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Advocate for the Care

www.COMMUNITYONCOLOGY.ORG | www.COAADVOCACY.org

Expanding CPAN: Plans & Discussions

Miriam Atkins, M.D. – Michael Diaz, M.D., - Rose Gerber – Anthony Scalzo, M.D.

THE 2017
**COMMUNITY
ONCOLOGY
CONFERENCE**
**FUELING THE
CANCER MOONSHOT**



Speakers



Miriam Atkins, M.D.
Augusta Oncology
Augusta, GA



Michael Diaz, M.D.
Florida Cancer Specialists
St. Petersburg, FL



Rose Gerber
Community Oncology Alliance
Washington, DC



Anthony Scalzo, M.D.
Hematology Oncology
Associates of Central NY
Syracuse, NY

COA's Patient Advocacy Network

- **Why was CPAN created?** The Community Oncology Alliance Patient Advocacy Network (CPAN) was created in recognition of the vital role patients should play in advocating for access to local affordable care for all cancer patients.
- **CPAN 2.0 - Where We've Been – Where We Are Going**

A Few CPAN Highlights

Broome Oncology - New York



Dayton Physicians Network - Ohio



New York Cancer Specialists



Northwest Georgia Oncology Centers



Oncology Specialists of Charlotte



The Many Ways CPAN Brings Value to Your Practice

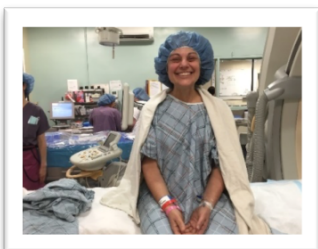
Value of CPAN Advocates

- CPAN provides education on community oncology through national advocacy conferences, customized practice based advocacy events, media outreach, and patient advisory boards.
- Patients, Caregivers and Survivors are a great voice for cancer care. Patients can share the positive stories about cancer care received at your practice.
- Patients want to give back, CPAN gives them that opportunity.
- CPAN trains and prepare patients to meet with state and national leadership.
- Local CPAN advocates can be part of a national advocacy organization.
- CPAN provides education on national oncology issues impacting local cancer care
- CPAN can help patients understand the concept of community oncology, and why the site of care matters.
- CPAN helps advocates see their oncologists in a new light, not only as clinicians but as advocate leaders on Capitol Hill.

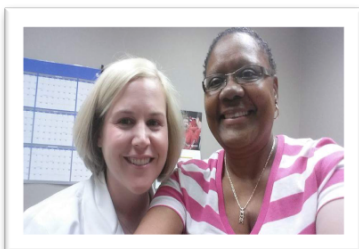
CPAN Provides Opportunities, Education & Leadership Training



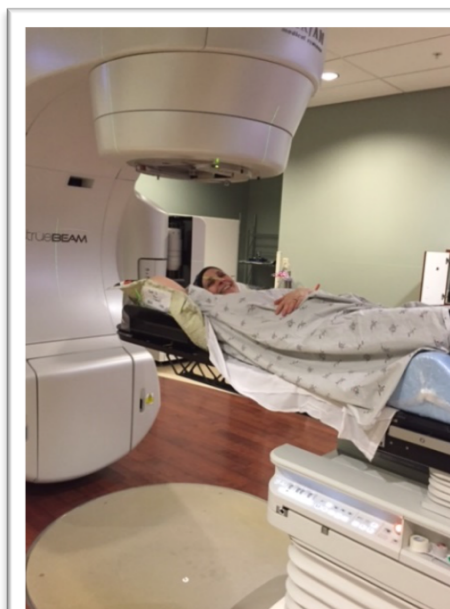
CPAN Advocates are Your Patients



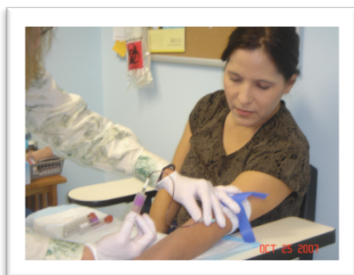
MaryAnn
North Shore Hematology
Oncology Associates



