

COA's Patient Advocacy Network 2024 Advocacy Highlights

Rose Gerber, MS

Director of Patient Advocacy
Community Oncology Alliance

Emily Touloukian, DO

Medical Oncologist, President, Chief Executive Officer
COA Patient Advocacy Network Medical Co-chair
Coastal Cancer Center

Harsha Vyas, MD, FACP

Medical Oncologist, President, Chief Executive Officer
COA Patient Advocacy Network Medical Co-chair
Cancer Center of Middle Georgia



2024 CPAN Advocacy Highlights

Hello Advocates,

Through our collective efforts, CPAN provided advocates across the U.S. with multiple opportunities to ENGAGE with COA/CPAN and to become EMPOWERED as effective advocates for community oncology.

We...

- Amplified patient voices
- Expanded our Advocate Army by launching six new CPAN chapters adding to our established chapters across the US
- Hosted members of congress in our local cancer centers for COA's annual **Sit In My Chair** event
- Advocated on Capitol Hill for PBM reform and other issues impacting the patient and physician relationship
- Supported the advocacy efforts of our industry partners by sharing patient resources with our CPAN members
- Maintained high visibility at the national level by CPAN's leadership team serving as key opinion leaders/speakers at multiple advocacy events and through media outlets.

I also want to acknowledge our...

- CPAN chapter advocacy leaders for your contributions to the success of our advocacy initiatives, including serving as liaisons to patients and providers
- Patients and survivors for sharing your stories on Capitol Hill and for joining us for live and virtual advocacy events
- Practice based staff for collaborating with CPAN and our CPAN Chapter Advocacy leaders for successfully executing practice based CPAN events
- Nurses and oncologists, including our **CPAN medical co-chairs, Emily Touloukian, DO**, Medical Oncologist, President, Chief Executive Officer, Coastal Cancer Center and **Harsha Vyas, MD**, FACP, Medical Oncologist, President, Chief Executive Officer, Cancer Center of Middle Georgia for volunteering your time to educate our CPAN advocates.

In appreciation,

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

2024 by the Numbers

100+
New Advocates

10
oncologists
spoke at CPAN
events

9
Practices
featured in
CPAN's Monthly
News Bulletin

6
New CPAN Chapters
Launched in community
oncology practices in 5
states

12
CPAN Advocacy
Chats

2024 Capitol Hill
Day

CPAN Supported COA Initiatives
COA Administration Network (CAN)
Community Oncology Alliance
Pharmacy Association (COPA)
COA State Policy
Communications
Industry Partners

11
CPAN Chapter Advocacy
Leaders participated in
COA's Legislative
Leadership Program State
Policy Retreats

10
Nurses
Physician Liaisons
Social workers
Speakers

32
Advocates

16
States

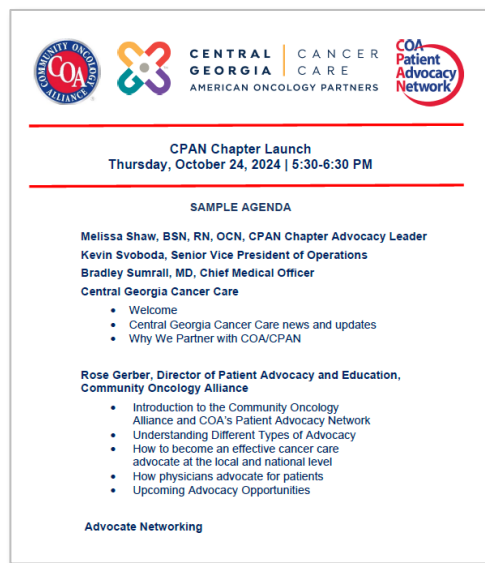
Multiple
Advocate
Opportunities



**CPAN Provided Year-Round Advocacy
Education and Engagement Opportunities**

CPAN Welcomed Six New CPAN Chapters

Snapshot of a CPAN Chapter Launch Event



Objective: Provide Education On Issues Relevant to Community Oncology Patients and Providers

Attendees include patients, survivors, caregivers, clinical and administrative staff.

