

# 2021 Advocacy Highlights

## *COA's Patient Advocacy Network*

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Lakshmi Aggarwal, MD, CPAN Medical Co-Chair

Miriam Atkins, MD, CPAN Medical Co-Chair

Rose Gerber, Director of Patient Advocacy & Education



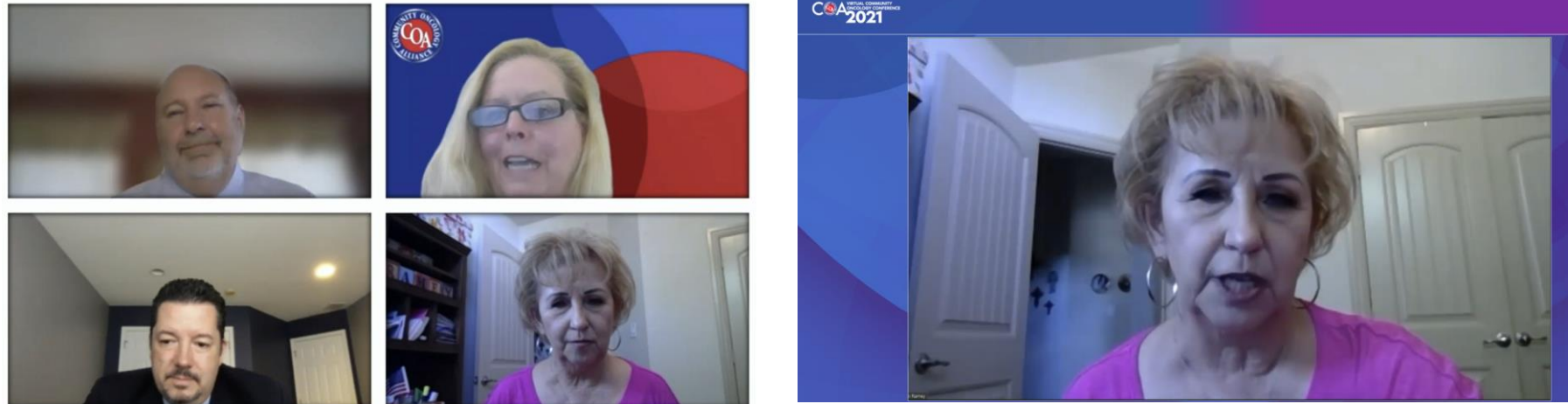
We support the cure and



***Advocate for the Care***

# CPAN Advocate Represents *The Patient Voice* at the 2021 Community Oncology Conference

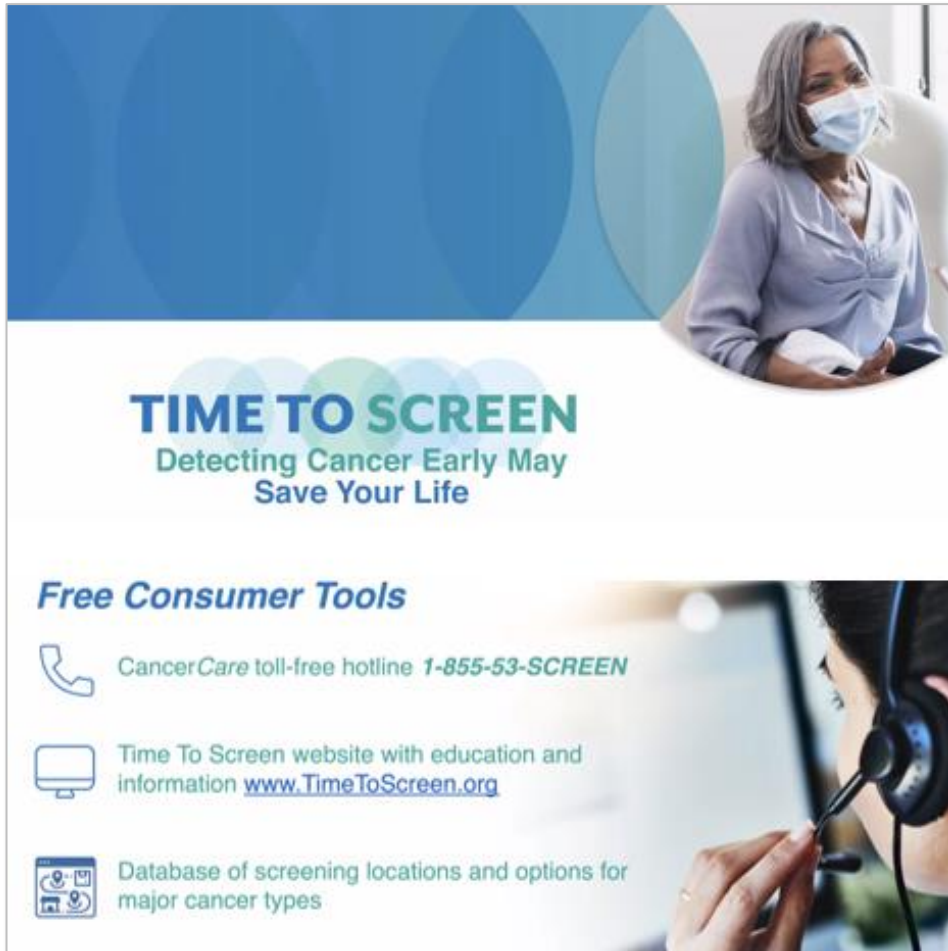
## Defining Value In Cancer Care: Patient, Physician, & Employer Perspectives



- Beth A. Curran, Senior Director, Risk Management, Orange County Public Schools
- Bo Gamble, Director of Strategic Practice Initiatives, Community Oncology Alliance, **Moderator**
- Edward Licitra, MD, PhD, Medical Oncologist, Astera Health Partners
- Tami Ramey, CPAN Advocate/Survivor






# CPAN Advocates Supported our National Initiatives



**TIME TO SCREEN**  
Detecting Cancer Early May Save Your Life

**Free Consumer Tools**

-  CancerCare toll-free hotline **1-855-53-SCREEN**
-  Time To Screen website with education and information [www.TimeToScreen.org](http://www.TimeToScreen.org)
-  Database of screening locations and options for major cancer types

## CPAN Advocates participated in the Time To Screen focus group

- **Tracy B.**
  - Breast Cancer – Hematology Oncology Associates of Central NY
- **Charles C.**
  - Prostate cancer with bone mets, Augusta Oncology
- **John S.**
  - Pancreatic Cancer - Augusta Oncology
- **Karen C.**
  - Multiple Myeloma –Connecticut
- **Ronald K.**
  - Head and neck, Florida Cancer Specialists & Research Institute
- **Steven S.**
  - Glioblastoma - Florida Cancer Specialists & Research Institute
- **Mary O.**
  - Breast cancer-Genesis Cancer Center

# CPAN Advocacy Leaders Continued to Keep Their Chapters Active During COVID



## Hosted CPAN Virtual Events

- Northwest Medical Specialties
  - Educational Event
  - Clinical Trials Event
- Fort Wayne Medical Oncology & Hematology
  - Educational Event
- Augusta Oncology
  - Clinical Trials Event, 5/14/2021
  - Educational Event, 6/19/2021
- Northwest Georgia Oncology
  - Clinical Trials Event, 5/27/2021

## CPAN Educational/Display Tables

- Dayton Physicians Network
- Eastern CT Hematology Oncology

## CPAN Leader initiated Video Project

- Beth Wittmer, RN, BSN, OCN, Director, Care Management and Florida Cancer Specialists marketing department created *Get involved with CPAN* video, running in 90 locations.

