

# 2023 CPAN Advocacy Year in Review



Rose Gerber MS  
Director of Patient Advocacy/Cancer Survivor  
Community Oncology Alliance

Emily Touloukian, DO  
CPAN Medical Co-Chair  
Coastal Cancer Center, SC

Harsh Vyas, MD  
CPAN Medical Co-Chair  
Cancer Center of Middle Georgia



# 2023 CPAN Advocacy Highlights




In 2023, COA's Patient Advocacy Network (**CPAN**) provided advocacy, education, and engagement opportunities in multiple ways. Key outcomes included 14 live advocacy events at community oncology practices including new CPAN chapter launches in Nevada, Ohio, and South Carolina. CPAN advocates and leadership stories were featured in multiple media publications, websites, social media, and COA's Faces of Community Oncology campaign.

CPAN advocates served on patient advisory boards, led practice based events, and participated in local and national advocacy events including COA's Capitol Hill Day and COA's annual conference. CPAN's leadership team spoke at multiple national oncology and advocacy conferences.

CPAN also supported multiple industry partners in their advocacy efforts and engaged with multiple national advocacy organizations. CPAN's educational efforts included CPAN Advocacy Chats, a monthly virtual advocacy series featuring national experts providing education on a variety of topics including national policy insights, the impact of health equity in cancer care, clinical trials in the community setting, Health Insurance Open Enrollment: What Patients Need to Know, and additional topics.

## **Rose Gerber**

Director of Patient Advocacy and Education  
Community Oncology Alliance (COA)



***CPAN Provides Advocacy Education  
in Community Oncology Practices  
Across the U.S***





**Raja Mehdi, MD**  
Medical Oncologist



**Sunshine Maracle**  
CPAN Chapter  
Advocacy Co-Leader



**Becky Collet**  
CPAN Chapter  
Advocacy Co-Leader





# Chapter Launch







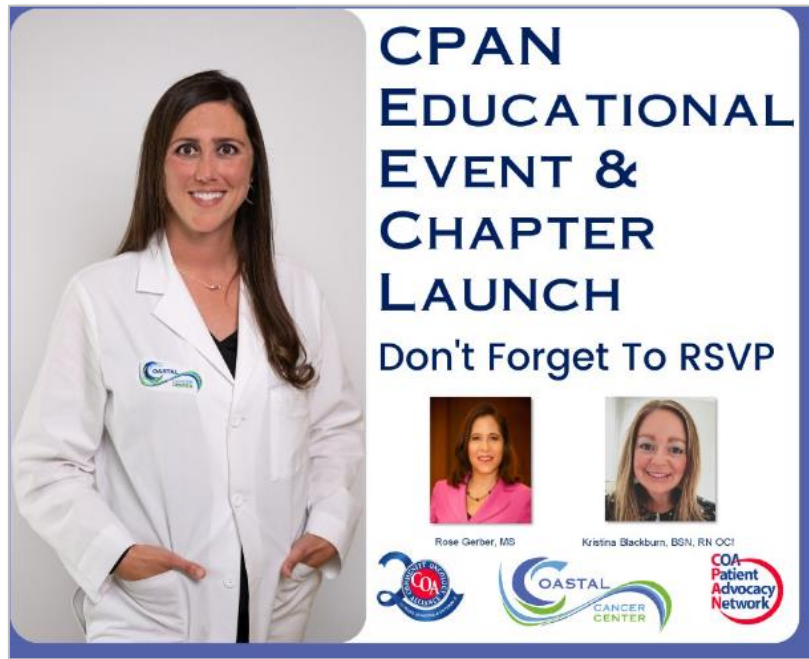
# Chapter Launch



Coastal Cancer Center · Follow


5d · 🌐

Coastal Cancer Center is teaming up with the Community Oncology Alliance (COA) Patient Advocacy Network to launch a local chapter. Don't forget to RSVP to our CPAN chapter launch & educational event this Thursday, July 27!




