



The Spirit of Advocacy

2020 Highlights from COA's Patient Advocacy Network

Happy Holidays & Thank you for continuing to demonstrate the Spirit of Advocacy

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

Our CPAN advocates continued to believe in the value of community oncology. CPAN hosted 18 advocacy events across the U.S. These events were held in our community oncology practices and virtually. Our CPAN advocates also delivered our message on the value of community oncology by advocating through the media, supporting the efforts of multiple advocacy organizations and by sharing their experiences as cancer patients & survivors in patient advisory roles. In addition, CPAN maintained high visibility at the national level through support of other advocacy groups and served in key opinion leader/speaker roles at multiple national and advocacy oncology events.

We closed out the year by welcoming our newest CPAN Chapter – Genesis Cancer Center in Arkansas - and by educating advocates on important and timely oncology issues. We are looking forward to 2021 being another great year for CPAN! Together we are **Advocates for the Care!**

Please enjoy the CPAN highlights included in this report.

Happy Holidays!

Lakshmi Aggarwal, MD
CPAN Medical Co-Chair

Miriam Atkins, MD
CPAN Medical Co-Chair

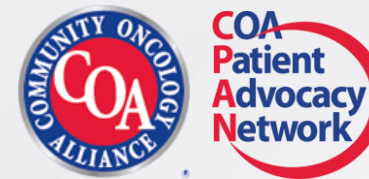
Rose Gerber
COA Director of Patient Advocacy &
Education



We Are Advocates for the Care 28 CPAN Chapters Across the U.S.



COA Practices/Chapters Support CPAN



Posts



February 21 at 11:39 AM ·

ECHO is pleased to lead the way in advocating for our patients on a local and national level to ensure they receive quality, affordable, and accessible care right in their community. Learn about our advocacy efforts and how you can get involved!

ECHOASSOCIATES.ORG

Giving Our Patients a Voice: Learn About Our Community Advocacy Efforts - ECHO Associates

ECHO recognizes the importance of patients being able to advocate for themselves to ensure they continue to have access to high-quality, affordable care in their communities. That is why we are proud to be...



Hematology/Oncology Associates of Central New York ...
October 8 ·

Join CPAN on Wednesday, October 14 at noon for a FREE, 30 minute lesson on how you can help stop unfair medication purchase requirements for cancer patients.

Register here: https://coacancer.zoom.us/j/.../WN_XglFarhjSi21DTJuqGfGg



Oklahoma Cancer Specialists and Research Institute ...
March 15 at 9:15 AM ·

Don't miss the Talk with a Doc and patient advocacy event! Held Wednesday, March 25, from noon to 1 p.m. in our second-floor conference room, Dr. Strnad will discuss the top frequently asked questions about myeloma, and the CPAN OCSRI chapter will speak on the value of community oncology and how to use your voice as a CPAN advocate. Contact Diane Reed Taylor, RN, BSN, at diane.reed@ocsn.org for more information. If interested in attending, please call 918-505-3200 or visit a scheduling desk to reserve your seat.



CANCER PREVENTION & WELLNESS
MARCH 25, 2020 | 12-1 PM
2ND FLOOR CONFERENCE ROOM

Florida Cancer Specialists & Research Institute ...
February 10 at 1:11 PM ·

What is community oncology and how can it impact the level and treatment options of care for cancer patients? Join the FCS Community Oncology Alliance Patient Advocacy Network (CPAN) this Wednesday evening, February 12 from 5:30-6:30 p.m. in five FCS practices throughout the state (Clearwater, Gainesville, Fort Myers, Lakewood Ranch and The Villages) for a free education session. Community Oncology Alliance. RSVP today to CPAN@fcsr.com. https://youtu.be/_4R63cqv3vQ



YOUTUBE.COM
The Value of Community Oncology: Cutting Edge Cancer Care
This video is part of Community Oncology TV.



Fort Wayne Medical Oncology and Hematology ...
August 14 ·

In case you have missed the live virtual event, you can listen to the video below to hear Dr. Thompson speak on how where you are treated matters.

