

Sponsor & Exhibitor Prospectus



Conference Overview

The theme for the Community Oncology Alliance (COA) 2018 *Community Oncology Conference* is **"Keeping Patients at the Center."**

With constantly shifting government policy and regulations, groundbreaking but increasingly expensive new therapies, third parties impeding treatment delivery, and other obstacles to patient care, challenges abound. While working to overcome these challenges every day, community oncology practices maintain a constant focus on the patient.

The 2018 *Community Oncology Conference* will center on keeping patients and their needs paramount in transforming our nation's cancer care system. Over two days of learning and networking, community oncology practices and allied professionals will gain insights into how to overcome the challenges to patient care that they face on a daily basis.

The 2018 Community Oncology Conference will take place April 12-13, 2018, returning once again to the Gaylord National Hotel & Convention Center in National Harbor, MD, just outside of Washington, DC.

Programming will run from the morning of Thursday, April 12 through the early afternoon on Friday, April 13.

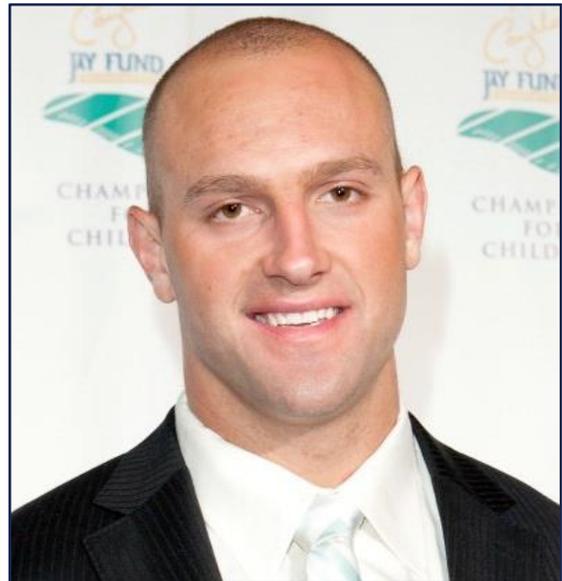
Ample time has been set aside for attendees to visit the exhibit hall, interact with peers, and stretch their legs.

Keynote Speaker: Mark Herzlich

The 2018 *Community Oncology Conference* keynote speaker will be former NFL linebacker and 2011 Super Bowl champion, Mark Herzlich.

Herzlich was a first team All-American and ACC Defensive Player of the Year at Boston College before being diagnosed with Ewing's sarcoma.

Despite an impressive comeback, Herzlich went undrafted by all 32 teams in the 2011 NFL draft due to his cancer history. However, the NY Giants saw the fire and intensity that drove Mark and signed him as a starting linebacker for the team.



Unique Four Track Format

The 2018 *Community Oncology Conference* offers 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 case studies. Some session highlights include the advent of new, targeted therapies; companion diagnostics; molecular profiling; and treatment advances in both solid and liquid tumors.

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2. The **business track** is geared to both clinical and non-clinical attendees and will cover a variety of topics, including strategies to manage day to day practice operations; disaster preparedness and recovery; patient financial assistance solutions; and successful joint ventures between with local hospitals.
3. A **pharmacy track** will feature session topics including top tools for dispensing; best practices in dealing with Pharmacy Benefit Managers (PBMs); and strategies for Oncology Care Model (OCM) value-based contracting, specifically related to oral products.
4. For the eighth 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.



Why Sponsor the 2018 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 1,300 attendees; and
- Is consistently rated as the best oncology conference during the year!

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.