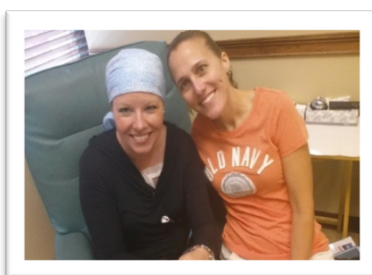
Patrice and Dr. Catherine Moore
Oncology Specialist of Charlotte



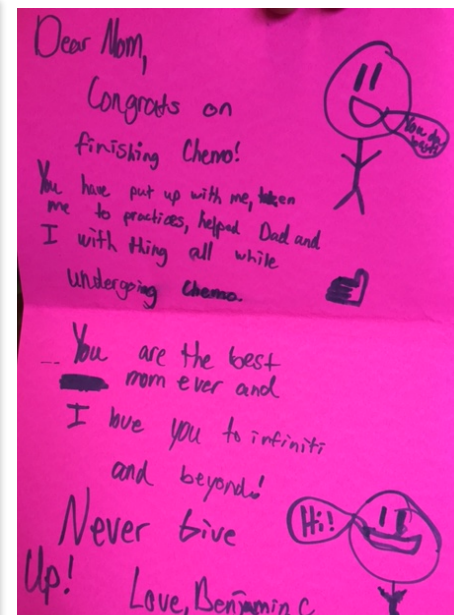
Debra
Dayton Physicians Network



Rose Gerber
Eastern CT Hematology
Oncology Associates



Loren
North Shore Hematology
Oncology Associates



CPAN & Your Patients on Capitol

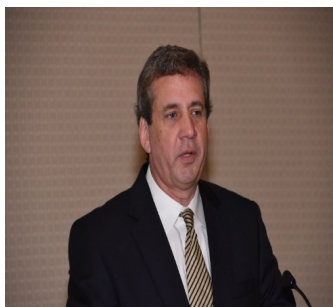
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CPAN and Your Patients At the State Level



CPAN Also Provides Physician Advocacy Opportunities



Bruce Gould, MD
Northwest Georgia Oncology Centers,
GA



Mark Thompson, MD
Mark H. Zangmeister Center, OH



Michael Diaz, MD
Florida Cancer Specialists, FL



Joseph Lynch, MD
St. Francis Cancer Center
Warren Clinic, OK



Jose Alemar, MD
Florida Cancer Specialists, FL



David Eagle, MD
Lake Norman Oncology, NC



Patrick Cobb, MD
Frontier Cancer Center and
Blood Institute, MT



Miriam Atkins, MD
Augusta Oncology, GA

CPAN 2.0 – Where We Are Going

CPAN's National Expansion

- Further develop CPAN into a widely recognized patient advocacy organization focused on the CARE of cancer –an important distinction from most organizations focused on the CURE.
- Increase our advocates across the U.S. – to mobilize around specific issues – for example, the recent Medicare cancer experiment.
- 34 states with community oncology practices. 10 practices in key states: Michigan, Ohio, Oregon, Pennsylvania, Texas and Utah. 10 of these community oncology practices are also Oncology Medical Homes. 13 of these practices are also COPA (Community Oncology Pharmacy Association members)..

CPAN Expansion – Why?

- Creating a Stronger Voice Begins with You
- Advocacy for Community Oncology –
- Provides patients, caregivers, oncologists and other clinicians the opportunity to shape public policy
- Allows us to join forces so our voice is heard
- Ensures that our representatives understand the need for community oncology are are responsive to it
- Helps educate, engage, and mobilize our community on a range of topics

A Fantastic New CPAN Resource & Partnership

CPAN + I Am – A Stronger Advocacy Voice



Community Oncology TV

Waiting Room Programming

Promote Practice, Community Oncology, and Timely Issues



Patient Education

Community Oncology Magazine



Print and Digital Advertising



Spin-off Content and Activities

24/7 News Bureau



Social Media

I Am Community Oncology

A national campaign to ensure that cancer patients receive quality, affordable, accessible care in their own communities.

