



# 2019 Community Oncology Conference Sponsor & Exhibitor Prospectus

The theme for the Community Oncology Alliance (COA) 2019 *Community Oncology Conference* is **"Ensuring Quality, Affordable & Accessible Cancer Care."** These are critically important areas for patients with cancer and a key differentiator for community oncology practices. The Conference will focus on empowering practices and professionals to thrive in the community oncology system of the future.

COA has been on the frontlines of cancer care over the last year, listening and learning on behalf of all practices, oncology professionals, and patients. Through our advocacy in DC, hugely successful learning networks, and peer networks we have taken the latest knowledge and built a powerful 2019 Conference.

The 2019 Community Oncology Conference will take place **April 4-5, 2019** at the renovated **Walt Disney World Dolphin Hotel in Orlando, Florida**. Programming will run from the morning of Thursday, April 4 through the early afternoon on Friday, April 5. Ample time has been set aside for attendees to visit the exhibit hall, interact with peers, and stretch their legs.

Following record setting years of growth, 2019 promises to be the biggest *Community Oncology Conference* ever, complete with more than 330,000 square feet of meeting space; a 55,000 square foot exhibit hall; private breakout conference rooms; and more. There will also be sidebar workshops and opportunities for learning with a deeper dive into select subject matter.

Over two packed days of learning and networking, oncology professionals, advocates, allied stakeholders, and the community at-large will gain valuable insights into how best to achieve quality and value in cancer care while keeping their primary focus on the patient.

## **Keynote Speakers: Inspiring Survivors Shelley Smith, ESPN Reporter, and Jake Olson, USC Long Snapper**

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Our keynote speakers are the inspiring duo of Shelley Smith and Jake Olson. Both cancer survivors, they will share an inspiring story of friendship and survival.



**Shelley Smith** is a five-time Emmy-winning reporter for ESPN since joining the network in January 1997. Most recently, she and her production team won for best long-form story for a piece she wrote and reported on Jake Olson, who is blind and the long snapper on the USC football team.

**Jake Olson** faced a choice many adults can't even make and yet he did it at the tender age of 12. At 10 months of age, malignant tumors were found in both eyes, diagnosed as



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retinoblastoma. At that time, he lost his left eye. At age 12, he had his right eye removed.

Shelley met Jake at Notre Dame stadium one week before his surgery for a personal interview. ESPN then followed Jake as he played golf, cheered his classmates in pep rallies, and then as a starting long snapper for his favorite team, the USC Trojans.

Six years later, Shelley reached out to Jake to let him know that she too had been diagnosed with cancer. Their friendship blossomed, and Jake is now providing inspiration to Shelley.



## Unique Four Track Conference Format

The 2019 *Community Oncology Conference* continues to offer something for every oncology professional with our four distinct tracks covering clinical, business, pharmacy, and advocacy topics:

**1. The clinical track** will be presented in multiple learning formats, including panel discussions, interactive sessions, and lectures. Session highlights include new age cellular therapies; artificial intelligence and predictive analysis; new lung protocols; using I-O in the community setting and treatment decision-making utilizing genetics.

- 2. The business track** is geared to both clinical and non-clinical attendees and will cover a variety of topics, including updates on the CMMI Oncology Care Model; the progress on COA's OCM 2.0; Payer Exchange Summit updates, including a new self-insured employer pilot; and a legislative update from Capitol Hill.
- 3. A pharmacy track** will feature session topics including next generation sequencing around orals; complementary and alternative medicines; Integrative Medicine and innovative digital technologies for management of patients on oral therapies.
- 4. For the ninth consecutive year, the COA Patient Advocacy Network (CPAN) will host a patient advocacy track** focused on educating advocates on the power of their voice, with tailored workshops on topics in cancer care and policy. A look at patient involvement in clinical trials will also be discussed.

## Why Sponsor the 2019 *Community Oncology Conference*?

In a few words, it is the one conference that...

- Is developed by hematologists, oncologists, advanced practitioners, pharmacists, nurses, administrators, and patient advocates;
- Has multiple opportunities for advisory boards, round tables, and educational sessions;
- Draws more than 1,500 attendees; and
- Is consistently rated as the best oncology conference during the year!