Learn the differences on where you get care and how that can impact you in receiving treatment or clinical trials.



Northwest Medical Specialties ...
July 1 ·

Community Oncology Advocacy Summit: Cancer Care in a Covid-19 World

July 15, 2020

<https://events.communityoncology.org/AdvocacySummit...>

The virtual Community Oncology Advocacy Summit: Cancer Care in a COVID-19 World will be an exciting day featuring the latest updates and education on key issues impacting cancer care in America today. The coronavirus has disrupted every aspect of cancer care, from diagnosis to treatment, and beyond.... See More



CPAN Practice/Chapter based events provide education about important oncology issues

1/4/2020: Cancer Center of Middle Georgia

1/9/2020: Augusta Oncology

2/3/2020: Hematology Oncology Associates of Central NY – Sit in My Chair

2/12/2020: Florida Cancer Specialists

2/17/2020: Eastern CT Hematology Oncology

2/17/2020: Hematology Oncology Associates of Central NY

2/25/2020: Northwest Medical Specialties

2/26/2020: Tennessee Oncology

11/20/2020: Fort Wayne Medical Hematology Oncology

12/10/2020: Augusta Oncology

12/14/2020: Hematology Oncology Associates of Central NY

12/18/2020: Genesis Cancer Center CPAN Chapter Launch



“Fail-First” Step Therapy
Putting patients with cancer at risk



Community Oncology
Where you're treated makes a difference

White & Brown Bagging Policies Put Patients at Risk



**COMMUNITY ONCOLOGY ALLIANCE
PATIENT ADVOCACY NETWORK
CHAPTER LAUNCH**

Genesis Cancer Center

December 18, 2020

To learn more about our CPAN chapters

Visit www.coaAdvocacy.org



CPAN Cancer Center of Middle Georgia Chapter Dublin, GA



Founded in 2015 – State-of-the-art facilities with amenities under one roof



2 physicians, 1 pharmacy technician, 5 nurses, 2 nurse practitioners & 1 physician's assistant



1,300+ new patients a year



financial navigators, pharmacy, imaging, social worker & clinical trials



[Click here to view photo/video gallery](#)



[View more videos here](#)



[Enter the reading room](#)



[Share your story](#)

Advocating for Rural America



At Cancer Center of Middle Georgia (CCMG), medical oncologist and hematologist Dr. Harsha Vyas is a driving factor behind its CPAN Chapter's success. From his experience advocating for policies that promote affordable cancer care nationally, he knows that engaging his clinical team and administrative staff in grassroots advocacy opens new doors and provides a voice for the rural cancer patients who walk through the clinic's doors.

CCMG's staff and clinical teams have a clear understanding of the regulations and policies that harm their patients. CPAN gives them the forum and voice to question prior authorizations that can severely delay critical treatment, and better navigate a complicated payment system.

Dr. Vyas and chapter leader Amber Jenkins were selected to represent strong CPAN advocates and supporters. From meetings on Capitol Hill in Washington, DC to leading CPAN meetings at their cancer center, they are truly ADVOCATES FOR THE CARE. They share their patients' stories directly with senators, asking for policy support to keep community oncology practices financially stable, thriving, and able to serve patients who depend on local cancer care. With their "roll up your sleeves and get to work" mentality, the CPAN CCMG Chapter does its part to ensure lawmakers know the value of personalized, high quality, affordable community oncology care provided by local practices serving rural America.