Advocacy in Action

New CPAN Chapters



Advocate Toolkits

Alliance Building



Capitol Hill Meetings and Advocacy



Celebrity Spokesperson

Events and Meetings



Community Oncology TV Host



Hill Visits



We Are Making it Even Easier to Get Started

- Full CPAN chapters
- CPAN Light Options
- Virtual Networking Opportunities for individual advocates
- Patient Friendly Educational Materials
- On Demand Events

COA TV



COA TV Waiting Room

COA will launch the COA TV waiting room network, producing and distributing video content in the waiting rooms of community oncology practices nationwide. COA TV content will feature a mixture of segment types, including:

1) COA Cancer Policy Minute: A short monthly segment on what's current in cancer policy. This will explain what's happening in Washington to inform viewers and encourage them to advocate for community oncology. It will educate viewers in a lively format straight from Capitol Hill – "...for example, how consolidation and 340B impact cancer care – and around the country (for example, PBMs restrictive formularies).

60 second segment, filmed monthly

2) Spotlight on Cancer Care: Feature content, possibly involving a celebrity spokesperson, such as Joan Lunden, including interactions with patients, survivors, advocates, practice leaders, researchers, authors, etc. This content is designed to engage patients, caregivers, and survivors and provide information in a fun-to-watch, lively format. As in the *I Am Community Oncology* introductory video, we will feature current patient stories, survivors sharing experiences with current patients, oncologists providing their perspectives, etc. Topics will be informative, upbeat, lively, and actionable—and reinforce the underlying message and value of what is community oncology.

90 second segment, filmed twice a year

COA Patient Advocacy Network (CPAN) Educational Events

Each quarter, *I Am Community Oncology* will develop an educational “tool kit” for local CPAN chapters and advocacy events. The content will cover education and timely oncology issues featured in the television feed and newsletter. For example, topics covered may include nutrition, survivorship, how to contact your Representative to engage and advocate, how to use social media in your cancer journey, and a wide variety of policy topics.

COA will develop the “tool kits” featuring customizable invitations, event agendas, discussion guides, PowerPoint decks, supporting materials, and promotional materials. This will provide an excellent opportunity to increase patient/caregiver/survivor knowledge of important topics, including policy topics, such as the 340B program and how knowledge it has impacted cancer patient care.

I Am Community Oncology E-newsletter

E-newsletter for distribution to community oncology practices; patients and caregivers; cancer community advocates; policymakers; and other stakeholders. The newsletter content will support timely oncology policy issues included in the television package. There will be opportunities to localize/customize the newsletters for COA members to distribute to their patients, staff, and local stakeholders. We are also exploring a partnership with existing patient-centered publications, such as Cure Magazine, to re-publish feature stories that emanate from the *I Am Community Oncology* campaign.

