Homes and employer demands for value.	❖ Craig Deligdish, MD Moderator  ❖ James Corcoran, MD Contractor Medical Director, FCSO Medicare  ❖ Robert Kropp, MD Regional Medical Director, Aetna  ❖ Bryan Loy, MD, MBA VP, Market Medical Officer, Humana  ❖ Jonathan Gavras, MD VP Medical Operations, BCBSFL  ❖ Lee Newcomer, MD Business Leader, Oncology Services, United Healthcare  ❖ Jack Mahoney, MD Chief Medical Officer, Florida Healthcare Coalition



## Meeting Agenda—cont.

Noon—1:15pm

### Lunch/Measuring Market Change

Changes in Market  
Patient Access

❖ Everyone

1:30-2:30pm

### The Changing Dynamics of Oncology Care: Provider Perspectives

Members on this panel will share perspectives on the implications of market drivers such as:

- ❖ Accountable Care Organizations and Patient-Centered Medical Homes
- ❖ Practice-based decision support tools/pathways
- ❖ Hospital-based vs. community-based issues and opportunities
- ❖ Ongoing challenges to support patient access

❖ Thomas Marsland, MD  
Moderator

- ❖ Barry Berman, MD
- ❖ K.S. Kumar, MD
- ❖ Mohammad Jahanzeb, MD
- ❖ Leonard Kalman, MD

2:30-3:00

### Session Break

3:00-4:00pm

### Oral Oncolytics: Challenges and Opportunities for Patient Access to Care

This panel session will review oral oncolytic agents relative to such topics as patient access, adherence, and manufacturer support models – from the payer, provider, patient and manufacturer perspectives.

❖ Gerald Robbins, MD  
Moderator

- ❖ Winston Wong, PharmD  
Associate VP, Pharmacy  
CareFirst BlueCross BlueShield
- ❖ Bradley A. Prechtl  
Chief Executive Officer  
Florida Cancer Specialists
- ❖ Steven Bourke  
Manager, Patient Support and  
Reimbursement Services  
Celgene Corporation
- ❖ James Hands  
Cancer Patient

4:00-5:00pm

### Findings and Feedback: Group Comments and Insights on the Day

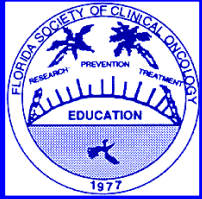
Gain entire audience participation to identify valuable outcomes from the day's discussions

## MISSION OF SUMMIT

The Mission of this Summit is to improve the working knowledge of key business, policy, coverage, clinical, reimbursement, informational, and operational issues in oncology and gather valuable insights for developing effective strategies for navigating the various constituencies in cancer care.

This Summit is designed to give oncologists and their staff, pharmaceutical and biotech professionals, and payers the rare opportunity to view the oncology space and its current and future operational issues from the provider and payer perspective.

The Summit features an interactive curriculum that exposes participants to the current environment, trends, and controversies facing the oncology sector and discussion about how key stakeholders, including industry, can create mutually successful working relationships. The scope of the subject matter is far reaching and ranges from the science and business of oncology; to the future of oral chemotherapy and biologics; to frank discussions about cancer policy, coverage and reimbursement, and working effectively with key decision makers.



## REGISTRATION FEES & INFORMATION

Registration Fees for Biopharmaceutical Industry Attendees are as follows:

One Representative from Company:	\$1,000
2 - 5 Representatives from Company:	\$750/each rep
6 or more Representatives from Company:	\$500/each rep

### FLASCO DIAMOND CORPORATE MEMBERS

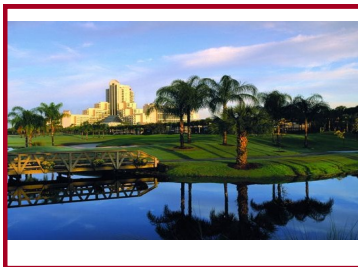
**WILL BE ENTITLED TO ONE COMP ATTENDEE REGISTRATION FOR THIS SUMMIT.**

**FLASCO MEMBER: Comp Registration Fee**

**FLASCO Member Staff: \$50**

**Registration form available on the FLASCO website at [www.flasco.org](http://www.flasco.org).  
All registrations must be received by March 15, 2012.**

## HOTEL RESERVATIONS



A block of rooms has been reserved at the Marriott World Center Hotel. **The FLASCO Executive Director will make all reservations for those interested in securing rooms at the hotel.** Please indicate arrival/departure dates on the registration form. The room rate is \$186.25 per night, including all taxes.

### DEADLINES

The hotel has requested that all reservations be made prior to March 15, 2012. After that date, reservations will only be accepted on a space available and rate

### REMINDER

**FLASCO Spring Session and  
Annual Meeting  
April 20th—21th, 2012  
Marriott World Center Hotel –Orlando  
Note: A separate reservation form  
is required for this meeting  
[www.FLASCO.org](http://www.FLASCO.org)**

### FLORIDA SOCIETY OF CLINICAL ONCOLOGY

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