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## Developed By Community Oncology For Community Oncology!

The annual *Community Oncology Conference* is, and always has been, developed by community oncology providers, administrators, staff, and patients to address their needs in the real world.

The 2019 Conference Co-Chairs are:

- **Robert Baird, Jr., RN, MSA, CASC**, Dayton Physicians Network, Ohio
- **David Eagle, MD**, Lake Norman Oncology, North Carolina
- **Michael Diaz, MD**, Florida Cancer Specialists
- **Debra Patt, MD, MPH, MBA**, Texas Oncology
- **Jeffrey Patton, MD**, Tennessee Oncology
- **Barry Russo**, The Center for Cancer and Blood Disorders, Texas

Every track and every session result from careful consideration by COA's members.

This is the only conference dedicated to educating and informing each facet of cancer care, with content for providers, patients, payers, employers, as well as members of the industry that complete the care circle.

## Accreditation

Many of the sessions at the 2019 *Community Oncology Conference* will be eligible for continuing medical, nursing, and pharmacy education credits by Imedex, LLC. More information will be shared on the Conference website as the date approaches.

## Conference Learning Objectives

Conference attendees will be able to:

- Obtain the latest clinical updates, cutting edge treatment options, and the role of genetics in determining best path to treatment;
- Hear a discussion surrounding the value of and reimbursement for CAR-T;
- Learn strategies for managing mergers, acquisitions, and partnership agreements;
- Identify opportunities to engage with state and federal lawmakers on policymaking that affects community cancer care;
- Receive firsthand status updates from participants in the CMMI OCM, along with COA's status of OCM 2.0;
- Advance their knowledge on the power and potential of advocacy for cancer care.



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## 2019 Sponsorship Opportunities

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The ability to share your time and talents is what will make the 2019 *Community Oncology Conference* a tremendous success. COA cannot host the Conference without the ongoing support of the community.

This year, sponsorship opportunities include:

- Joining us in the exhibit hall
- Providing educational scholarships for CPAN patient advocates and/or hematology/oncology fellows
- Hosting an educational workshop, advisory board, or round table
- Supporting a social or networking event
- Sponsoring giveaways (e.g. lanyards, notebooks, tote bags, and more)
- Coordinating a door drop or other literature distribution
- Hosting one of the most popular – and needed! – gathering points in the exhibit hall: the coffee and espresso bars

## Three Reasons to Sponsor the 2019 Community Oncology Conference:

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1. This is the networking opportunity of the year! See and be seen with all members of the provider care team, employers and employer coalitions, payers, OCM participants, patient advocates, as well as, your peers in the industry;
2. A drilled down look at Pharmacy Benefit Managers (PBMs), their impact on oncology, and emerging successful efforts to stop their growing encroachment on community oncology and patient care; and

3. A follow-up to the extremely successful [Payer Exchange Summit on Oncology Payment Reform](#) series. The focus will be on continuing in-depth discussions with employers and employer coalitions, payers and providers who are working together on new models of cancer care.

## Conference Web Access

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The 2019 *Community Oncology Conference* will take place both in-person in Orlando, FL and online at the [Conference website](#). If presenters agree, COA will make sessions available online and via the Conference app as enduring materials to all registered attendees.

COA will again utilize a custom app for mobile devices. Attendees will have the ability to download information at any time, build a personal schedule, ask questions, set reminders, and receive push notifications – all at the touch of a button!

## Background on COA

The majority of Americans battling cancer receive treatment in the community oncology setting. Keeping patients close to their homes, families, and support networks lessens the impact of this devastating disease. Community oncology practices do this while delivering high-quality, cutting-edge, and affordable cancer care.

The Community Oncology Alliance (COA) advocates for smart public policy that ensures the community cancer care system remains healthy and available to all patients.

Contact Michelle Bolger at [mbolger@COAcancer.org](mailto:mbolger@COAcancer.org) to reserve your spot, obtain an **Exhibitor/Sponsor Contract**, or answer any questions about the 2019 *Community Oncology Conference*.