**CPAN  
EDUCATIONAL  
EVENT &  
CHAPTER  
LAUNCH**




Don't Forget To RSVP



Rose Gerber, MS



Kristina Blackburn, BSN, RN OC






# Chapter Launch



**Kristina Blackburn, RN**  
CPAN Chapter Advocacy  
Leader



**Emily Touloukian, DO**  
Medical Oncologist





**Michael Shook**  
Cancer Center  
Director



**Jill Reese, MS,**  
APRN OCN  
CPAN Chapter  
Advocacy Leader



**Hassan Issa, MD**  
Medical Oncologist

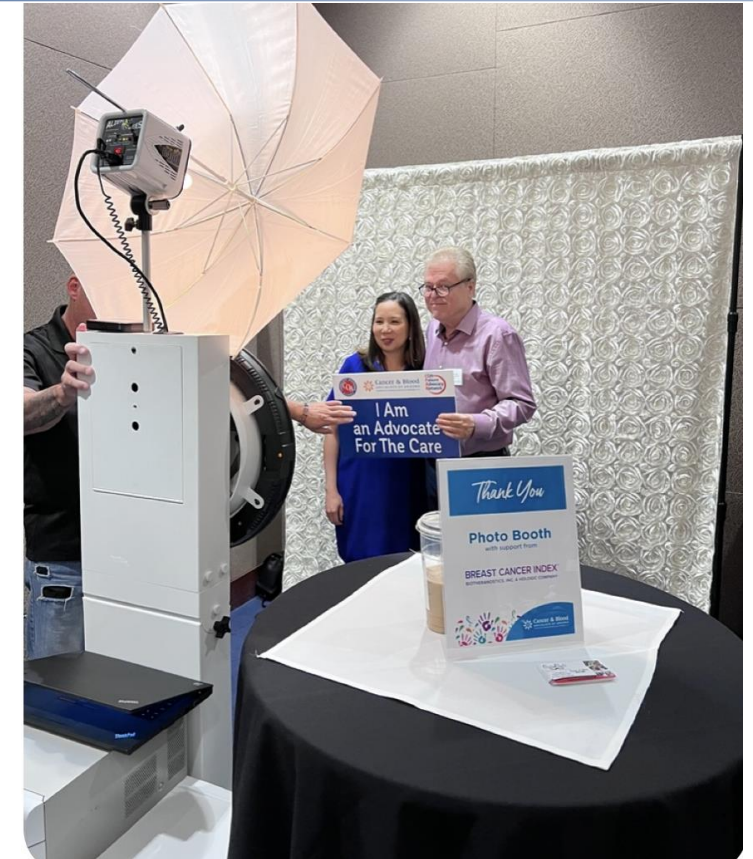




# Advocacy Educational Events

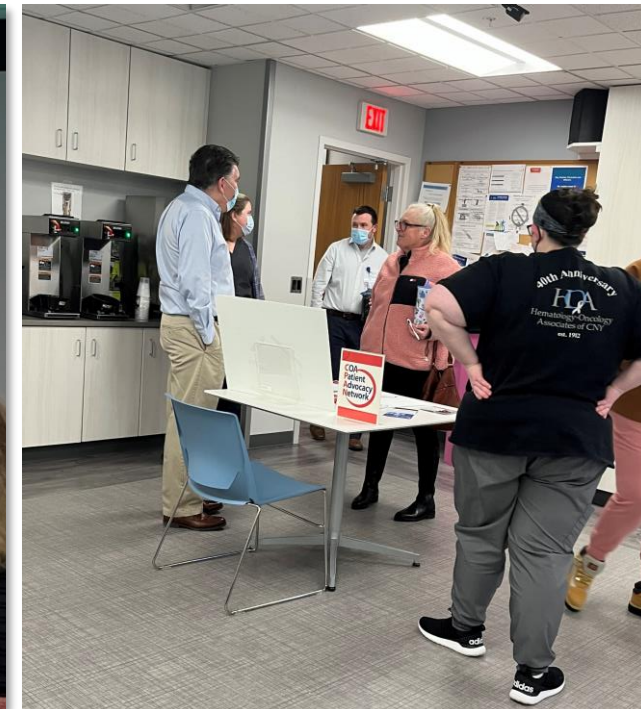
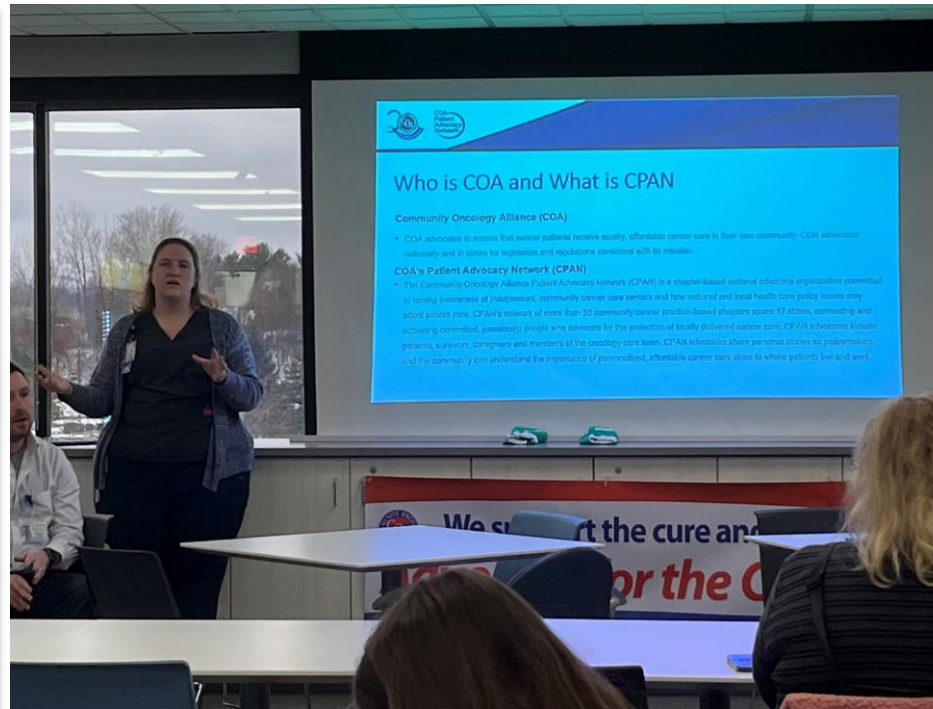


Eastern Connecticut Hematology Oncology CPAN Chapter  
**Biosimilars Educational Event**



Cancer & Blood Specialists of Arizona  
Jodie Stark, Practice Administrator  
Peter Mathern, MD  
**Survivors Day Event**





Jonas Congelli, RPH, Chief Strategy Officer, Nicholas Bouchard, PharmD, Director of Pharmacy and Chelsea Klock, RN, OCN, CPAN Chapter Leader, Hematology-Oncology Associates of Central NY CPAN Chapter - **Biosimilars Educational Event**





Lisa Poiry, RN, OCN, CPAN Chapter Advocacy Leader and Jennifer Lilly, RPh, Director of Pharmacy Services **Biosimilars and Patient Engagement Event.**



***CPAN Advocates Participate in National  
Advocacy and Oncology events***



# COA Conference CPAN Advocacy Workshop



- 19 Participants
- 11 Community Oncology Practices represented
- 10 States Represented: AZ, FL, GA, IN, NV, NY, OH, TN, TX, UT





# COA Conference CPAN Advocacy Workshop





# CPAN Advocates at the American Society of Clinical Oncology (ASCO) / Advocacy Pavilion





# COA Capitol Hill Day



Patients, oncologists, pharmacists, and other practice staff, shared their stories about how PBMs impede patient care.