Social Media & Web Content

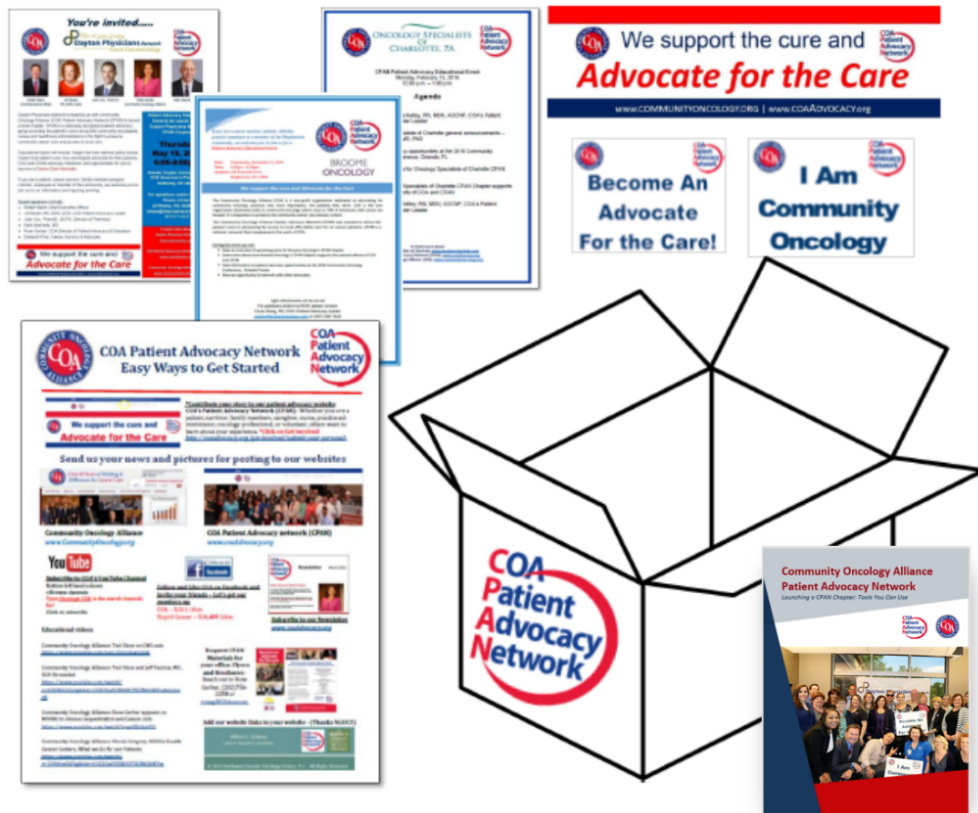
COA will develop and launch a dedicated *I Am Community Oncology* website. That website, and existing COA social media feeds, will be enhanced and supported to include shareable content from *I Am Community Oncology*, such as snippets from television features, helpful news and stats for patients and providers, infographics, news about cancer policy, select newsletter content, and sponsor news.

Feature in *I Am* E-newsletter

This includes two second TV spots that will play in the COA TV loop on televisions in community oncology waiting rooms across the country. The content must not be product specific, but can feature the sponsor's name, brand, and/or logo. For example, it can simply deliver the sponsor's corporate message, or more specifically, support clinical trial recruitment, promote a sponsor's patient support tools, co-pay assistance programs, foundations, etc.

The spots will run approximately six times every hour on the COA TV network. The two spots can be the same, or different, depending on the sponsor's preference. COA will provide production specifications to the sponsor, who can produce or repurpose their own spots for COA approval. If the sponsor wishes, COA's vendors can manage development of the sponsor's spot at an additional cost.

CPAN Events in A Box



CPAN provides your practice with all CPAN launch event resources

- Promotional Event Flyer
- Educational Event Agenda
- Advocacy Event Presentation
- Attendee Educational Packets
- CPAN Banner and Signage

Join CPAN today and make your voice heard!

About the Community Oncology Alliance Patient Advocacy Network (CPAN)
CPAN is a national network of patient advocacy groups created in recognition of the vital role patients play in advancing practice-based and affordable care for all patients with cancer. CPAN chapters are active in practices across the country, providing community oncologists, nurses, healthcare administrators, and patients a voice in the fight to advance cancer care and access to local care.

CPAN provides educational and advocacy opportunities to members in the cancer community, including leading their voice at your local practice meeting with affected officials locally, as well as in Washington, DC, advocacy training, and much more.

About the Community Oncology Alliance (COA)
COA is a non-profit organization dedicated to advocating for community oncology practices and their advocates, the patients and families. COA is the only organization dedicated solely to preserving community oncology, where the majority of Americans with cancer are treated.

The mission of COA is to ensure that cancer patients receive quality, affordable, and accessible cancer care in their own communities - close to their homes, families, and support networks. COA has built a national grassroots network of individuals from all levels of the cancer community, including patients, survivors, oncologists, hematologists, pharmacists, and nurses.