"Through CPAN, we give our patients a voice. We see the effect of bad policy on patients who desperately need compassionate, affordable care. That's why we choose to advocate."
– Amber Jenkins, BS, Clinical Research Coordinator, CPAN Chapter Advocacy Leader

CPAN Also Provides Education Through the Media*









Celebrate cancer's unsung heroes
> LEARN MORE FROM YOUR CANCER

Login | Register | f | t | e | Subscribe

News Media Resources Contributors Conferences Partners Publications CE

As Shift Toward Telemedicine Continues, In-Home Infusions Remain a No-Go

BRIELLE BENYON
Monday, April 27, 2020







     

The coronavirus disease 2019 (COVID-19) pandemic is drastically changing how cancer is being treated, with an emphasis on triaging patients for in-clinic visits, as well as using home care and telemedicine when possible. While keeping patients at home decreases their risk of contracting the virus, it can also create challenges and safety issues when it comes to procedures like infusions.

The Community Oncology Alliance (COA) recently issued a statement that they are against in-home infusions of chemotherapy, immunotherapy, and cancer supportive drugs.

Alternative Recruitment Models for Oncology Nurses: An Outpatient RN Residency Program

LANCE ORTEGA MBA, BSN, RN, OCN, DIRECTOR, NURSING SERVICES, TEXAS ONCOLOGY-OPERATIONAL EXCELLENCE | April 03, 2020

Oncology nurse recruitment and retention are becoming increasingly more difficult year after year. The nursing profession, in general, finds itself in potentially dire shortages with the latest numbers from the US Bureau of Labor Statistics estimating that almost 11 million additional nurses are needed to avoid a further shortage.¹ Nursing shortages have been linked to increased burnout, job dissatisfaction, higher turnover rates, and nurses leaving the profession altogether. Additionally, nursing shortages lead to errors and increased risk for poor patient outcomes, including higher mortality rates.²

September 5, 2020 • Volume 42, Number 17

oncology-times.com

ONCOLOGY TIMES®

Independent News on
HEMATOLOGY / ONCOLOGY

Community Oncologists Take on the Pandemic's Challenges


BY PEGGY EASTMAN

In the COVID-19 era, community oncology practices are making changes to serve their patients safely. They described these changes during the virtual Community Oncology Advocacy Summit sponsored by the Community Oncology Alliance (COA), whose membership is comprised of physician-owned practices.

"Taking care of patients during COVID is an entirely new experience," said Rose Gerber, a cancer survivor and COA's Director of Patient Advocacy and Education. She noted that the COA Patient Advocacy Network focuses on and advocates for patients' needs at the federal, congressional, and community level.

"What is the new normal?" asked Ted Okon, MBA, Executive Director of COA. He noted that oncology practices had to rethink everything

Continued on page 6



SHUTTERSTOCK

New Clinical Practice Guidelines on AML in Older Adults

The American Society of Hematology (ASH) published new guidelines to help older adults with acute myeloid leukemia (AML) and their health care providers make critical care decisions, including if and how to proceed with cancer treatment and the need for blood transfusions for those in hospice care.

Each year, nearly 20,000 people receive a diagnosis of AML. The disease generally develops in older people; the median age of diagnosis is 68. As the Baby Boomer generation ages and the average demographic age in the United States increases, evidence-based recommendations for the optimal treatment of older adults with AML take on greater urgency and importance.

The ASH 2020 Guidelines for Treating Newly Diagnosed Acute

CPAN Supports the Advocacy Efforts of our Corporate Members*



**A sampling*

CPAN Promotes the Value of Community Oncology with External Advocacy Groups*



17:15 Understanding the Role of Community Oncology in Clinical Trials & Patient Engagement



Rose Gerber, Director, Patient Advocacy and Education & 3x clinical trial participant, Community Oncology Alliance (COA)

Participation in clinical trials provides great value to patients, clinicians and researchers. With community oncologists treating the majority of cancer patients in the US, their role is critical in clinical trial recruitment and enrollment. Hear from clinicians and clinical trial participants about the importance of bringing trials to where the patient is being treated. Topics to be discussed: 1) Understanding the value of clinical trials offered in the community (independent physician owned) cancer setting, 2) Learn how to engage clinical trial participants to act as ambassadors in increasing enrollment in clinical trials, and 3) Gain insight from community oncology patients and clinicians about the clinical trial experience in a community setting vs. the academic settings.