Take Home Educational Packet (sampling)

- Fact Sheets
 - Getting to Know the Community Oncology Alliance (COA)
 - What is CPAN? COA's Patient Advocacy Network
- COA's Advocacy/Policy Initiatives
 - Pharmacy Benefit Managers: What Patients Need to Know
 - Health Equity in Cancer Care: What Patients Need to Know
- How You can get started as a CPAN Advocate
- We Need You post card

Introduction to COA/CPAN

How to Become an Effective Advocate

Ways to Get Involved



Kembly Mourelo, Physician Liaison, CPAN Chapter Advocacy Leader

Introduction to COA/CPAN

How to Become an Effective Advocate

Ways to Get Involved

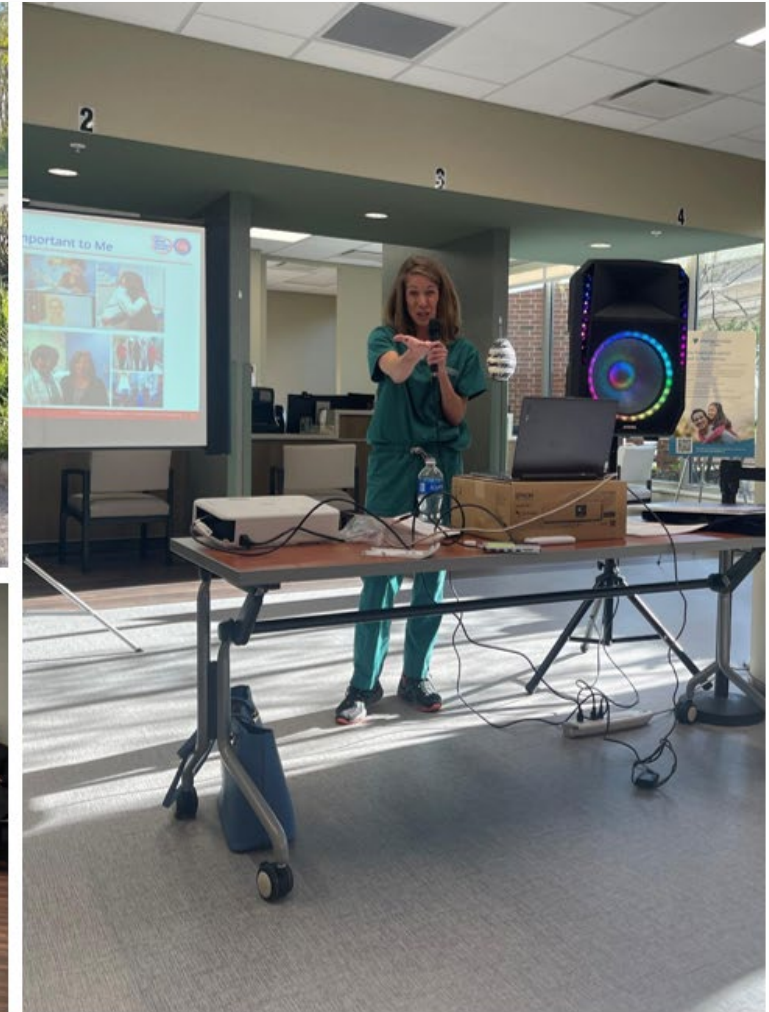


Paige Leykam, FNP-C, CPAN Chapter Advocacy Leader

Introduction
to COA/CPAN

How to
Become an
Effective
Advocate

Ways to Get
Involved



Dana Zager, MA, ATR-BC, MSW, LISW-S, OSW-C, ACHP-SW, Clinical Social Worker, CPAN Chapter Advocacy Leader