Ready to join CPAN? Want to learn more?

Please contact:

Add customized practice label

or
Rose Garber
Community Oncology Alliance
Director of Patient Advocacy and Education
Boswell@coalliance.org

Check out CPAN online:
www.COAAdvocacy.org

Community Oncology Alliance, 1101 Pennsylvania Ave, NW, Suite 700, Washington, DC 20004

Your Voice Matters!

BECOME AN ADVOCATE for the care!

Join the COA Patient Advocacy Network

Over 14 Years of Making A Difference in Cancer Care

COA Patient Advocacy Network

And Now...Voices from A Few of Our CPAN Chapters

CPAN Events at Augusta Oncology

March 12, 2015 - Augusta, GA



CPAN & Augusta Oncology



AUGUSTA
ONCOLOGY



*Join us for a Patient Advocacy Educational Event & the Launch of the
Augusta Oncology CPAN Chapter*

Thursday, March 12, 2015
6:00pm – 8:00pm
3696 Wheeler Road
Augusta, GA 30909

*If you are a cancer survivor, patient, clinician, employee or member of the community,
we welcome you to join us for an informative and inspiring evening.*

Augusta Oncology is teaming up with the Community Oncology Alliance Patient Advocacy Network (CPAN) to start a new Augusta chapter, and you are invited to join.

CPAN is a nationally recognized patient advocacy group that includes cancer patients, survivors, caregiver, doctors and nurses working together on various cancer issues.

You will also learn about local and national advocacy opportunities including information about the Community Oncology Alliance annual conference (advocacy track) being held on April 23-24, 2015 at Disney World in Orlando.

Guest speakers include, Augusta Oncologist, Miriam Atkins, MD, Michelle Burns, COA Patient Advocacy Chapter Leader, and Rose Gerber, COA Director of Communications and Patient Advocacy

Refreshments will be served

For questions and/or to RSVP, please contact
Michelle Burns, COA's Patient Advocacy Leader
burnsmichell@gmail.com / (803)278-1923

To learn more about:
Augusta Oncology Associates: www.augonc.com
COA's Patient Advocacy Network (CPAN): www.coaadvocacy.org
Community Oncology Alliance (COA): www.communityoncology.org

4/9/2017



AUGUSTA
ONCOLOGY



*Patient Advocacy Educational Event & the Launch of the
Augusta Oncology CPAN Chapter*

Thursday, March 12, 2015
6:00pm – 8:00pm

3696 Wheeler Road
Augusta, GA 30909

Presented by the Community Oncology Alliance Patient Advocacy Network and Augusta Oncology Associates

6:00-6:10pm: Welcome – Miriam Atkins, MD

- Augusta Oncology general announcements

6:10-6:40pm: Rose Gerber, Director of Communications and Patient Advocacy, Community Oncology Alliance

- Learn more about patient advocacy, the Community Oncology Alliance and how to become an effective cancer care advocate at the local and national level.
- 2015 Community Oncology Conference, Disney World, Florida

6:40-6:55pm: How Physicians Advocate for Patients – Miriam Atkins, MD

- Attendees will gain insight into the various ways community oncologists advocate on behalf of patients, from their daily role as clinicians to participation with the Community Oncology Alliance and advocating on Capitol Hill.
- Overview of key issues in Georgia impacting patient care

6:55pm -7:15pm: Michelle Burns, COA's Patient Advocacy Chapter Leader

- Overview of upcoming plans for COA's newest patient advocacy chapter.
- How local advocates can join CPAN's national advocacy efforts on behalf of all patients

7:15-7:20pm: Closing Statements – Rose Gerber, Director of Communications and Patient Advocacy, Community Oncology Alliance

7:20-8:00pm: Networking

To learn more about:
Augusta Oncology Associates: www.augonc.com
COA's Patient Advocacy Network (CPAN): www.coaadvocacy.org
Community Oncology Alliance (COA): www.communityoncology.org

2/12/15

CPAN Events at Florida Cancer Specialists (FCS)



January 30, 2014
Lady Lake, FL



December 9, 2014
Largo, FL

CPAN & Florida Cancer Specialists



How to Become a Cancer Care Advocate

January 30, 2014

Presented by Florida Cancer Specialists and the Community Oncology Alliance Patient Advocacy Network

6:00-6:10pm: Welcome – Shelly Glenn, Chief Marketing and Sales Officer Florida Cancer Specialists

- Overview of the evening agenda, FCS general announcements of interest to patients and advocates.