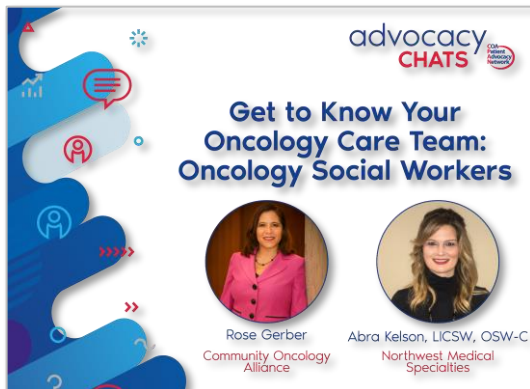
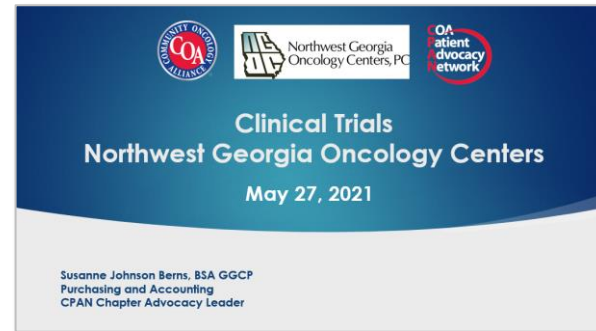
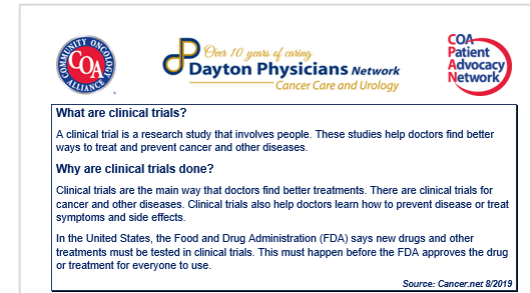
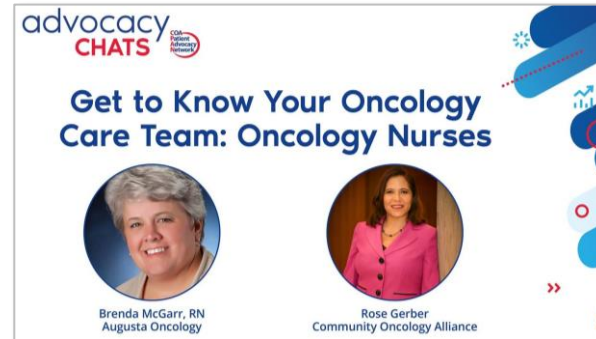
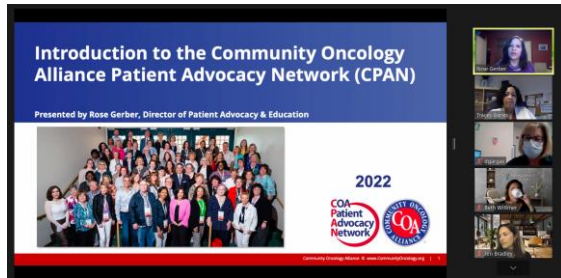
## Monthly Advocacy Engagement

- CPAN Chapter Advocacy Leaders calls
- CPAN Medical Co-chair calls
- CPAN News Bulletins





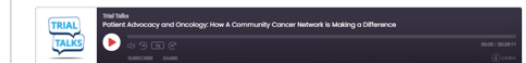
# CPAN Advocacy Leaders Kept Their Chapters Active During COVID



Watch the webinar here: <https://youtu.be/C28eccKbV0>

Trial Talks Podcast: *Patient Advocacy and Oncology: How A Community Cancer Network is Making a Difference.*

In this episode, **Rose Gerber, Director of Patient Advocacy and Education at the Community Oncology Alliance – once a patient herself and now a dedicated advocate** – will share her story and discuss how patient advocacy is helping to increase patient enrollment in clinical trials across every therapeutic area.



To listen to the podcast: <https://medrio.com/resource/how-a-community-cancer-network-is-making-a-difference/>

# Gettysburg Cancer Center Joined CPAN's National Network



## COMMUNITY ONCOLOGY ALLIANCE PATIENT ADVOCACY NETWORK CHAPTER LAUNCH

Gettysburg Cancer Center  
June 25, 2021



- Domenic Borro, Director of Operations, Gettysburg Cancer Center
- Satish Shah, MD, Medical Oncologist, Gettysburg Cancer Center
- Megan Buddemeyer, LSW, Social Worker, Gettysburg Cancer Center
- Rose Gerber, Director of Patient Advocacy & Education, Community Oncology Alliance



# Cancer & Blood Specialists of Arizona Joined CPAN's National Network



## COMMUNITY ONCOLOGY ALLIANCE PATIENT ADVOCACY NETWORK VIRTUAL CHAPTER LAUNCH

Cancer & Blood  
Specialists of Arizona  
November 3, 2021



- Tania Cortas, MD, CPE, Cancer & Blood Specialists of Arizona
- Rose Gerber, MS, Director of Patient Advocacy & Education Community Oncology Alliance
- Genna Hill, MBA, Physician Liaison, CPAN Chapter Advocacy Leader, Cancer & Blood Specialists of Arizona



# Virtual Advocacy Summit :

## *Experts in advocacy, policy, treatment and more*



### COMMUNITY ONCOLOGY ADVOCACY SUMMIT: THE POWER OF ADVOCACY

WEDNESDAY, JULY 21, 2021

10:00 – 10:10 AM	<b>WELCOME</b> <ul style="list-style-type: none"> <li>Lakshmi Aggarwal, MD, CPAN Medical Co-Chair, Fort Wayne Medical Oncology Hematology</li> <li>Miriam Atkins, MD, FACP, CPAN Medical Co-Chair, Augusta Oncology</li> <li>Rose Gerber, Director of Patient Advocacy &amp; Education, Community Oncology Alliance (COA)</li> </ul>
10:15 – 10:45 AM	<b>SITE OF SERVICE MATTERS: CANCER CARE IN THE COMMUNITY VS. THE HOSPITAL</b> <ul style="list-style-type: none"> <li>Lucio Gordan, MD, Managing Physician, President, Florida Cancer Specialists &amp; Research Institute</li> </ul>
10:50 – 11:20 AM	<b>LOBBYING &amp; ADVOCACY 101: MAXIMIZING THE POWER OF THE PATIENT &amp; CONSTITUENT VOICE</b> <ul style="list-style-type: none"> <li>Jeff Mortier, Partner, Farragut Partners</li> <li>Sarah Walter, Partner, Farragut Partners</li> </ul>
11:25 – 11:55 AM	<b>SOCIAL MEDIA 101: ADDING YOUR VIEW TO THE DIGITAL DEBATE</b> <ul style="list-style-type: none"> <li>Nicolas Ferreyros, Director of Communications, Community Oncology Alliance (COA)</li> <li>Drew Lovejoy, Senior Communications Manager, Community Oncology Alliance (COA)</li> </ul>
12:00 – 12:30 PM	<b>THE IMPACT OF MIDDLEMEN: HOW PBMS &amp; INSURERS ADVERSELY IMPACT PATIENT CARE</b> <ul style="list-style-type: none"> <li>Loretta Boesing, Founder, Executive Director, Unite for Safe Medications</li> <li>Madelaine A. Feldman, MD, FACP, President, Coalition of State Rheumatology Organizations</li> </ul>
12:30 – 1:00 PM	<b>BREAK</b>
1:00 – 1:40 PM	<b>STORYTELLING 101: THE POWER OF PERSONAL STORIES &amp; ADVOCACY</b> <ul style="list-style-type: none"> <li>Rose Gerber, Director of Patient Advocacy &amp; Education, Community Oncology Alliance (COA), Cancer Survivor</li> <li>Ricky Newton, Chief Financial &amp; Operating Officer, Community Oncology Alliance (COA), Caregiver &amp; Cancer Survivor</li> </ul>
1:45 – 2:15 PM	<b>MEDIA RELATIONS 101: THE POWER OF NEWS MEDIA TO ACHIEVE ADVOCACY GOALS</b> <ul style="list-style-type: none"> <li>Aaron Cohen, Founder, Aaron Cohen PR</li> </ul>
2:20 – 2:50 PM	<b>DRUG PRICING REALITY CHECK: DISSECTING HYPE VS. REALITY OF POLITICAL PROPOSALS TO REDUCE DRUG COSTS</b> <ul style="list-style-type: none"> <li>Ted Okon, MBA, Executive Director, Community Oncology Alliance (COA)</li> </ul>
2:55 – 3:00 PM	<b>CLOSING REMARKS</b> <ul style="list-style-type: none"> <li>Rose Gerber, Director of Patient Advocacy &amp; Education, Community Oncology Alliance (COA), Cancer Survivor</li> </ul>



Lakshmi Aggarwal, MD  
CPAN Medical Co-Chair  
Fort Wayne Medical Oncology & Hematology

[VIEW PROFILE](#)