Session 1: Understanding the Role of Community Oncology in Clinical Trials & Patient Engagement

Rose Gerber, Director, Patient Advocacy and Education & 3x clinical trial participant, Community Oncology Alliance (COA)

Session 2: LIVE: Utilizing Patient Expertise and Community Oncology in Trial Design and Continued Engagement

PANEL MODERATOR:

Hollie Schmidt, Vice President, Scientific Operations, Accelerated Cure Project for MS

PANELISTS:

Rose Gerber, Director, Patient Advocacy and Education & 3x clinical trial participant, Community Oncology Alliance (COA)

Christina Roman, MPH, Senior Manager of Community Engagement, Community Partnerships, Cystic Fibrosis Foundation

Emma D'Agostino, CF Patient, Patient Advocate, Member of FDA Review Committee

Rob Long, Executive Director, Uplifting Athletes

The image shows a poster for a virtual event. At the top is the UCL logo. The title is 'The Impact of the Covid-19 Pandemic on New and Ongoing Clinical Trials'. Below the title is a subtitle: 'Navigating the COVID-19 Pandemic, Preparing for the Rest of 2020 & Planning a Return to "Normalcy" in the New Clinical Trial Landscape'. The dates are 'June 25 - 26, 2020 | Virtual Event'. Below the poster is a 'Meet the Speakers' section with a link to view the event program. It lists six speakers with their photos and titles: Len Rosenberg (Head, Clinical Operations, Beat AM/LLS, LEUKEMIA & LYMPHOMA SOCIETY), Leslie Jebson (Executive Director, Clinical Strategy, Texas A&M Health), Diane Maloney (Associate Director Policy, Center for Biologics Evaluation and Research (CBER), Food and Drug Administration (FDA)), Rose Gerber (Director of Patient Advocacy and Education, Community Oncology Alliance (COA)), Jennifer Healey (Head of Global Medical Operations, Sanofi), and Jeff Douglas (Head of Clinical Operations, Myokardia).

6/25-6/26/2020 - Unite Life Sciences - The Impact of the Covid-19 Pandemic on New and Ongoing Clinical Trials - Virtual Summit

Virtual Roundtable: Patient Engagement in 2020 and Beyond

Explore strategies to take advantage of decentralized, patient-centric approaches and opportunities.

- **Leslie Jebson**, Executive Director of Clinical Business Operations Texas A&M Health Science Center
- **Rose Gerber**, Director of Patient Advocacy and Education, Community Oncology Alliance (COA)

9TH ANNUAL STRATEGIC PATIENT ADVOCACY ENGAGEMENT CONFERENCE



7/14-7/16/2020 - 9th Annual Strategic Patient Advocacy Engagement Conference *Define the Role of Patient Advocacy Teams and Demonstrate Value within Life Science Organizations.*

