

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

Harsha 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.

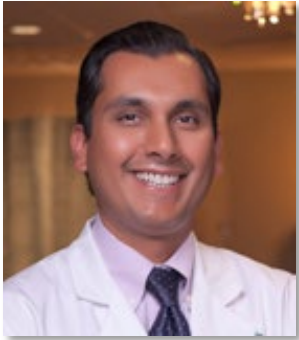
Rose Gerber

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



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

Chapter Launch



Raja Mehdi, MD
Medical Oncologist



Sunshine Maracle
CPAN Chapter
Advocacy Co-Leader



Becky Collet
CPAN Chapter
Advocacy Co-Leader





A DIVISION OF
AMERICAN ONCOLOGY PARTNERS, P.A.

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



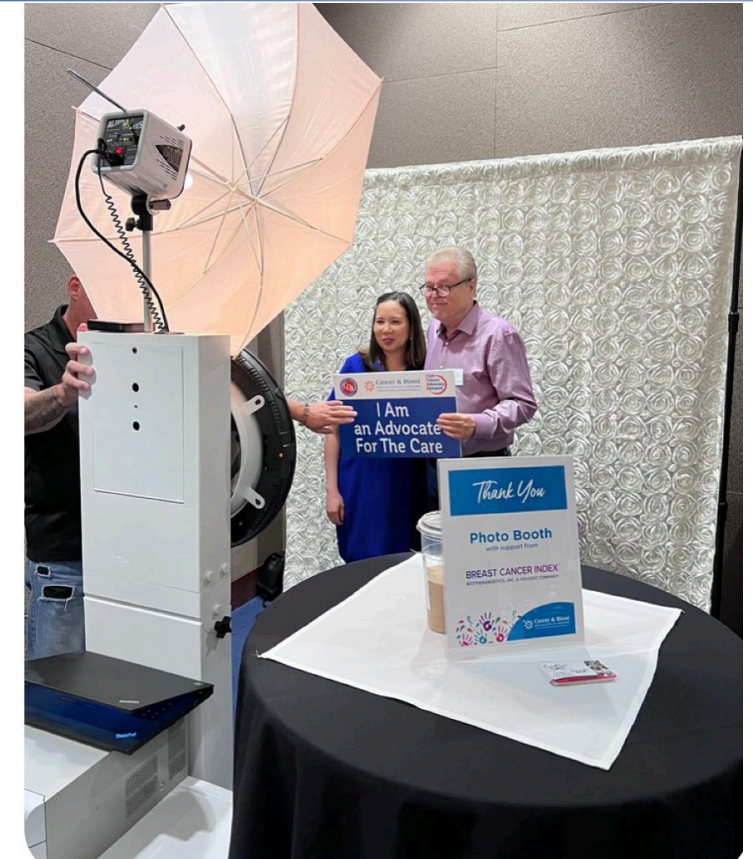
Hassan Issa, MD
Medical Oncologist



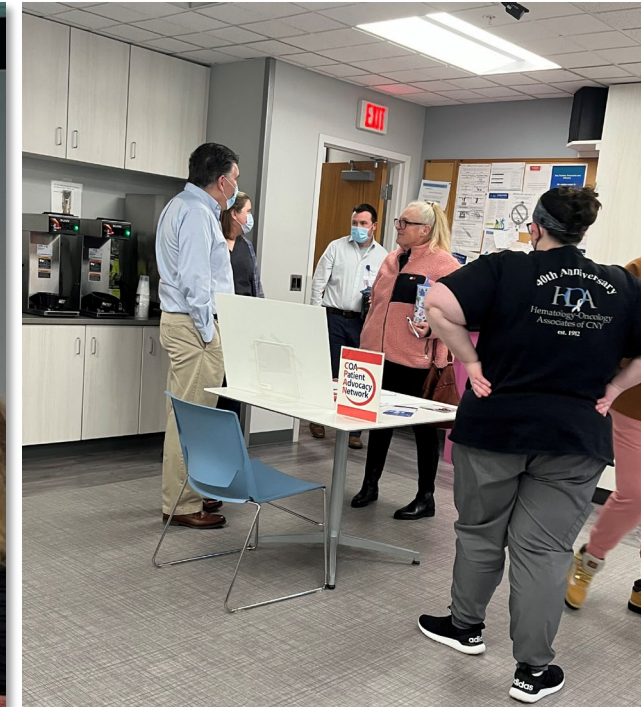
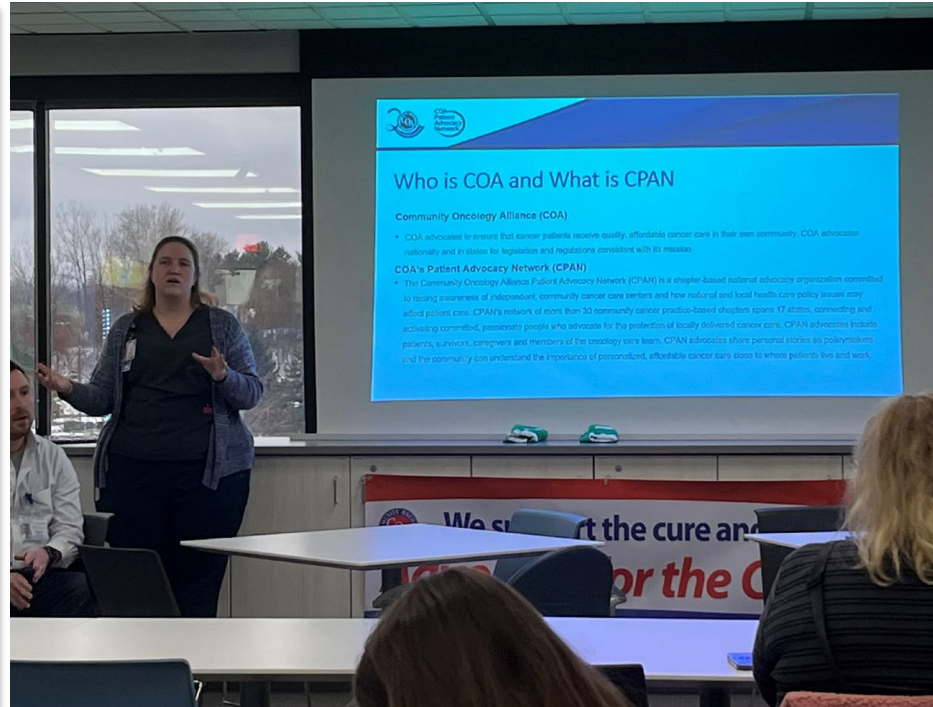
Advocacy Educational Events



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



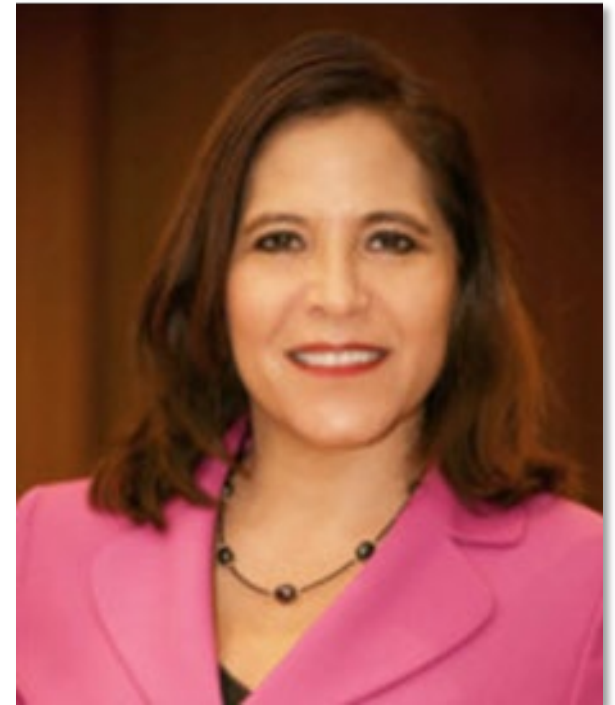
[SEE THEIR STORY](#)