Miriam Atkins, MD, FACP  
CPAN Medical Co-Chair  
Augusta Oncology

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Loretta Boesing  
Founder, Executive Director  
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Aaron Cohen  
Founder  
Aaron Cohen PR

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Madelaine Feldman, MD, FACP  
President, Coalition of State Rheumatology Organizations

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Nicolas Ferreyros  
Director of Communications  
Community Oncology Alliance

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Rose Gerber  
Director of Patient Advocacy & Education  
Community Oncology Alliance

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Lucio Gordan, MD  
Managing Physician, President  
Florida Cancer Specialists & Research Institute

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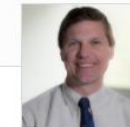
Drew Lovejoy  
Senior Communications Manager  
Community Oncology Alliance

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Jeff Mortier  
Partner  
Farragut Partners

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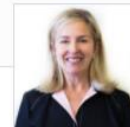
Ricky Newton, CPA  
Chief Financial & Operating Officer  
Community Oncology Alliance

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Ted Okon  
Executive Director  
Community Oncology Alliance

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Sarah Walter  
Partner  
Farragut Partners

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# CPAN Kept Our Advocates Informed with Monthly News Bulletins and *Shined the Light* on 11 Different Cancer Centers




## News Bulletin Section Topics

- **CPAN Chapter Spotlights**
  - Jan: Genesis Cancer Center
  - Feb: Carolina Blood & Cancer Care Associates
  - Mar: Oklahoma Cancer Specialists
  - Apr: New England Cancer Specialists
  - May: New Mexico Cancer Center
  - Jun: Regional Cancer Care Associates
  - Jul: Dayton Physicians Network
  - Aug: Augusta Oncology
  - Sep: Hematology Oncology Associates of CNY
  - Oct: TN Oncology
  - Nov: NY Cancer & Blood Specialists
- **Cancer News You Can Use**
- **Community Oncology 101 (YouTube content)**
- **Resources for Advocates**

**COA Patient Advocacy Network**  
**News Bulletin: January 2021**

**Spotlight CPAN's Newest Chapter**  
*Genesis Cancer Center, Arkansas*



The Genesis Cancer Center (Genesis) – CPAN's newest chapter and first in the state – sees just under 2,000 new patients annually across eight locations in central Arkansas.

Genesis Cancer Center offers affordable, convenient care for thousands of patients in Arkansas. Their experienced staff members take time to participate in CPAN because they understand the importance of community oncology and want to make sure practices like Genesis are able to continue providing the highest care for all patients, even in rural, remote or underserved areas. Genesis' oncologists are steady advocates for their patients every day, in their waiting and examination rooms, on the phone with insurance companies, at the statehouse in Little Rock, and in the halls of Congress.


the last 30 years has drawn Genesis to a patient-centered care delivery model. For example, Get asks friendly staff to answer every incoming patient phone call instead of relying on an automated for appointment booking and other services. Speaking with a live person who can consult a patient medical history and coverage as needed and empathize with patients' needs and feelings is a very important way Genesis is enhancing its patient experience.

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• [Learn more about CPAN's Advocacy Army and read Genesis' full story.](#)

**Advocacy Chats**  
Insightful Conversations on Policy Issues & Cancer Research

**Get to Know Your Oncology Social Workers**



Most people are familiar with the physicians providing cancer treatment, but unseen are the oncology social workers who provide mental health support, care plan coordination between physicians, and other services to keep treatment and recovery on track. On November 10 at 12 p.m. ET, Abra Kelsor, LICSW, OSW-C, of Northwest Medical Specialists joins Rose Gerber of COA to discuss the social worker and how patients can better take advantage of all the resources offered by care partners.

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[Register Today](#)

**Cancer News You Can Use**

**The Spirit of Advocacy**  
**COA's Patient Advocacy Network**

2020 was filled with many challenges for patients, survivors, and providers. Yet, despite these challenges a bright light remained – interest and dedication to advocacy.

**Certain Cancer Patients at Higher Odds for Severe COVID-19**  
**MedicineNet**

Cancer patients have a much higher risk of COVID-19 than people without cancer, and that threat is especially high among those with blood cancers, newly diagnosed patients, and Black people, researchers say.


**Front-Line Essential Workers and Adults 75 and Over Should be Next to Get the Coronavirus Vaccine, a CDC Advisory Group Says**  
**The Washington Post**

Grocery store employees, teachers, emergency workers and other people on the front lines of America's workforce should be next to get the coronavirus vaccine, along with adults ages 75 and older, according to a federal advisory panel.

**Breast Cancer Leading Type Worldwide, Surpassing Lung Cancer**  
**Becker's Hospital Review**

Breast cancer is now the leading cause of cancer worldwide, according to the International Agency for Research on Cancer's 2020 global estimates published Dec. 15.

**Video: Community Oncology 101**  
**What is Site of Service?**




In this Cancer Policy Minute video, Bud Pierce, MD, explains the different places people can go to receive cancer treatment.

• [Learn why community sites offer more personalized treatment in this edition of Community Oncology 101.](#)

**Resources for Advocates & Chapters**

Explore our educational coronavirus (COVID-19) resources for patients and caregivers.

- [10 Things You Can Do to Manage COVID-19 at Home](#)
- [If You Have COVID-19](#)
- [What Cancer Patients, Survivors and Caregivers Need to Know About the Coronavirus](#)
- [CDC Recommendations to Protect Your Home](#)
- [CDC Infection Self-Checker](#)
- [Medical Distancing, Protecting Yourself During Treatment](#)



**2021 Advocacy Summit**  
**Empowering Your Cancer Advocacy**

**COMMUNITY ONCOLOGY ADVOCACY SUMMIT 21**

**2021 Virtual Community Oncology Advocacy Summit**

On July 21, CPAN will host its annual Advocacy Summit to discuss key issues impacting cancer care in America. Attendees will learn about topics such as the increased volume of community oncology clinic closures, the bureaucratic burdens that overrule physician expertise, delayed access to critical treatments, and more. Summit "graduates" leave equipped and ready to inform policymakers and Congressional representatives about concrete solutions to improve the overall care experience.

[Register for free and join us Wednesday, July 21.](#)

**ICYMI: Cancer Communication and the Power of Social Media**

COA's Rose Gerber and Dr. Sanjay Juneja, better known as the TheOncDoc on TikTok, discussed how social media can help those diagnosed with cancer and how to combine traditional medical messaging with the power and reach of social media to make the greatest impact.

• [Watch it today on the @OncoCOA YouTube channel.](#)

**Chapter Spotlight**  
**New York Cancer & Blood Specialists**



With over 480 staff members across 20 locations in the Empire State, New York Cancer & Blood Specialists (NYCBS) leverages every resource in their network to provide world-class cancer care to the 48,000 patients they serve each year.

A team of oncologists, nutritionists, nurse practitioners, physician assistants, social workers, and more care for and support patients in a way that can only be found in community oncology practices. Their onsite research center allows them to participate in clinical trials and deliver cutting edge treatments to patients.

After more than four decades of service to New Yorkers, NYCBS understands the value of community oncology and the need to protect practices around the country so they can continue to serve patients with cancer. Since joining CPAN's Advocacy Army in 2013, NYCBS has made its voice heard at the national and state levels, arranging meetings with New York legislators, and joining other CPAN members to advocate on Capitol Hill.

• [Learn more about CPAN's Advocacy Army and read New York Cancer & Blood Specialists' full story.](#)

# CPAN Brought Nationally Recognized Speakers and Advocacy/Oncology Education to our Audience



## advocacy CHATS



### What are CPAN Advocacy Chats?

Launched in August 2020, the CPAN Advocacy Chats series are 30-minute, monthly educational webinars on key cancer issues and the policies that impact them. Each month, a special guest joins COA's Director of Patient Advocacy & Education, Rose Gerber for a conversation on oncology and advocacy related topics.