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

*A sampling

Cancer Didn't Stop During the Pandemic and Neither Did our Advocacy



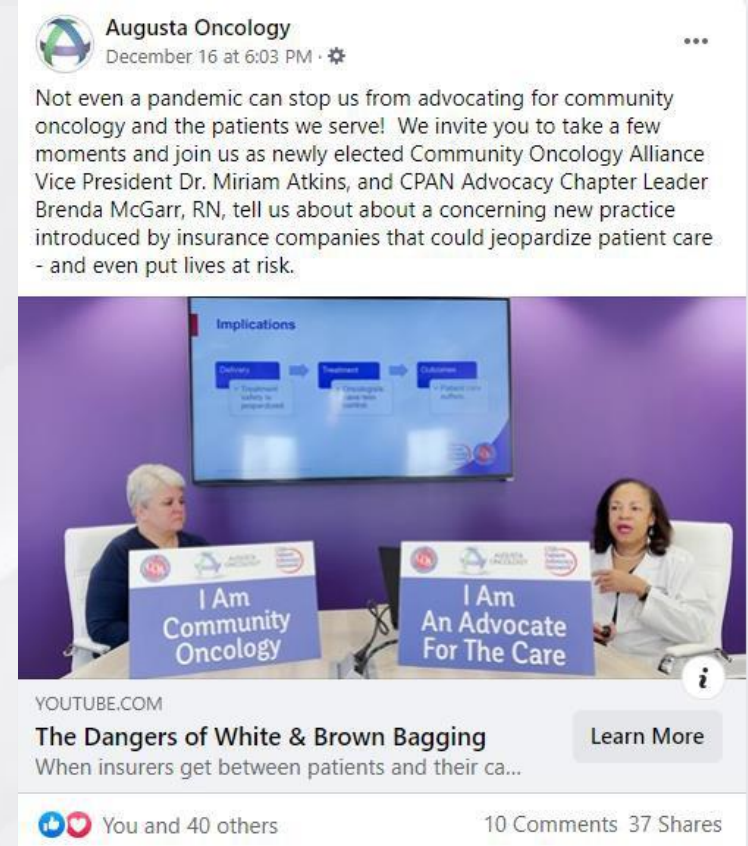
Chelsea Klock, RN, CPAN Chapter Advocacy Leader, **Hematology Oncology Associates of Central NY** - *Sit in My Chair* with the Deputy Mayor of Syracuse Sharon Owens. (Deputy Mayor Owens is holding a bag of drugs worth \$100,000 that were wasted due to PBMs)



Cyndi Przekop, RN, BSN, CPAN Chapter Advocacy Leader, **Eastern Connecticut Hematology Oncology**. One of our many CPAN Chapter Advocacy Leaders/nurses working through COVID-19.



Lisa Poiry, RN, CPAN Chapter Advocacy Leader and Lakshmi Aggarwal, M.D., CPAN Medical Co-Chair, **Fort Wayne Medical Oncology Hematology**, Indiana, Facebook Live advocacy event.



Brenda McGarr, RN, CPAN Chapter Advocacy Leader and Miriam Atkins, M.D., CPAN Medical Co-Chair, **Augusta Oncology**, Georgia, virtual advocacy event.

Thank You CPAN Chapters!

Engaging with CPAN is easy with our new virtual advocacy events

COMMUNITY ONCOLOGY ADVOCACY SUMMIT: CANCER CARE IN A COVID-19 WORLD

CONFERENCE AGENDA \ WEDNESDAY, JULY 15, 2020



10:00 – 10:10 AM	WELCOME <ul style="list-style-type: none"> Rose Gerber, Director of Patient Advocacy & Education, Community Oncology Alliance (COA)
10:15 – 10:55 AM	TREATING CANCER DURING THE COVID-19 CRISIS: PERSPECTIVES FROM THE FRONTLINES <ul style="list-style-type: none"> Lakshmi Aggarwal, MD, CPAN Medical Co-Chair, Fort Wayne Medical Oncology Hematology Miriam Atkins, MD, FACP, CPAN Medical Co-Chair, Augusta Oncology
11:00 – 11:40 AM	HOW COVID-19 IS IMPACTING CANCER CARE: DATA & PROJECTIONS <ul style="list-style-type: none"> Bobby Green, MD, Chief Medical Officer, Flatiron Health Lucio Gordan, MD, Managing Physician, President, Florida Cancer Specialists & Research Institute
11:45 AM – 12:25 PM	HOW PATIENT ADVOCACY ORGANIZATIONS ARE DEALING WITH CANCER & COVID-19: MORNING SESSION <ul style="list-style-type: none"> Trish Goldsmith, Chief Executive Officer, CancerCare Amy Niles, MBA, Executive Vice President, Patient Access Network (PAN) Foundation
12:25 – 1:10 PM	BREAK
1:10 – 1:50 PM	USE OF TELEMEDICINE IN CANCER CARE DURING COVID-19 <ul style="list-style-type: none"> Debra Patt, MD, MPH, MBA, Vice President, Texas Oncology Alti Rahman, MHA, MBA, CSSBB, Practice Administrator, Oncology Consultants
1:55 – 2:35 PM	CANCER CARE LEGISLATION & ADVOCACY DURING & AFTER COVID-19 <ul style="list-style-type: none"> Ted Okon, MBA, Executive Director, Community Oncology Alliance (COA)
2:40 – 3:20 PM	HOW PATIENT ADVOCACY ORGANIZATIONS ARE DEALING WITH CANCER & COVID-19: AFTERNOON SESSION <ul style="list-style-type: none"> Alan Balch, PhD, Chief Executive Officer, National Patient Advocate Foundation Kim Thiboldeaux, Chief Executive Officer, Cancer Support Community
3:25 – 4:05 PM	HOW CANCER CARE MAY CHANGE POST COVID-19 <ul style="list-style-type: none"> Barry Russo, MBA, Chief Executive Officer, The Center for Cancer & Blood Disorders Anthony Scalzo, MD, President, Hematology Oncology Associates of CNY
4:05 – 4:15 PM	CLOSING REMARKS <ul style="list-style-type: none"> Rose Gerber, Director of Patient Advocacy & Education, Community Oncology Alliance (COA)