Introduction to COA/CPAN

How to Become an Effective Advocate

Ways to Get Involved

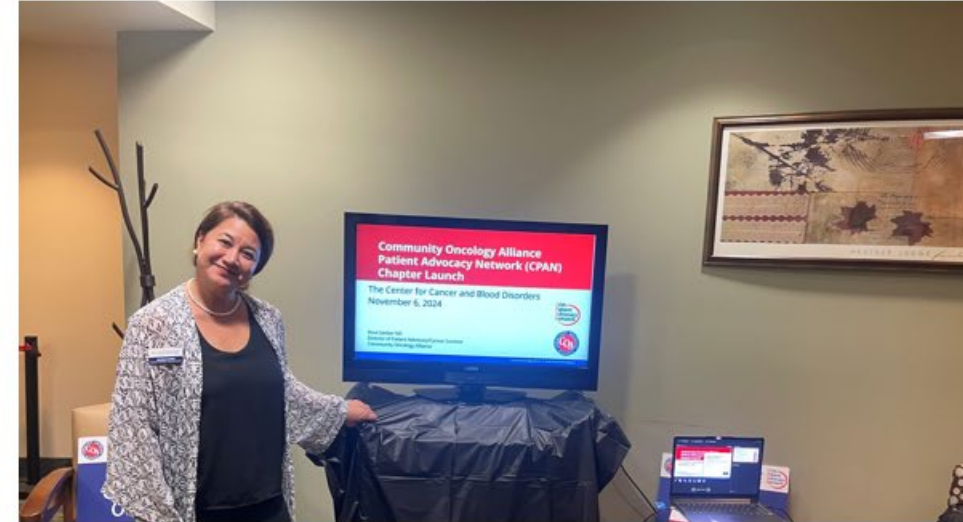
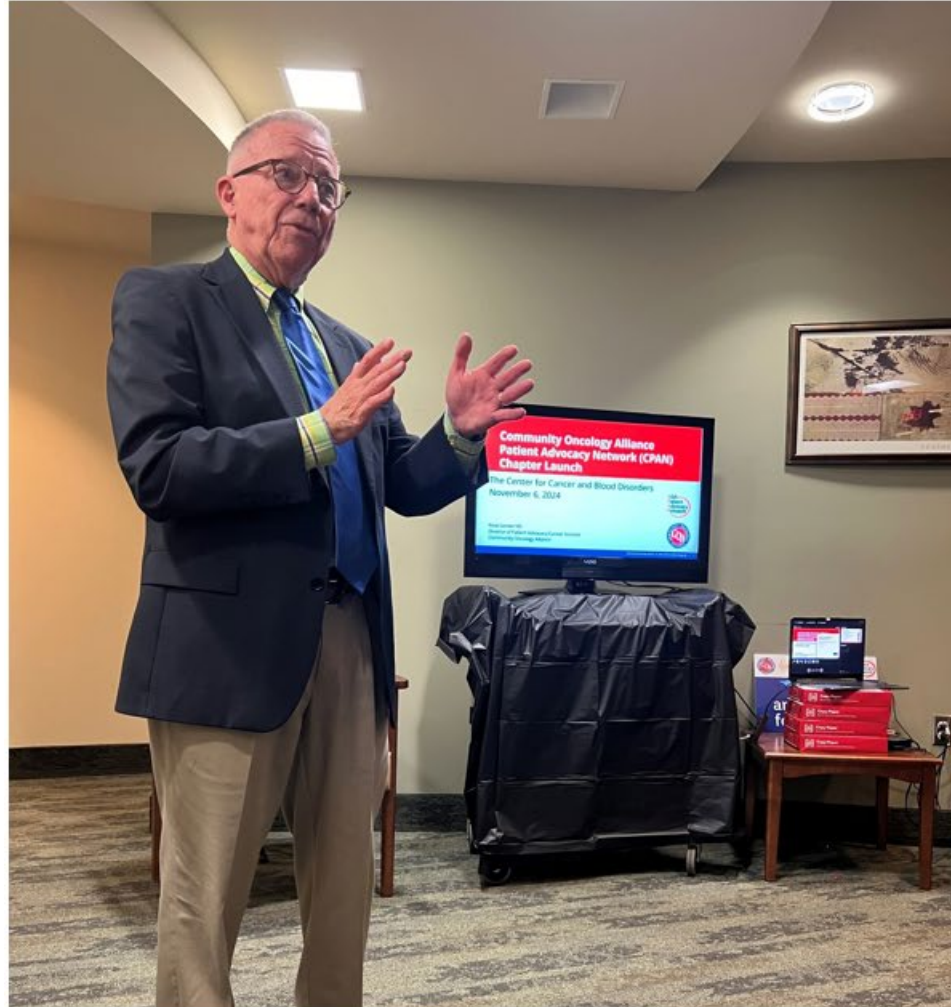