*Our distinguished speakers for 2021 have included:*



COA Crystal Ball - What can we expect in 2021?  
January 13, 2021  
Ted Okon, MBA  
Executive Director  
Community Oncology Alliance



Dare to Imagine: A World Where No One Dies of Cancer  
February 10, 2021  
Carolyn "Bo" Aldige  
Founder and Chief Executive Officer  
Prevent Cancer Foundation



Paving the Path for a World Without Colorectal Cancer  
March 10, 2021  
Cindy Borassi  
President  
Colon Cancer Foundation

## advocacy CHATS



Introducing the COA & CancerCare "Time to Screen" Campaign - Panel  
April 14, 2021  
Nicolas Ferreyros  
Director of Communications  
Community Oncology Alliance



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April 14, 2021  
Marissa Fors, MSW, LCSW, OSW-C, C-ASWCM, CCM  
Director of Specialized Programs  
CancerCare



Clinical Trials in the Community Setting: Cutting Edge Treatment for Cancer Patients  
May 12, 2021  
Katie Goodman, RN  
Vice President, Clinical Research  
American Oncology Network, LLC



Cancer & The Power of Social Media  
June 9, 2021  
Sanjay Juneja, MD  
Medical Oncologist  
Hematology Oncology Clinic of Baton Rouge, LA

## advocacy CHATS



Getting to Know Your Oncology Care Team:  
Oncology Nurses  
August 11, 2021  
Brenda McGarr, RN  
Oncology Nurse Navigator  
Augusta Oncology



National "Time to Screen" Campaign Update  
September 8, 2021  
Nicolas Ferreyros  
Director of Communications  
Community Oncology Alliance



Breast Cancer Awareness Month: Getting Resources to Those Who Need Them  
October 13, 2021  
Stacy Lewis  
Chief Program Officer and Deputy Chief Executive  
Young Survival Coalition



340B Drug Pricing Program  
November 1, 2021  
Madelaine Feldman, MD  
President  
Coalition of State Rheumatology Organizations

## advocacy CHATS



340B Drug Pricing Program  
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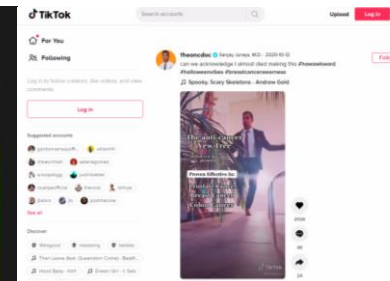
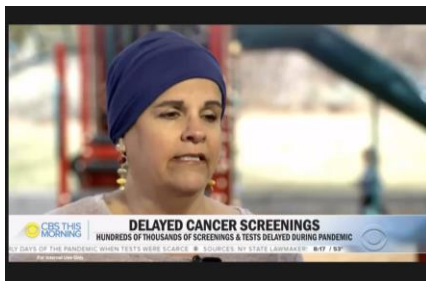


Getting to Know Your Oncology Care Team:  
Social Workers  
November 10, 2021  
Abra Kelson, LCSW, OSW-C  
Medical Social Worker Supervisor  
Northwest Medical Specialists



Caring for the Caregivers: Supporting the Families and Friends of Patients  
December 8, 2021  
John Schall, MPP  
Chief Executive Officer  
Caregivers Action Network

To Learn more about:  
COA's Patient Advocacy Network: [www.coaadvocacy.org](http://www.coaadvocacy.org)  
Community Oncology Alliance: [www.communityoncology.org](http://www.communityoncology.org)





# CPAN Supported our Chapters by Creating Customized Educational Resources for Multiple Chapter Events



## 18x12 poster



**Join COA's Patient Advocacy Network (CPAN)**



The COA Patient Advocacy Network (CPAN) is a national network of patients, survivors, caregivers, family members, medical and oncology professionals, and others who advocate on legislative issues affecting the quality and accessibility of cancer care. CPAN chapters are active in community oncology practices across the country and are regularly in Washington, DC meeting with policymakers.

As a CPAN (Community Oncology Alliance Patient Advocacy Network) advocate, you will learn about these issues, meet other local and national advocates and have the opportunity to attend educational events.

To join our CPAN Northwest Medical Specialties chapter and our national advocacy network...

1. Visit our website: [www.coaadadvocacy.org](http://www.coaadadvocacy.org)
2. Select Get Involved
3. Select Become an Advocate
4. And/or Contact Abra Kelson, LICSW, OSW-C  
[akelson@northwestmed.org](mailto:akelson@northwestmed.org)

To learn more about:

COA Patient Advocacy Network: [www.coaadadvocacy.org](http://www.coaadadvocacy.org)  
Community Oncology Alliance: [www.CommunityOncology.org](http://www.CommunityOncology.org)

Northwest Medical Specialties  
[www.northwestmed.org](http://www.northwestmed.org)






Abra Kelson, LICSW, OSW-C  
CPAN Chapter Advocacy Leader



## Presentations




**CPAN NWMS Chapter Advocacy Virtual Event**  
March 2, 2021

CPAN Northwest Medical Specialties Chapter  
Abra Kelson, LICSW  
Supportive Services Supervisor  
CPAN Chapter Advocacy Leader



Community Oncology Alliance © [www.CommunityOncology.org](http://www.CommunityOncology.org)

## Fact Sheets



Augusta Oncology is a proud member of the Community Oncology Alliance (COA) and COA's Patient Advocacy Network (CPAN).

**Ways to get involved with COA's Patient Advocacy Network (CPAN)**






- Sign up to become an advocate [www.coaadadvocacy.org/become-an-advocate](http://www.coaadadvocacy.org/become-an-advocate)
- Share Your Story [www.coaadadvocacy.org/share-your-story/](http://www.coaadadvocacy.org/share-your-story/)
- Subscribe to monthly news bulletins [www.coaadadvocacy.org/subscribe-to-updates](http://www.coaadadvocacy.org/subscribe-to-updates)
- Join our monthly National CPAN Advocacy Chats - check website for registration link
- Follow us on social media
  - Facebook [www.facebook.com/CommunityOncologyAlliance](https://www.facebook.com/CommunityOncologyAlliance)
  - LinkedIn [www.linkedin.com/company/community-oncology-alliance-washington-dc](https://www.linkedin.com/company/community-oncology-alliance-washington-dc)
  - Twitter [twitter.com/oncologyCOA](https://twitter.com/oncologyCOA)
- Visit our website to learn more and take action
  - COA Patient Advocacy Network [www.COAAdvocacy.org](http://www.COAAdvocacy.org)

**About CPAN**










The Community Oncology Alliance Patient Advocacy Network (CPAN) is a national advocacy organization committed to raising awareness of independent, community cancer care and the issues that affect it.

CPAN was created in recognition of the vital role patients play in advocating for access to local, affordable cancer care. The network educates the community about policy issues affecting the quality and accessibility of cancer care at the local level. It also serves as a non-cancer type specific organization for individuals to learn how to become advocates for cancer care and provides community oncology practices with education regarding the economic and administrative pressures facing clinic operations.

CPAN advocates – including patients, survivors, caregivers, nurses, pharmacists, oncologists, and more – share their personal stories and advocacy power so elected officials understand the importance of local, affordable, and accessible cancer care close to where they live and work.



# CPAN Supported Our Corporate Members Advocacy Initiatives

 <p>Living with CLL initiative with Genentech</p> <ul style="list-style-type: none"> <li>• Education materials shared with CPAN chapters</li> <li>• Website posting</li> </ul>	 <ul style="list-style-type: none"> <li>• Health Equity Advocacy Summit</li> <li>• Policy Forum Step Therapy Reform</li> <li>• Conquering Veteran Cancer Together</li> <li>• Patient Advocacy Forum (ASCO)</li> <li>• Advocacy Exchange</li> <li>• Annual Patient Advocacy Forum</li> </ul>	 <p>Spot Her Initiative</p> <ul style="list-style-type: none"> <li>• Education materials shared with CPAN chapters</li> </ul>
 <p><b>Patient Focus Group</b> – Bladder Cancer CPAN identified two patients for this opportunity</p>	 <p>Meet the Moment Webinar Series Living with CLL initiative with AbbVie</p> <ul style="list-style-type: none"> <li>• Education materials shared with CPAN practices</li> <li>• Website posting</li> </ul>	 <p>CarePath Savings Program – RYBREVANT.</p> <ul style="list-style-type: none"> <li>• Education materials shared with CPAN practices</li> </ul>
 <p>Multiple myeloma education information with CPAN chapters</p>	 <p>Rose a member -Pfizer Patient Centricity Initiative Clinical Trials Leadership Workstream Group</p>	 <p>Rose a member - Sanofi Advocacy Leadership Council</p>