You're invited to join our monthly virtual CPAN Advocacy Chat series with COA's Advocacy Director, Rose Gerber and National Oncology and Advocacy Experts

December 9, 2020 | 12:00-12:30 pm ET

Insight into the special relationship between patients and physicians
Between Life and Death from despair to hope

Rose Gerber
Community Oncology Alliance

Kashyap Patel, MD,
Carolina Blood & Cancer Care Associates

The relationship between cancer patients and their oncologists is very special and often endures for years beyond initial diagnosis. During this advocacy chat you will hear stories from Kashyap Patel, MD, as shared in his new book, *Between Life and Death from despair to hope*.

The Problem with White & Brown Bagging
What Patients Need to Know

Barbara McAneny, MD
Immediate Past President,
American Medical Association

Rose Gerber
Director of Patient Advocacy and
Education, Community Oncology Alliance

12pm ET | October 4, 2020

Emotional and Financial Resources for Patients
Helping patients, family, and caregivers cope with cancer

Patricia Goldsmith

Rose Gerber

12pm ET | September 9, 2020

The 2020 State of Cancer Survivorship
Wisdom from the Survivor Perspective

Shelley Fuld Nasso, MPP
CEO, National Coalition for
Cancer Survivorship

Rose Gerber
Director of Patient Advocacy and
Education, Community Oncology Alliance