## Focus

- Pharmacy Benefit Managers
- Timely Access to Clinical Treatment (TACT) Act

## Attendees

- 119 Total Hill Day Attendees
- 26 Survivors/Caregivers
- 45 Practices
- 32 States





# COA Capitol Hill Day



## Hill Day with [Community Oncology Alliance](#)

One action can create movement. This was a pivotal day in my career. Today was the very day I fell in love with lobbying for a great cause. Every bit of what we did was so important. From the doctors, healthcare workers, to the patients, our voices were heard. I got to be in the same room as Dr. Atkins and Dr. Divers! 150 people from all over the United States gathered to have their voices heard. ~**Sunshine Maracle, Survivor, Hope Cancer Care of Nevada**

I love being an [#Advocate](#) doing [#HillDay](#). Sharing my [#cancersurvivor](#) experience is both my passion and my purpose and I can't imagine doing anything else. Thank you to the [Community Oncology Alliance](#) for bringing me to Washington D.C. To discuss [#PBMs](#) and Timely Access to Clinical Treatment [#TACT](#) Act with our lawmakers.  
~**Chris White, Survivor**



# CPAN Advocates Featured in COA's Faces of Community Oncology Series



## Elevating The Power Of Patient Voices



"COA's support helps us advance our advocacy efforts. Through CPAN, our practice is able to bring efforts to the community level and provide education at the right place and time."

**LISA POIRY, RN, OCN**  
CPAN Chapter Advocacy Leader since 2018

[SEE THEIR STORY](#)

## Leading The Fight For Community Oncology



"Leading this CPAN chapter is about making sure those most affected have a say in policies that impact their cancer care. CPAN offers a community, a movement, and a sense of purpose."

**CHELSEA KLOCK, RN, OCN**  
CPAN Chapter Advocacy Leader since 2018

[SEE THEIR STORY](#)

## Taking Control Of Cancer Care

"I almost lost access to the cancer treatment my doctor knew was right for me—but thanks to CPAN I knew exactly what to do."

**ARMANDO LASTRA, RN**  
CPAN advocate since 2013



[SEE THEIR STORY](#)

## Inspired To Advocate

"CPAN gave me the voice I needed to stand up for patients, survivors, and the incredible community oncology professionals who were by my side throughout my cancer journey."

**BETTY APT**  
CPAN advocate since 2013



[SEE THEIR STORY](#)





***CPAN Provides Virtual Advocacy  
Education and Engagement  
Opportunities***

The CPAN Advocacy Chats series are 30-minute, monthly educational webinars.

Each month, a special guest joins **Rose Gerber, MS, COA's Director of Patient Advocacy & Education**, for educational conversations on cancer advocacy and policy.