# CPAN Supported Multiple Advocacy Organizations

 <p>Letter To President Biden And Leaders Of State Public Health Departments: Prioritizing Covid-19 Vaccines For Patients With Cancer And Survivors Of Cancer</p>	 <p>Groups Will Push For Comprehensive Paid Leave For People With Serious Conditions And Their Caregivers</p>	 <p>Recognized on CAN's National Family Caregivers Month webpage as one of CAN's valued nonprofit Partners.</p>	 <p>Shared resources with CPAN chapters</p>	 <p>Webinar: Imagine Cancer Equity: Leveraging Collaboration Across Sectors to Eliminate Disparities</p>
 <p>Reducing Hereditary Cancer Act – H.R. 4110 – COA sign on letter</p>	 <p>Survivorship Series – Training for Oncology Nurse Navigators</p>	 <p>Co-Founder &amp; CEO, shared information with CPAN chapters during monthly meeting</p>	 <p>Strategy 1 Toolkit – Raises awareness about oncology funds. Share with CPAN chapters</p>	 <ul style="list-style-type: none"> <li>Multi-Cancer Early Detection Screening Coverage Act – H.R. 1946 COA sign on letter</li> <li>Advocacy Workshop. Shared with CPAN chapters</li> </ul>
 <p>Improving Visibility and Understanding of the Patient Advocacy Function Confirmation</p>	 <p>Founder &amp; CEO along with COO, shared information with CPAN chapters during monthly meeting</p>	 <p>Understanding Unique Psychosocial Stressors Impacting Cancer Patients Pertaining to Their Self-image and How to Support Those Patients as They Navigate – webinar shared with CPAN Advocacy Leaders</p>	 <p>Virtual Forum on Clinical Trials. Session Title: Overcoming obstacles to Patient Adherence</p>	 <p>CPAN supporting others advocacy efforts. <i>How to Get Your Doctor to Speak Your Language</i> published 12/10/2021 on WebMD</p>

# Our Community Oncology Practices Supported CPAN



## Independent Physicians of the Carolinas



Independent Physicians of the Carolinas is a nonprofit 501(c)(6) membership organization whose mission is to create public awareness of medical doctors not employed by a network or hospital system and to provide educational programs and resources to physician members and their administration. Visit us at [ipcarolina.org](http://ipcarolina.org).

Oncology Specialists of Charlotte formed a local chapter of the Community Oncology Alliance Patient Advocacy Network (CPAN) and is inviting all patients, family members, caregivers, and medical navigators to join and learn more. There is no cost or obligation to be a part of the group. The purpose of CPAN is to support the cancer patients who are passionate about the many facets of getting cancer care in a community oncology practice and rallying for getting drug/therapy approval, research, and legislation for access to care. Due to COVID-19 safety measures, meetings will be held virtually until guidelines change. This patient advocacy group is led by oncologists **Justin Favaro, MD, PhD**, and **Nasrat Shehadeh, MD**. Email Sherie Bradshaw at [sbradshaw@oncologycharlotte.com](mailto:sbradshaw@oncologycharlotte.com). For more information on CPAN, visit [www.coaadvocacy.org](http://www.coaadvocacy.org).

**Robert Nahourai, MD, FAAP**, child and adolescent neurologist, has rejoined **Mecklenburg Neurology**. The physicians specialize in epilepsy and sleep disorder care for both children and adults. The practice is accepting new patients. Locations are in Charlotte, Concord, and Laurinburg, with new locations opening soon. Call 704-335-3400 or visit [www.mecklenburgneurology.com](http://www.mecklenburgneurology.com).

**ARTICULARIS HEALTHCARE GROUP, P.C.**  
**SOUTH CHARLOTTE - RHEUMATOLOGY**  
8840 Blakeney Professional Dr., Suite 200 - Charlotte, NC 28227 • P: 704-672-0449 • F: 866-469-2745

**Firas Kassab, MD, FACP**, is celebrating the six-month anniversary since opening **Articularis Healthcare-South Charlotte Rheumatology**, an independent rheumatology practice in the Blakeney/Ballantyne area. The practice is fully staffed with an infusion suite, laboratory, and diagnostic ultrasound. Dr. Kassab and his staff have all been vaccinated against

COVID-19 for the safety of patients. The practice is in-network with all major insurance plans. New patients are promptly scheduled and usually seen within two to three weeks. Referrals can be faxed to 866-469-2745 (or called in to office at 704-672-0449 for more urgent work-ins).

**Dermatology Specialists of Charlotte**, in partnership with **DJL Research Network**, currently are enrolling patients in the following clinical trials:

- Inflammatory Acne:** This is a comparative 16-week study of Accumax sublingual nutritional supplement (Diindolylmethane, DIM + Vitamin A) and Quercetin vs. placebo.
- Dermatology Specialists of Charlotte:** Participants must be 16 years or older and have moderate-to-severe acne consisting of  $\geq 20$  papules/pustules and erythema. Compensation for qualified patients is \$200 for each completed visit (six in total).
- Atopic Dermatitis:** A phase 2 randomized, double-blinded, placebo-controlled study to evaluate the efficacy and safety of MEDI3506 in adult subjects with moderate-to-severe atopic dermatitis. MEDI3506 is a human Ig monoclonal antibody that binds to IL-33 to inhibit the inflammatory response linked to AD pathophysiology. Participants should be ages 18-65 with documented chronic AD for at least one year prior to screening with at least 10 percent BSA involvement of disease. Enrollment time is approximately 27 weeks and patients are provided a stipend of \$75 for each completed visit.
- Alopecia Areata Totalis/Universalis:** A double-blind, randomized, placebo-controlled study to evaluate the efficacy and safety of CTP543 in adult patients with moderate-to-severe alopecia areata. Participants must be ages 18-65 with greater than 50 percent hair loss and a current episode of loss timeframe of six months to 10 years. CTP-543 is a selective JAK inhibitor. Patient stipend per completed visit is \$50.

For more information, visit [clinicaltrials.gov](http://clinicaltrials.gov). If you have a patient or friend interested in participating or learning more, call 704-943-3714 and choose option 6 to speak with the research coordinator. Or, email [research@dsrmd.com](mailto:research@dsrmd.com) for more information.

**Charlotte Gastroenterology & Hepatology** is an independent specialty practice with 22 highly-skilled doctors. These physicians have been serving the Charlotte area for more than 40 years. They are board-certified in gastroenterology and offer special expertise in advanced biliary endoscopy, liver disease, and liver transplant. At Charlotte Gastroenterology & Hepatology, patients are treated like family by the most respected and knowledgeable leaders in the gastrointestinal community.

Regional Cancer Care Associates is one of fewer than 200 medical practices in the country selected to participate in the Oncology Care Model (OCM); a recent Medicare initiative aimed at improving care coordination and access to and quality of care for Medicare beneficiaries undergoing chemotherapy treatment.

## ONCOLOGY CARE MODEL

About Doctors  
RCCA Management  
RCCA Board  
Locations  
Events  
Contact  
For Providers  
Careers  
Notice of Privacy Practices  
Privacy Policy  
Telemedicine/TeletHealth  
Services Disclosure

Corporate Office:  
25 Main Street, Suite 601  
Hackensack, NJ 07601  
Phone: (844) 474-6866  
[info@regionalcancercare.org](mailto:info@regionalcancercare.org)

Find a Doctor

Find a Location



## American Oncology Network Partners with National Patient Advocacy Organization Fighting for Patient Rights

January 14, 2021 07:00 ET | Source: American Oncology Network, LLC

Fort Myers, Fla., Jan. 14, 2021 (GLOBE NEWSWIRE) — **American Oncology Network, LLC (AON)** a high-growth oncology provider partners with the **Community Oncology Alliance Patient Advocacy Network (CPAN)** helping fight for patients healthcare rights by deploying advocates not just locally but taking the issues directly to Capitol Hill.

CPAN is a national advocacy organization committed to raising awareness of independent, community cancer care and the issues that affect it. CPAN plays a vital role in advocating for patients making sure cancer care is affordable and accessible in the communities where they live.

**Genesis Cancer Center** in Hot Springs, Ark. and **Vista Oncology** in Olympia, Wash. are AON practices with local chapters raising awareness about patient rights to advanced treatments, clinical trials and affordable high-quality care without having to travel long distances.

"I am happy and honored to be a part of our newly created local chapter to help fight for patients and their healthcare rights and to make sure their voices are heard," said Genesis Cancer Center Medical Oncologist **Dr. Stephen "Fred" Divers**. He also serves on the Board of Directors for the Community Oncology Alliance (COA) dedicated to advocating for community oncology practices and the patients they serve and is Chairman of the AON Advisory Board.