***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.

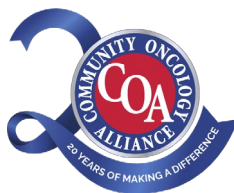


CPAN Advocacy Chats: Educational Conversations on Cancer Advocacy and Policy



**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!



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

AON
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

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 · 🌐

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

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
4316965390946/WN_zydwM-fgQ6OQs48eR7YQjw

advocacy CHATS
EDUCATIONAL CONVERSATIONS

The Role of Pharmacists in Community Oncology

Judy Alberto, MHA, RPh, BCOP
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 the CURE website interface. At the top, there's a navigation bar with 'cure' logo and links for News, Videos, Conferences, Events, Resources, Subscribe, and Sign Up for eNews. Below that is a 'cancer HORIZONS' header with a 'Select a Cancer Type:' dropdown menu set to 'Lung'. A secondary navigation bar has tabs for 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. There are social media sharing icons and a small COA Patient Advocacy Network logo. The article text discusses immunotherapy's effectiveness for lung cancer and mentions Emily Touloukian's perspective. An illustration of human lungs is shown. A caption below the illustration states: 'immunotherapy has drastically changed the treatment of lung cancer.'

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.

immunotherapy has drastically changed the treatment of lung cancer.

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

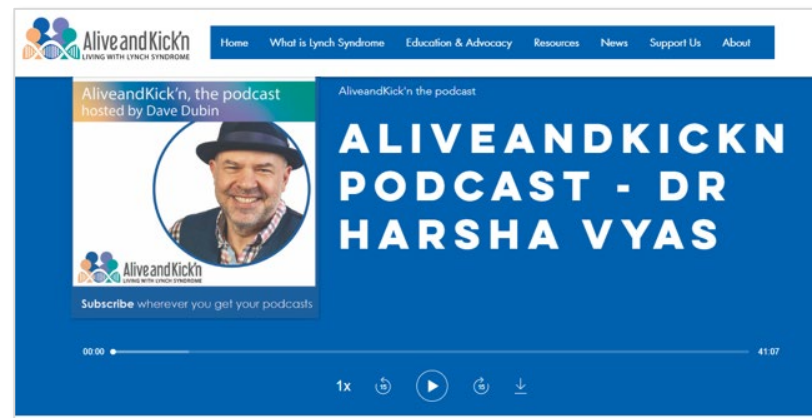
CPAN Medical Co-Chair Harsha Vyas, MD



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



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.



COA FELLOWS INITIATIVE
TAKING IT UP A NOTCH!
Harsha Vyas, MD FACP
Cancer Center of Middle Georgia
ION Exchange - November 11th, 2023

CANCER SUPPORT COMMUNITY
COMMUNITY IS STRONGER THAN CANCER

Register Now

Utilization Management Roundtable : Step Therapy

Keynote Speaker
Dr. Harsha Vyas, MD, FACP
Cancer Center of Middle Georgia

Panelists:
Sarah Buchanan National Psoriasis Foundation
Elif Andac-Jones, PhD Cancer Support Community

August 17, 2023 | **VIRTUAL EVENT**
3-4 pm EST

bit.ly/umroundtable23

POLICY & ADVOCACY

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**

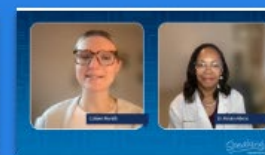
Related Videos



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



Mohamud 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 | www.coaADVOCACY.org