6:10-6:40pm: How Physicians Advocate for Patients - Michael Diaz, MD, Jennifer Cultrera, MD and Maen Hussein, MD

6:40-7:10pm: Rose Gerber, Director of Communications and Patient Advocacy, Community Oncology Alliance

- Learn more about patient advocacy, the Community Oncology Alliance and how to become an effective cancer care advocate at the local and national level.
- 2014 Community Oncology Conference, Disney World, Florida

7:10-7:20pm: Jeri Francoeur, Florida Chapter President, CPAN

7:20-7:55pm: Advocate Introductions and Networking

7:55-8:00pm: Closing Statements – Shelly Glenn, Chief Marketing and Sales Officer, Florida Cancer Specialists

Florida Cancer Specialists –Recognized Nationally, Trusted Locally

To learn more about:

Florida Cancer Specialists: www.flcancer.com
 Florida Cancer Specialists Foundation: <http://foundation.flcancer.com>
 COA's Patient Advocacy Network (CPAN): www.coaadvocacy.org
 Community Oncology Alliance (COA): www.communityoncology.org

1/17/2014



Patient Advocacy Educational Event

**Tuesday, December 9, 2014
4:00pm – 6:00pm**

**100 Highland Avenue
Largo, FL 33770**

Presented by Florida Cancer Specialists and the Community Oncology Alliance Patient Advocacy Network

4:00- 4:15pm: Welcome - Sarah Boses, RN, BSN, Integrative Oncology Coordinator and COA Patient Advocacy Leader, Florida Cancer Specialists

- Overview of Florida Cancer Specialists current patient focused projects, advocacy, and insight into the evidence based research behind one of FCS's newest programs, Integrative Oncology.

4:15- 4:45pm: Rose Gerber, Director of Communications and Patient Advocacy, Community Oncology Alliance

- Learn about the Community Oncology Alliance Patient Advocacy Network (CPAN) and how you can get involved with our Florida chapter. In addition to updates on national oncology issues that impact patient care you will learn about patient advocacy opportunities at our annual conference in Orlando, Florida, April 2015.

4:45-5:15pm: Oncologists Advocating for You - Michael Diaz, MD, and Jose Alemar, MD

- Learn how your Florida Cancer Specialists doctors are caring for patients in the community oncology setting and on Capitol Hill. In addition you will learn about some of the issues oncologists face in providing care for cancer patients.

5:15-5:45pm: Advocate Introductions and Networking

5:45-6:00pm: Closing Statements – Sarah Boses, RN, BSN, Integrative Oncology Coordinator and COA Patient Advocacy Leader, Florida Cancer Specialists

Florida Cancer Specialists –Recognized Nationally, Trusted Locally

To learn more about:

Florida Cancer Specialists: www.flcancer.com
 Florida Cancer Specialists Foundation: <http://foundation.flcancer.com>
 COA's Patient Advocacy Network (CPAN): www.coaadvocacy.org
 Community Oncology Alliance (COA): www.communityoncology.org

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CPAN - FCS and the I Am Community Oncology Campaign



February 2016
Tampa, FL

CPAN Events at HOACNY



September 8, 2016
Syracuse, NY



CPAN & Hematology Oncology Associates of Central NY (HOACNY)

You're invited.....