"AON's visionary drivers are founded on helping community oncology practices thrive ensuring patients have access to exceptional cancer care close to home," said **AON CEO Brad Precht, MBA**. "With two AON practices actively working with CPAN, we are ensuring legislative policies affecting cancer patients like less personalized medicine, increased cancer care costs and rising medication prices are being pushed to the forefront—making their voices heard."

From an operations standpoint, community oncology practices face many challenges including economic and administrative burdens, payer complexities and high procurement costs. In fact, data from the 2020 Community Oncology Alliance Practice Impact Report shows that since 2008, 1,748 community oncology clinics/practices have closed, merged or been acquired by a hospital, or are struggling financially.

There are currently 27 active CPAN chapters across the U.S. advocating in Washington, D.C. influencing policy and expressing the importance of community oncology. CPAN advocates at local chapters include patients, survivors, caregivers, family members, physicians, staff and community members.

Rose Gerber, Director of Patient Advocacy and Education for CPAN said, "We support the cure but we advocate for the care." Gerber continued, "Local chapters are important to our cause of educating, engaging and activating cancer care advocates across the nation, helping to ensure patients benefit from quality, affordable and accessible cancer care."

AON practices, Genesis Cancer Center and Vista Oncology, are working together with CPAN to mobilize community oncology advocates to become politically active and raise awareness of the healthcare issues affecting cancer patients.

About Community Oncology Alliance Patient Advocacy Network (CPAN): [www.coaadvocacy.org](http://www.coaadvocacy.org)

CPAN is a national advocacy organization committed to raising awareness of independent, community cancer care and the issues that affect it. CPAN advocates include patients, survivors, caregivers, nurses, pharmacists, oncologists and more. CPAN chapters are based within local cancer centers where they educate, engage and activate advocates around key national cancer care issues.

## Company News

Join us for our January online advocacy event

January 11, 2021

Join the Community Oncology Alliance Patient Advocacy Network (CPAN) for a virtual Advocacy Chat on Wednesday, January 13, 2021, at 12 p.m. ET. Ted Okon, COA's executive director, will provide insight into multiple hot topic policy issues impacting patient care [...]

Join us for our December online advocacy event

December 7, 2020

Join us for our next online event: December 9th at 12:00pm. This month we will be discussing the special relationship between oncology patients and physicians. Advances in medicine, technology, and knowledge have increased the chances that patients with cancer will [...]



# Physicians Supported CPAN

COMMUNITY ONCOLOGY ALLIANCE  
PATIENT ADVOCACY NETWORK  
CHAPTER LAUNCH



Lakshmi Aggarwal, MD  
Fort Wayne Medical  
Oncology Hematology



Miriam Atkins, MD  
Augusta Oncology



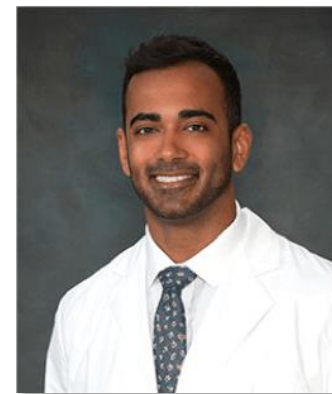
Tania Cortas, MD, CPE  
Cancer & Blood Specialists  
of Arizona



Madelaine Feldman, MD  
Coalition of State  
Rheumatology Organizations



Lucio Gordan, MD  
Florida Cancer Specialists



Sanjay Juneja, MD  
Hematology Oncology  
Clinic of Baton Rouge



Satish Shah, MD  
Gettysburg Cancer Center






# External Advocacy Groups Supported CPAN

**NEWS • VIDEOS • CONFERENCES • EVENTS • RESOURCES • SUBSCRIBE • NEWSLETTER**

## Speak up about your myelofibrosis (MF).



LEARN HOW

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### Spotlight

- Anette Myrland  
*Lendinista*
- Breast Cancer
- CLL
- CURE Ambassador Program
- Kidney Cancer
- Liver Cancer
- Lung Cancer
- Lymphoma
- Mastile Cell Lymphoma
- MPN
- Myeloma
- Ovarian Cancer
- Publications
- Skin Cancer

## COA Patient Advocacy Network

[HOME](#) / [ADVOCACY GROUPS](#) / [COA-PATIENT ADVOCACY NETWORK](#)



COA 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 complements the work of Community Oncology Alliance (COA), which has established a record of unprecedented success in mobilizing community oncology to raise awareness of the issues facing cancer care delivery and to become politically active.

Truly inclusive on all levels, CPAN is a nonsector type specific national network representing all members of the cancer community. CPAN members include patients in active treatment, cancer survivors, professional caregivers, family members, medical and oncology professionals, and members of the general community.


CPAN brings attention to the impact of Medicare legislative policies on cancer patients, specifically the issues affecting local cancer centers. Of great concern is the volume of community cancer clinics that have closed across the United States. CPAN serves as a resource to educate the cancer community about legislative issues affecting the quality and accessibility of cancer care in their own communities. CPAN also serves as a forum for patients to learn how to become advocates for cancer care and provides community oncology practices with education regarding the economic and administrative pressures facing the operations of a community cancer clinic.

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### Cancer Type (see All)

- [All Cancers](#)
- Breast
- Gastrointestinal
- Gynecologic
- Head & Neck
- Lung
- Lymphoma
- Myeloma
- Sarcoma
- Skin

## Tweets by @oncologycOA



**Community Oncology**  
[@oncologycOA](#)

ICYMI: the new Oncology Medical Home standards are now available! The revamped standards will guide OIMH participants as they create a new culture of excellence in cancer care. From [@OncNursingNews](#) [ow.ly/AmpB50FWGTR](#)

View on Twitter

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### About CURE

- Press Releases
- Share Your Story
- Write for CURE

## Latest from COA Patient Advocacy Network

### Survivor, Advocate Addresses Disparities in Cancer Care

August 16, 2021  
[View More](#)

In this episode of the "CURE Talks Cancer" podcast, we spoke with Rose Geisler, director, breast cancer survivor and advocate, about disparities in cancer care, in particular in breast cancer.

### From Cancer to Capitol Hill

September 06, 2018  
[View More](#)

In this week's episode of CURE Talks Cancer, we speak with Rose Geisler, director of patient advocacy at CPAN, about her experience with breast cancer, how she became an advocate and how her journey helped her to see beyond the cancer experience.

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**About Advertising Contact:**  
[Twitter@RoseGeisler.com](#)  
[Email@rosegeisler.com](#)  
[Phone@760.225.1100](#)  
[Fax@760.225.1100](#)  
[Website@www.cureforbreastcancer.org](#)

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**Speak up about your myelofibrosis (MF).**

**SEE HEAR SPEAK MYELOFIBROSIS**

**LEARN HOW**

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## CPAN Advocacy Chat: Paving the Path for a World Without Colon Cancer

September 14, 2021

An understandably important issue to the COA Patient Advocacy Network (CPAN), and most other cancer organizations, is cancer screenings. Unfortunately, fear of catching COVID-19 understandably stopped many from getting screened for cancer over the last year, and this worrying trend continues. Recent studies, including one conducted for the Community Oncology Alliance (COA) by Avalere Health, confirm an alarming drop in cancer screening, diagnoses, and treatment.

That is why the non-profits COA and CancerCare partnered to launch ["Time to Screen"](#), a major public awareness campaign to encourage people to take control of their health by getting recommended cancer screenings and helps them locate safe, convenient locations to do so.

**April 2021 CPAN Advocacy Chat: Introducing the COA & CancerCare Time to Screen Campaign**

**ADVOCACY X**

**Community Oncology Alliance**

**Virtual Exhibits**

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[Resources](#)

Community Oncology Alliance (COA)  
Virtual Exhibitor Booth

[Contact Us](#)  
[Exhibitor Website](#)

# We support the cure and *Advocate for the Care*

[www.COMMUNITYONCOLOGY.ORG](http://www.COMMUNITYONCOLOGY.ORG) | [www.COAAADVOCACY.org](http://www.COAAADVOCACY.org)

About

Video

Documents

External Links

The Community Oncology Alliance (COA) is a non-profit organization dedicated to advocating for community oncology practices and, most importantly, the patients they serve. COA is the only organization dedicated solely to 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. More than 1.5 million people in the United States are diagnosed with cancer each year and deaths from the disease have been steadily declining due to earlier detection, diagnosis, and treatment.