# CPAN Advocacy Chats: Educational Conversations on Cancer Advocacy and Policy



**COA's Crystal Ball for 2023:  
What to expect from cancer  
policy in the year ahead**

**Ted Okon**  
Executive Director



**COA's Crystal Ball for 2023:  
What to expect from cancer  
policy in the year ahead**

**Nick Ferreyros**  
Managing Director



**The Role of Nutrition Before,  
During and After Cancer**

**Jennifer M. Lafferty, MS, RD,  
CSO, LD**  
Clinical Oncology Nutritionist



**The Impact of Health Equity  
in Cancer Care**

**Audrey Davis, LPC, PM-LPC**  
Director of Health Equity



**Clinical Trials in the Community  
Oncology Setting: Positive  
Impact on Patient Care**

**Colleen Lewis, MSN, ANP-BC,  
AOCNP**  
Vice President, Nursing &  
Research



**Cancer Survivorship: The  
Impact of Mental Health**

**Diane Simard**  
Founder  
Center for Oncology Psychology  
Excellence (COPE)



# CPAN Advocacy Chats: Educational Conversations on Cancer Advocacy and Policy



**Health Insurance Open Enrollment: What Patients Need to Know**

**Kathy Oubre**  
Chief Executive Officer



**The Role of Pharmacists in Community Oncology**

**Judy Alberto MHA, RPh, BCOP**  
Director of Clinical Initiatives



**The Role of Pharmacists in Community Oncology**

**Jonas Congelli, RPh**  
Chief Strategy Officer



**Knowledge is Power after a Pancreatic Cancer Diagnosis**

**Cindy Gavin**  
Founding Executive Director



**CPAN Advocacy Year in Review: Highlights from 2023**

**Chelsea Klock, RN, OCN**  
CPAN Chapter Advocacy Leader



**CPAN Advocacy Year in Review : Highlights from 2023**

**Lisa Poiry, RN, OCN**  
CPAN Chapter Advocacy Leader





# Thank you to our community oncology practices for their advocacy support!





**Fort Wayne Medical Oncology and Hematology**  
July 10 · 🌐

Fort Wayne Medical Oncology and Hematology  
Drug shortages and big decisions on health policies are on the agenda. We hope you'll register and make a point to listen in to this webinar.


**advocacy CHATS**  
EDUCATIONAL CONVERSATIONS

**The COA Policy and Advocacy Mid-Year Update**

 Nicolas Ferreyros  
Community Oncology Alliance

 Rose Gerber, MS  
Host

12pm ET | July 12, 2023



Community Oncology Alliance updated the event cover photo in The COA Policy and Advocacy Mid-Year Update: A CPAN Advocacy Chat .  
July 5 · 🌐

**AON** American Oncology Network, LLC  
13,302 followers  
2h · 🌐

On March 8, join Rose Gerber, MS, COA's Director of Patient Advocacy and Education and AON's, Jennifer Lafferty, MS, RD, CSO, Clinical Oncology Nutritionist Supervisor, to learn about the importance of evidence-based nutrition ...see more

**advocacy CHATS**  
EDUCATIONAL CONVERSATIONS

**Evidence-Based Nutrition for Patients with Cancer and Survivors**

 Jennifer Lafferty, MS, RD, CSO, LD, FAND  
American Oncology Network

 Rose Gerber, MS  
Host

12pm ET | Mar. 08, 2023




**Florida Cancer Specialists & Research Institute**  
2d · 🌐


FCS Vice President of Nursing & Research Colleen Lewis, MSN, ANP-BC, AOCNP will participate in this month's Advocacy Chat, hosted by the [Community Oncology Alliance Patient Advocacy Network \(CPAN\)](#) on Wednesday, May 17 at noon.

The chat will explore the positive impact of clinical trials, how they work and how to support the growth of clinical trials at the local practice level.

Register here: <https://coadvocacy.org/advocacy-chats/>


**advocacy CHATS**  
EDUCATIONAL CONVERSATIONS

 Colleen Lewis, MSN, ANP-BC, AOCNP  
Florida Cancer Specialists & Research Institute

 Rose Gerber, MS  
Host

**Clinical Trials in the Community Oncology Setting: Positive Impact on Patient Care**

12pm ET | May 17, 2023



# Thank you to our community oncology practices for their advocacy support



**Dayton Physicians Network**  
1,163 followers  
1w • 📍

**Community Oncology Alliance** is having another CPAN Advocacy Chat about Cancer Survivorship - The Impact on Mental Health.

...see more

**advocacy CHATS**  
EDUCATIONAL CONVERSATIONS

**Cancer Survivorship - The Impact on Mental Health**

Diane Simard  
Center for Oncology  
Psychology Excellence, U. of  
Denver

Rose Gerber, MS  
Host

12pm ET | June 21, 2023

**Eastern Connecticut Hematology and Oncology Associates - ECHO**  
6h • 📍

Join us for the next online CPAN Advocacy Chat on Wednesday, April 12th from 12:00pm-12:30pm ET. Hear from COA's Director of Patient Advocacy and Education Rose Gerber, MS, and Audrey Davis, LPC, PM-LPC, Director of Health Equity, Cancer Support Community, as they discuss how various socioeconomic factors can impact care and what can be done to overcome these factors. Click here to register: <https://bit.ly/3Kk4s8Z>  
#communityoncologyalliance

**advocacy CHATS** **COA Patient Advocacy Network**

**Please join us for our monthly virtual CPAN Advocacy Chat**  
**Educational Conversations on Cancer Advocacy and Policy**  
**Wednesday | April 12, 2023 | 12:00-12:30 pm ET**

**HQA Hematology-Oncology Associates of CNY** • Following  
Medical Practices

Pharmacists in community oncology practices wear many hats. We all know they fill prescriptions and handle medicine, but pharmacists also negotiate insurance issues, research financial assistance for patients, counsel patients on possible side effects, and join their colleagues as policy advocates.