12pm ET | November 4, 2020

Community Oncology:
Where you are treated makes a
difference
August 12, 2020

Mark Thompson, MD
Medical Director of Public Policy
Community Oncology Alliance

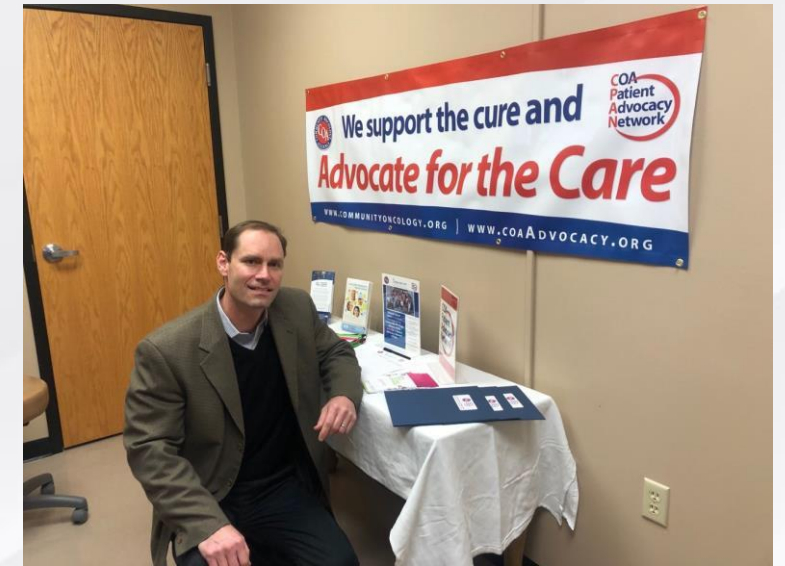
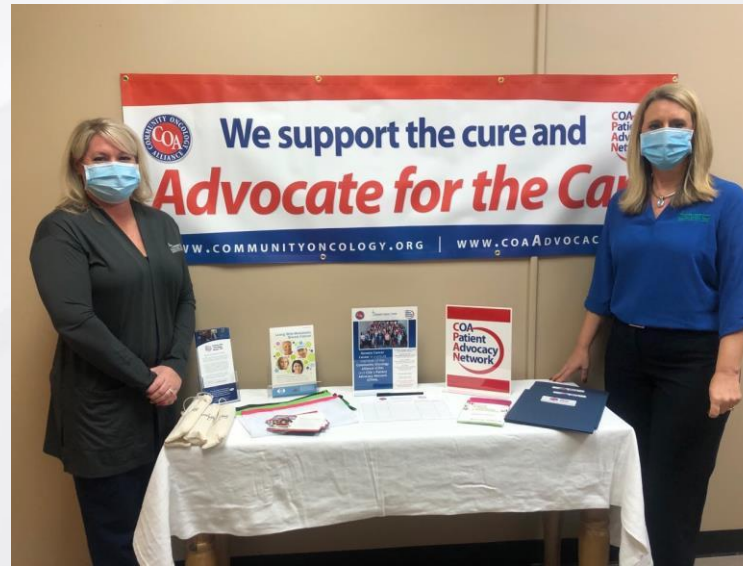
Rose Gerber
Director of Patient Advocacy
& Education
Community Oncology Alliance

Welcome Genesis Cancer Center!

CPAN Chapter Launch 12/18/2020



Our Newest CPAN Advocates Working Through COVID & Demonstrating The Spirit of Advocacy



Dr. Stephen "Fred" Divers
Genesis Cancer Center/
COA Board Member

CPAN closed out the year by continuing to educate patients about important and timely oncology issues

The Oncologist Perspective



Debra Patt, MD



Lucio Gordan, MD



Ted Okon, MBA

Advocacy Chat: What does the Most Favored Nation (MFN) drug pricing “model” mean for patients? 12/22/2020

Upcoming Learning & Advocacy Opportunities



- Monthly CPAN News Bulletin
 - www.coaAdvocacy.org/subscribe-to-updates/
- National Community Oncology Conference - April 8-9, 2021
- National Advocacy Summit - July 21, 2021
- Quarterly practice/CPAN chapter-based events
- Monthly Advocacy Chat webinars with national oncology & advocacy experts
 - 2nd Wednesday of every month 12:00 p.m. **Eastern Time**
 - Next up: The COA Crystal Ball, January 13, 2021
 - To register: www.coaAdvocacy.org



advocacy CHATS COA Patient Advocacy Network

Please join us for our monthly virtual
CPAN Advocacy Chat

Wednesday | January 13, 2021 | 12:00-12:30 pm ET

The COA Crystal Ball
Predictions for Legislation & Regulation in 2021



Ted Okon
Community Oncology Alliance



Rose Gerber
Community Oncology Alliance

Ted Okon, COA's executive director, will provide insight into multiple hot topic policy issues impacting patient care in 2021. From PBM's to drug pricing issues to what might be on deck for the new president's administration.

To register SCAN QR code
Or visit www.coaAdvocacy.org
(Upcoming Events)



SCAN ME

Thank you for being a part of the Community Oncology Alliance Patient Advocacy Network!



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



Miriam Atkins, MD
CPAN Medical Co-Chair
Augusta Oncology



Rose Gerber
Director of Patient Advocacy
& Education
Community Oncology Alliance



Tracey Banks
CPAN Executive Assistant
Community Oncology Alliance

We Are Advocates for the Care!