2021 ASCO  
ANNUAL MEETING

Exhibits
Industry Expert Theater
Directories
Networking
FAQs

Donor

Exhibitors

LOCATION
United States

CATEGORIES
Patient Advocacy
Patient Education
Patient and Survivor Care
Publications

# Community Oncology Alliance

The Community Oncology Alliance (COA) is dedicated to preserving community oncology, where the majority of Americans with cancer are treated. COA ensures patients receive quality, affordable, and accessible cancer care in their own communities.



<https://www.communityoncology.org/>

REPRESENTATIVE CONTACT

Rose Gerber  
rosesg@coacancer.org

Drop a Business Card

Community Oncology Alliance

Thank You

Special thanks to our 45+ Engaged Partner Patient Centricity Ecosystem.

Pfizer Oncology's Patient Centricity Ecosystem, professional societies and cross-functional discussions, sharing best practices and breakthroughs to cancer patients.

[illegible]



# CPAN in the Media

**WebMD** HEALTH A-Z DRUGS & SUPPLEMENTS LIVING HEALTHY FAMILY & PREGNANCY NEWS & EXPERTS

## How to Get Your Doctor to Speak Your Language

By John Rosham  
Medically Reviewed by Melinda Ratini, DO, MS on December 07, 2021



It was a dark day in 2011 when Karen Concannon learned that she had multiple myeloma, a deadly blood cancer. Only about half of the people diagnosed with it are alive 5 years later. And the treatments can be grueling and often leave lasting side effects.

A top priority for Concannon was to ask her oncologist detailed questions about her disease and what to expect. Luckily, Concannon's doctor turned out to be a master communicator.

"I never left his office questioning anything or feeling like I didn't get the whole story," she says.



Whether you've been diagnosed with heart disease, injured your knee, or need guidance on managing your diabetes, it's important that you and your doctor understand each other clearly. That lets you weigh the pros and cons of different therapies, know what you must do to get better, and get a realistic sense of your long-

**cancer today**  
Practical Knowledge. Real Hope.  
From the American Association for Cancer Research

INSIDE:  
GETTING QUALITY CARE  
What to Know as You Decide  
Where to Be Treated  
GERMLINE MUTATIONS  
It's Important to Know  
If You Have Them  
EARLY-STAGE  
PROSTATE CANCER  
Making the Best Choices  
Requires Good Information  
+  
Insights From  
Astronomy  
Applied to  
Pathology  
Page 4

## Don't Go It Alone

Trevor Maxwell Built a Community Where Men Can Find Support

AAGR American Association for Cancer Research


www.CancerTodayMag.org



## Quality Questions

When you are diagnosed with cancer, how can you be sure you're getting appropriate care?

BY K.J. BANNAN



was impressed with the depth of experience that Moffitt provided, including swift coordination of care. "I didn't feel like [the hospital where I was diagnosed] was moving fast enough for me, so I decided on Moffitt for its credibility and the top ranking. For me, it was a no-brainer," she says.

On Dec. 31, 2020, Longo began treatment, receiving eight rounds of ABVD (Adriamycin, bleomycin, vinblastine, and dacarbazine) administered every two weeks. At the end of treatment, a scan revealed one spot on a lymph node. At that point, a tumor board, consisting of a multidisciplinary team of physicians at Moffitt, reviewed her case and suggested she have four more rounds of chemotherapy. On July 27, 2020, her scans were clear.

### Access to Clinical Trials

While the standard-of-care treatments offered in cancer centers and community hospitals already have proven efficacy, some patients may also be interested in experimental treatments and clinical

trials, says Gerber, who was diagnosed with stage II HER2-positive breast cancer in 2003.

Gerber had a lumpectomy followed by eight rounds of chemotherapy and radiation at Eastern Connecticut Hematology and Oncology, an oncology practice affiliated with Backus Hospital in Norwich, Connecticut. Her physicians also offered her an opportunity to participate in a clinical trial that tested the use of a targeted medication called Herceptin (trastuzumab) to reduce the chance of her cancer returning.

"[HER2-positive breast cancer] at the time was one of the deadliest diagnoses with a very poor prognosis," she says. Gerber realizes now how fortunate she was to take part in a ground-breaking clinical trial. Today, she credits her survival and good health to being a part of the Herceptin clinical trial, and the drug is now the standard of care for patients with HER2-positive breast cancer. Gerber notes that many community cancer centers offer clinical trials—and the idea that this type of research is only offered at larger research or academic hospitals is a misconception.

Having access to a range of treatment options—both the standard of care and experimental drugs—is especially important for patients who have advanced cancer, says Heidi Nelson, medical director of the American College of Surgeons, Cancer Programs, which is responsible for the Commission on Cancer (CoC) accreditation program for hospitals. The accreditation means facilities have demonstrated that they provide a range of services, either on-site or through referrals to other facilities, including diagnostic imaging, radiation oncology, systemic therapy, psychosocial support, rehabilitation, nutrition and access to clinical research.

Collaboration between medical oncologists, surgeons, radiation oncologists, nurses and social workers provides a good measure for quality care, Nelson says. "With an appropriate team of specialists, each professional sees a different part of the patients' needs and the cancer details. The full picture comes together when all the professionals come together around each patient to make sure nothing is left out of the care plan," she says.

That type of collaboration can also extend across hospital systems—including between NCI-designated cancer centers and community hospitals. One example of this type of collaboration is with the NCI-designated University of Kentucky Markey

Having access to a range of treatment options—both the standard of care and experimental drugs—is especially important for patients who have advanced cancer.



crortoday | Winter 2021/2022

## AON

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January 14, 2021 (PT) | Source: American Oncology Network, LLC

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## The Sentinel-Record

by Cassidy Kendall | January 18, 2021 at 4:00 a.m.



Genesis Cancer Center Medical Oncologist Dr. Fred Divers has started a new chapter in the Community Oncology Alliance Patient Advocacy Network, a national organization that advocates for patients on Capitol Hill and provides local education. "Some patients really want to speak out and as their red badge of courage they want to help others in any way that they can," Divers said. "Other patients are more private, but the CPAN chapters are a way to keep the patients engaged, provide patients with important education, but also act as a conduit so their voices can be heard in D.C. if, in fact, they're concerned about limited access to care."

# CPAN in the Media - Used Podcasts to Reach New Audiences



## medrio

### 5/12/2021 Trial Talks podcast - Patient Advocacy and Oncology: How A Community Cancer Network is Making a Difference – RG speaker

Approximately 39.5% of all men and women will be diagnosed with cancer at some point during their lifetimes, and yet only 8% of oncology patients participate in clinical trials. Many industry leaders think that a greater focus on patient advocacy could be the missing link.

In this episode, Rose Gerber, Director of Patient Advocacy and Education at the Community Oncology Alliance – once a patient herself and now a dedicated advocate – will share her story and discuss how patient advocacy is helping to increase patient enrollment in clinical trials across every therapeutic area.



#### Featured Guests

##### Rose Gerber

Director of Patient Advocacy and Education with the Community Oncology Alliance

Rose Gerber is a nationally recognized cancer advocate and cancer survivor. She has appeared on MSNBC to speak about cancer care, met with legislators in Washington, D.C. on cancer policy issues, developed cancer programs, and served on national patient advocacy panels, steering committees, and cancer coalitions. She also served as a consumer reviewer on the Congressionally Directed Medical Research Programs - Department of Defense Breast Cancer research panels. Rose was brought to the Community Oncology Alliance (COA) to develop its patient advocacy program. The advocacy track she added to their annual conference successfully brought together top physicians, administrators, and advocates.

Rose has been featured in media campaigns by cancer organizations, including the 2018 About Clinical Trials Initiative. She was recently featured on the cover of Breast Cancer Wellness magazine, and honored as the National Breast Cancer Leader of the Year. She was a guest speaker for CURE magazine's September 2018 podcast, From Cancer to Capital Hill. She has been the keynote speaker at national conferences including the National Women's Survivors Convention. Rose served for five years as a grant reviewer, speaker, and educator for Susan G. Komen and also co-founded a breast cancer mentoring program for Eastern Connecticut.



