

# Cancer and the Power of Social Media



Sanjay “TheOncDoc” Juneja, MD  
Medical Oncologist  
Hematology Oncology Clinic of Baton  
Rouge



Rose Gerber  
Director of Patient Advocacy & Education  
Community Oncology Alliance

# Today's Chat

## Agenda

- Updates: **Community Oncology Alliance (COA)** and **COA's Patient Advocacy Network (CPAN)**
- Using social media as an educational and advocacy tool
- Tips on talking to different audiences through social media
- Save the Date and Register: **CPAN Virtual Advocacy Summit, Wednesday, July 21, 2021**

Learn more:

COA's Patient Advocacy Network: [www.coaAdvocacy.org](http://www.coaAdvocacy.org)  
Community Oncology Alliance: [www.communityoncology.org](http://www.communityoncology.org)  
Hematology Oncology Clinic: [www.hocbr.com](http://www.hocbr.com)

## Thank You to Sanjay “TheOncDoc” Juneja, MD & Our Listeners!

### Don't miss our next advocacy event:

- CPAN Virtual Advocacy Summit, Wednesday, July 21, 2021, 10:00 AM – 3:00 PM ET

COMMUNITY ONCOLOGY  
**VIRTUAL ADVOCACY  
SUMMIT '21**

**VIRTUAL** COMMUNITY ONCOLOGY  
**ADVOCACY  
SUMMIT**

**'21**

**July 21, 2021**

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

**#AdvocacySummit**



# Don't miss the 2021 Virtual Community Oncology Summit.

## The agenda is packed with educational information.

#AdvocacySummit

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



### 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, <i>CPAN Medical Co-Chair, Fort Wayne Medical Oncology Hematology</i></li><li>• Miriam Atkins, MD, FACP, <i>CPAN Medical Co-Chair, Augusta Oncology</i></li><li>• Rose Gerber, <i>Director of Patient Advocacy &amp; Education, Community Oncology Alliance (COA)</i></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, <i>Managing Physician, President, Florida Cancer Specialists &amp; Research Institute</i></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, <i>Partner, Farragut Partners</i></li><li>• Sarah Walter, <i>Partner, Farragut Partners</i></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, <i>Director of Communications, Community Oncology Alliance (COA)</i></li><li>• Drew Lovejoy, <i>Senior Communications Manager, Community Oncology Alliance (COA)</i></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, <i>Founder, Executive Director, Unite for Safe Medications</i></li><li>• Madelaine A. Feldman, MD, FACP, <i>President, Coalition of State Rheumatology Organizations</i></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, <i>Director of Patient Advocacy &amp; Education, Community Oncology Alliance (COA), Cancer Survivor</i></li><li>• Ricky Newton, <i>Chief Financial &amp; Operating Officer, Community Oncology Alliance (COA), Caregiver &amp; Cancer Survivor</i></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, <i>Founder, Aaron Cohen PR</i></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, <i>Executive Director, Community Oncology Alliance (COA)</i></li></ul>
2:55 – 3:00 PM	<b>CLOSING REMARKS</b> <ul style="list-style-type: none"><li>• Rose Gerber, <i>Director of Patient Advocacy &amp; Education, Community Oncology Alliance (COA)</i></li></ul>