On Wednesday, October 11 at noon ET, the **Community Oncology Alliance's** (COA) Patient Advocacy Network Advocacy Chat will feature our chief pharmacist, Jonas Congelli, RPh. He and Judy Alberto from COA will discuss the crucial role that oncology pharmacists play, roles that the public may not know they play, and how they spend each day working to make the patient's life easier. Join this exciting conversation by registering at the link below!  
[https://lnkd.in/e3\\_fKBjn](https://lnkd.in/e3_fKBjn)  
4316965390946/WN\_zydwM-fgQ6OQs48eR7YQjw

**advocacy CHATS**  
EDUCATIONAL CONVERSATIONS

**The Role of Pharmacists in Community Oncology**

Judy Alberto, MHA, RPh, BCOIP  
Community Oncology Alliance

Jonas Congelli, RPh  
Hematology-Oncology  
Associates of CNY

12pm ET | Oct 11, 2023





***CPAN Leadership Provides Advocacy  
Education Nationally***

# CPAN Medical Co-Chair Emily Touloukian, DO



**Medical Oncologist  
President, Coastal Cancer Center**

The screenshot shows a webpage from CURE with a navigation bar including 'cure', 'News', 'Videos', 'Conferences', 'Events', 'Resources', 'Subscribe', and 'Sign Up for eNews'. Below the navigation is a 'cancer HORIZONS' header with a 'Select a Cancer Type:' dropdown menu set to 'Lung'. A secondary navigation bar contains 'Overview', 'Types of Disease', 'Diagnosis', and 'Treatment'. The main article title is 'Immunotherapy May Improve Lung Cancer Outcomes, Reduce Side Effects', dated Jul 26, 2023, by Darlene Dobkowski, MA. It includes social media sharing icons and a small COA logo. The article text discusses immunotherapy for lung cancer, mentioning Emily Touloukian, president of Coastal Cancer Center and medical cochair of the COA Patient Advocacy Network. An illustration of human lungs is shown. The article concludes with a paragraph about immunotherapy's mechanism of action.

**Immunotherapy May Improve Lung Cancer Outcomes, Reduce Side Effects**

Jul 26, 2023  
Darlene Dobkowski, MA

News Article

Recent developments in the use of immunotherapy for lung cancer have provided more treatment options for patients while potentially reducing side effect profiles.

In recent years, immunotherapy has become an effective treatment option for patients with lung cancer and utilizes a patient's own immune system to attack cancer cells, an expert said.

There are even more advancements on the horizon that may further the use of immunotherapy in different stages of the disease, Emily Touloukian, president of Coastal Cancer Center in Myrtle Beach, South Carolina and a medical cochair of the COA Patient Advocacy Network, said in an email with CURE®.

Touloukian discussed how immunotherapy has different — but manageable — side effects as compared with chemotherapy, which patients may be better suited for the treatment and what may be expected of this therapy in the future.

**How can immunotherapy be an effective treatment option for patients with lung cancer?**

It's important that we make sure we understand the difference between chemotherapy and immunotherapy. Chemotherapies are drugs typically given through the IV, sometimes by mouth, that attack rapidly dividing cancer cells. And that's how a patient may get the side effects from it because not only are cancer cells rapidly dividing, but other cells in the body are dividing as well that line the stomach and (gastrointestinal [GI]) tract. Patients can get nausea, some diarrhea and hair loss that way.

Immunotherapy works differently, as it really revs up the body's immune system to wake up and attack the cancer cells. So a completely different mechanism of action, which, a lot of times, can be a little gentler on the body.