#### Medrio Hosts

##### Fred Martin

Chief Product Officer | Medrio

Fred Martin has built a career in healthcare over the course of two decades and has developed healthcare solutions, BI/Analytics solutions, workflow tools across the healthcare continuum, and more. Before joining us three years ago, Fred had a 24-year history as a talented product management, marketing, and development leader with a proven track record of strategic planning coupled with stellar communication skills. Most recently, as VP of Product Strategy at SigmaCare, he enabled double-digit financial growth and helped position the company's acquisition by Matrix Care, its largest competitor.

After earning a B.A. in Communications from the University of Colorado, he obtained two graduate degrees: A Master of Industrial and Labor Relations from Cornell University and an MBA from the Ross Business School at the University of Michigan, Ann Arbor.

At Medrio, Fred solves our customer's problems by developing products that meet their unique needs. He also ensures that those solutions are delivered on time and are of the highest quality. His team starts by partnering with our customers to design a solution that truly meets their needs, not what we think that solution should be. Fred and his team engage with our customers to understand their challenges and needs. Their next step is defining



## cure

NEWS VIDEOS CONFERENCES EVENTS RESOURCES SUBSCRIBE ENEWSLETTER

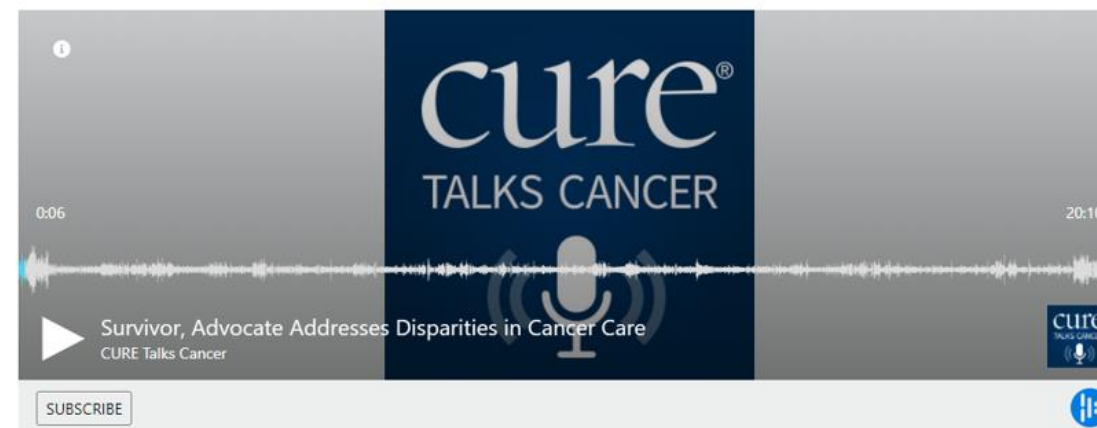
### Survivor, Advocate Addresses Disparities in Cancer Care

August 16, 2021

Kristie L. Kahl



In this episode of the "CURE Talks Cancer" podcast, we spoke with Rose Gerber, a breast cancer survivor and advocate, about disparities in cancer care, in particular in breast cancer.



In this special edition, CURE spoke with Rose Gerber, Director of Patient Advocacy & Education at the Community Oncology Alliance and a breast cancer survivor, about disparities in cancer care, and what we can do to address them moving forward.



# CPAN Leadership invited member Working Groups/Advisory Boards



1. ASCO/COA: Patient Centered Cancer Care Certification Pilot Program
2. Journal of Clinical Pathways, Care Pathways Working Group
3. National Consortium Breast Centers (NCBC) Survivors Founders committee
4. National Patient Advocate Foundation (NPAF) Project Innovation Advisory Group
5. Pfizer Patient Centricity Initiative - Clinical Trials Workstream Group
6. Sanofi Advocacy Leadership Council



# CPAN leadership contributing to national initiatives



Pfizer Oncology Patient  
Centricity Ecosystem:  
From Launch to Impact



## Thank You

Special thanks to our 45+ Engaged Partners and the many leaders at Pfizer who have made contributions to our Patient Centricity Ecosystem.

Pfizer Oncology's Patient Centricity Ecosystem is a multi-stakeholder working group of patient advocacy organizations, professional societies and cross-functional leaders across Pfizer. Through this Ecosystem, we are creating bidirectional discussions, sharing best practices and moving coordinated efforts forward to advance patient centricity and bring breakthroughs to cancer patients.

### Patient Advocacy



### Professional Societies



4 |



## Appendix

Thank you to our Advocacy Leaders for taking time to work with Pfizer.

### PCA Roster



### Clinical Trials Roster

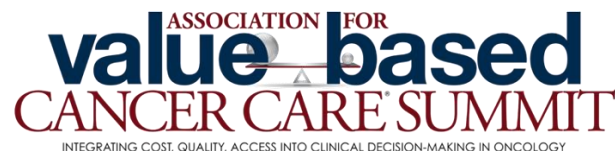


24 |





# CPAN National Presence Continues



## Advocacy Programs Update – October 2021

*Many vital patient support groups are struggling to survive in a post-COVID-19 world. Some advocacy organizations have endured or are facing massive layoffs, office closures, and funding decreases. In some extreme cases, this is forcing them to look for merger partners. As resources are depleted and demand grows, our panelists will discuss the future of patient advocacy groups and the vital role that they have in not only supporting patients and caregivers but also the academic and community oncology providers.*

### Moderator:

- Elizabeth Franklin, MSW, PhD, President, Cancer Support Community

### Faculty:

- Patricia Goldsmith, CEO, CancerCare
- Amy Niles, Executive Vice President, Patient Access Network Foundation
- Marianne Gandee, Senior Director, Team Lead, Advocacy and Professional Relations, Pfizer Oncology
- Rose Gerber, Director of Patient Advocacy & Education, Patient Advocacy Network, COA Community Oncology Alliance
- Ed Hensley, Chief Commercial Officer & Co-Founder, AssistRx

## EVOLUTION SUMMIT

20 September - 22 September 2021 | Encore Boston Harbor | Boston, MA | USA

**Keynote Speaker:** Understanding the Role of Community Oncology in Clinical Trials

**Panel:** Enhancing Relationships between the Four Main Stakeholders: The Sponsor, CRO, Site and the Patient



### ESTEEMED COLLABORATORS

leading voices | indispensable insights

At the Evolution Summit, you will experience a dynamic program featuring visionary keynote presentations, real-life case studies and interactive forums delivered by compelling speakers and expert moderators.

### ULTIMATE THINKERS



**Craig Lipset**  
Co-Chair, The Decentralized Trials & Research Alliance and Former Head of Clinical Innovation, Pfizer



**Rose Gerber**  
Director, Patient Advocacy and Education  
Community Oncology Alliance (COA)

### COMPELLING PRESENTATIONS



**Rosanne Petros**  
Associate Director, Clinical Research  
Merck



**Patrick Floody**  
Senior Director, Global Study Strategy and Optimization  
Regeneron Pharmaceuticals, Inc.



**Jim Frattantonio, PharmD**  
Medical Director, Medical Affairs Strategy  
Alkermes, Inc.



**Behtash Bahador, MS**  
Associate Director, Relationship Management and Development  
Center for Information & Study on Clinical Research Participation (CISCRP)



# Sharing The Value of Community Oncology/Clinical Trials

## International Clinical Trials Presentation



### **Audience:** 15 participants

- VP Clinical Operations
- Head of Trial Operations
- Clinical Operations Group (Study Managers) from Belgium and France
- France has a nonprofit, private network where all patients are referred to for clinical trials instead of academic hospitals

## Understanding Cancer Care and Clinical Trials in the U.S. Community Oncology Setting

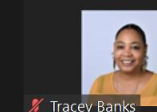
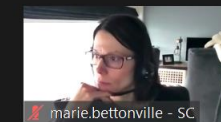
iTeos Therapeutics

December 8, 2021

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3x Clinical Trial Participant



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# *Why we do what we do*

## Inspirational Patients, Families and Caregivers!

COMMUNITY ONCOLOGY  
VIRTUAL ADVOCACY  
SUMMIT '21



### Ricky Newton: My Family's Cancer Advocacy Experience





# Thank you for your contributions to another great year of advocacy!



**Rose Gerber, M.S.**

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[www.coaAdvocacy.org](http://www.coaAdvocacy.org)

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