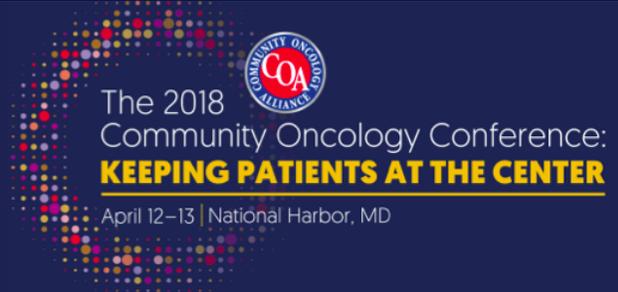
The 2018 Conference Co-Chairs are:

- **Robert Baird, Jr., RN, MSA, CASC**
Dayton Physicians Network, Ohio
- **David Eagle, MD**
Lake Norman Oncology, North Carolina
- **Lucio Gordan, 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 therein, result from careful consideration by COA's membership.

This is the only conference dedicated to educate and inform each facet of cancer care, inclusive of the providers, patients, payers, employers, as well as, the product and service manufacturers that complete the care circle.

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Accreditation

Many of the sessions at the 2018 *Community Oncology Conference* will be eligible for continuing medical, nursing, and pharmacist education credits by Imedex, LLC. For more details, please [visit the Conference website](#).

Conference Learning Objectives

Conference attendees should be able to:

- Obtain the latest clinical updates, cutting edge treatment options, the role of molecular profiling and more specifically, personalized medicine;
- Understand best practices for a successful joint venture between a private practice and local hospitals;
- Strategies for managing the growing challenge of Pharmacy Benefit Managers (PBMs) and in-office dispensing;
- 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, the OMH, and COA's plan for the OCM 2.0; and
- Advance their knowledge on the power and potential of advocacy for cancer care.

Sponsorship Opportunities

The ability to share your time and talents is what will make the 2018 *Community Oncology Conference* a tremendous success. COA cannot host the Conference without the support of the community.

This year, sponsorship opportunities include:

- Joining us in the exhibit hall
- Providing educational scholarships for CPAN patient advocates

- Hosting an educational workshop, advisory board, or round table
- Supporting a social or networking event
- Sponsoring giveaways (lanyards, notebooks, tote bags)
- Hosting the exhibit hall expresso bars
- Sponsoring internet connectivity
- Hosting the attendee headshot lounge
- Sponsoring a book signing with our keynote speaker, Mark Herzlich

Contact Mary Kruczynski at maryk@COAcancer.org to answer any questions or obtain an **Exhibitor/Sponsor Contract** for the 2018 *Community Oncology Conference*.

Three Reasons to Sponsor the 2018 Community Oncology Conference:

1. A drilled down look at Specialty Pharmacy Benefit Managers (PBMs) and their impact on patients and practices.
2. 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 self-insured employers and employer coalitions, payers and providers on oncology payment reform.
3. This is the networking opportunity of the year! See and be seen with all members of the provider care team, major self-insured employers, employer coalitions, payers, OCM participants, patient advocates, as well as, your peers in the industry.

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Conference Web Access

The 2018 *Community Oncology Conference* will take place both in-person outside of Washington, DC and online at the [Conference website](#), where enduring materials capturing the information and discussions taking place, will be shared.

If presenters agree to have their sessions released, we will make them available online and via the Conference app provided to all registered attendees.

COA will again utilize a custom mobile app that will function on all wireless devices, including iPad, iPhone, Android, Google tablet, etc. Attendees will have the ability to download Conference information at any time, build a personal schedule, and set reminders for session start times or networking opportunities. Other app benefits include the ability to connect with other attendees while on-site, ask questions, and more – all with a touch of a button!

Background on COA

The Community Oncology Alliance (COA) is a non-profit organization dedicated solely to preserving and protecting access to community cancer care, 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.

For more than 15 years, COA has built a national grassroots network of community oncology practices to advocate for public policies that benefit patients. Individuals from all levels of the cancer care delivery team – oncologists, hematologists, pharmacists, mid-level providers, oncology nurses, patients and survivors – volunteer their time on a regular basis to lead COA and serve on its committees.

To learn more about COA visit www.CommunityOncology.org.