Anthony Scalzo, MD
Medical Oncologist



Marsha DeVita, RN, MS,
NP, AOCN
Chief Clinical Officer



Rebekah Gilbert, RN,
BSN, OCN



Rose Gerber
Community Oncology
Alliance

Hematology Oncology Associates of Central New York (HOACNY) is teaming up with the Community Oncology Alliance (COA) Patient Advocacy Network (CPAN) to launch a local chapter. CPAN is a nationally recognized patient advocacy group providing the patient's voice along with community oncologists, nurses and healthcare administrators in the fight to preserve community cancer care and access to local care.

Educational topics will include: Insight into different types of patient advocacy, how national policy issues impact local patient care, how clinicians advocate for their patients, COA and CPAN advocacy initiatives, and opportunities for you to become a **CPAN Cancer Care Advocate**.

If you are a patient, cancer survivor, family member/caregiver, clinician, employee or member of the community, we welcome you to join us for an informative and inspiring evening.

Guest speakers include:

Anthony Scalzo, MD
Marsha DeVita, RN, MS, NP, AOCN, Chief Clinical Officer
Rebekah Gilbert, RN, BSN, OCN, COA Patient Advocacy Leader
Rose Gerber, COA Director of Patient Advocacy and Education



We support the cure and
Advocate for the Care

www.COMMUNITYONCOLOGY.ORG | www.COAADVOCACY.org



**Patient Advocacy Educational
Event & the Launch of the
Hematology-Oncology
Associates of Central
New York
CPAN Chapter**

**Thursday
September 8, 2016
6:00-8:00pm**

5008 Brittonfield Parkway
East Syracuse, NY 13057

For questions and/or to RSVP

Please contact:
Rebekah Gilbert, RN, BSN, OCN
rgilbert@hoacny.com
(315)472-7504 x1286

To learn more about:
Hematology-Oncology Associates of
Central New York
www.hoacny.com

COA Patient Advocacy Network
(CPAN)
www.coaadvocacy.org

Community Oncology Alliance (COA)
www.communityoncology.org

9/1/16



**Patient Advocacy Educational Event & Launch of the
Hematology-Oncology Associates of Central New York (HOACNY) CPAN Chapter**

**Thursday, September 8, 2016
6:00pm – 8:00pm**

**5008 Brittonfield Parkway
East Syracuse, NY 13057**

Presented by the Community Oncology Alliance Patient Advocacy Network and Hematology-Oncology Associates of Central New York

AGENDA

- 6:00-6:20pm: Marsha DeVita, RN, MS, NP, AOCN, Chief Clinical Officer**
 - Welcome and Hematology-Oncology Associates of Central NY general announcements
 - Overview of key issues in New York impacting patient care
- 6:20-6:50pm: Rose Gerber, Director of Patient Advocacy and Education
Community Oncology Alliance**
 - Introduction to the Community Oncology Alliance and the COA Patient Advocacy Network
 - Learn about patient advocacy, the Community Oncology Alliance and how to become an effective cancer care advocate at the local and national level
- 6:50-7:20pm: Anthony Scalzo, MD: How Physicians Advocate for Patients**
 - Gain insight into the various ways community oncologists advocate on behalf of patients, from their daily role as clinicians to participation with the Community Oncology Alliance and advocating on Capitol Hill
- 7:20-7:30pm: Rebekah Gilbert, RN, COA Patient Advocacy Chapter Leader**
 - Overview of upcoming plans for COA's newest patient advocacy chapter
 - How local advocates can join CPAN's national advocacy efforts
- 7:30-7:35pm: Rose Gerber, Director of Patient Advocacy and Education
Community Oncology Alliance**
 - Closing remarks
- 7:35-8:00pm: Networking**

To learn more about:
Hematology-Oncology Associates of Central New York (HOACNY): www.hoacny.com
COA's Patient Advocacy Network (CPAN): www.coaadvocacy.org
Community Oncology Alliance (COA): www.communityoncology.org



To Learn More About Starting a CPAN Chapter

Contact:

Rose Gerber, Director of Patient
Advocacy & Education

Roseg@coacancer.org