# CPAN Medical Co-Chair Emily Touloukian, DO



Oncology Conference  
Reimagining Innovation - Women Leaders in Oncology: A Panel Discussion

# CPAN Medical Co-Chair Harsha Vyas, MD



**President & CEO  
Cancer Center of Middle Georgia**

A screenshot of a Facebook event post from the 'Cancer Support Community' page. The post is for a 'Utilization Management Roundtable : Step Therapy' event. It features the Cancer Support Community logo and lists Dr. Harsha Vyas as the keynote speaker, along with Sarah Buchanan and Elif Andac-Jones as panelists. The event is scheduled for August 17, 2023, from 3-4 pm EST, and is a virtual event. A registration link is provided at the bottom: bit.ly/umroundtable23. A vertical label on the right side of the event card reads 'POLICY &amp; ADVOCACY'.



**Meeting with Representative Buddy Carter – Georgia Oncology Advocacy visit** (with Fred Schnell, MD/COA Chief Medical Officer). Discussed 340B, PBM's, pre-authorizations, step therapy and rural oncology.

A screenshot of the 'AliveandKick'n' podcast website. The website has a blue header with navigation links: Home, What is Lynch Syndrome, Education &amp; Advocacy, Resources, News, Support Us, and About. The main content area features a podcast player for 'ALIVEANDKICKN PODCAST - DR HARSHA VYAS'. The player includes a photo of Dr. Harsha Vyas, the text 'AliveandKick'n, the podcast hosted by Dave Dubin', and a play button. A progress bar at the bottom shows the video is at 00:00 of a 41:07 duration.



# CPAN Medical Co-Chair Harsha Vyas, MD



Congressional Updates and the Importance of  
Advocacy – AmerisourceBergen



Harsha Vyas, MD on Capitol Hill

# COA President & CPAN Past Medical Co-Chair - Miriam Atkins, MD



## Speaking Out video series

1. Health Care Disparities
2. Real World Oncology: From Patients to Payors
3. Challenges with Clinical Trials
4. How Oncology Care Has Changed Over the Years
5. Doctors Have /Feelings Too.



**Physician Owner and Partner  
AO Multispecialty Clinic**

### Related Videos



Cancer Care Improvements Have Come 'Leaps and Bounds' Over the Years



Oncologists Have Feelings Too: Navigating the Patient Physician Relationship



Debunking Myths of Clinical Trials for Cancer



Highlighting Geographic, Economic Disparities in Cancer Care



Jumping Through Hoops for Treatment



# COA Director of Patient Advocacy and Education – Rose Gerber, MS



WCG  
26,440 followers  
4d •

+ Follow

WCG's 2023 Patient Forum brought advocacy to the forefront of clinical research, offering a space for experts, patient advocates, and healthcare professionals to collaborate, discuss, and find patient-centric solutions for clinical trial ...see more

“  
An important  
part of  
empowerment  
is education.  
”



**Rose Gerber**  
Director of Patient  
Advocacy & Education  
Community Oncology Alliance



Cornell University

## Cornell Community Cancer Partnership

Connecting Cancer Researchers with the Local Community

Spring 2023 Weekend Workshop Series:

## Social Issues in Community Engagement by Cancer Scientists (BIOMS 5660)

Cornell College of Veterinary Medicine, Lecture Hall 4

Saturday, May 6, 2023

9:00 AM – 1:15 PM

To join virtually: <https://bit.ly/CCPWorkshopSeries>



Judd Wolchok, MD, PhD  
Medical Oncologist  
Meyer Cancer Center – Weill  
Cornell Medicine



Rose Gerber  
Director of Patient Advocacy and  
Education  
Community Oncology Alliance



Mohamad Verjee, MD  
Associate Professor of Family  
Medicine in Clinical Medicine  
Weill Cornell Medicine - Qatar



Stephanie Walker  
Advocate, Cancer Survivor  
MBC Alliance

# CPAN Supports the Advocacy Efforts of our Industry Partners - *a sampling ...*



Annual Science Day





# Thank You for your advocacy support!



We support the cure and



***Advocate for the Care***

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