Melissa Shaw, RN, OCN, Director of Clinical Projects, CPAN Chapter Advocacy Leader

Introduction
to COA/CPAN

How to
Become an
Effective
Advocate

Ways to Get
Involved



Michelle Luiken, Regional Manager, Physician Liaison, CPAN Chapter Advocacy Leader

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Michelle Luiken, Regional Manager, Physician Liaison, CPAN Chapter Advocacy Leader

Monthly CPAN Advocacy Chats

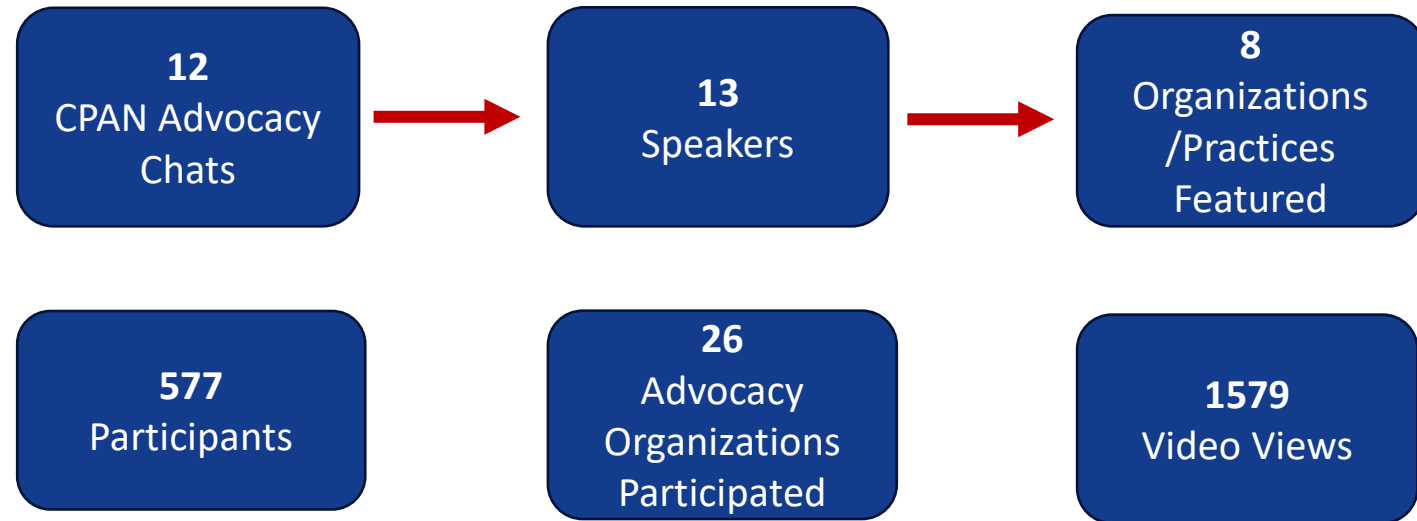
Educational Conversations on Cancer Advocacy & Policy



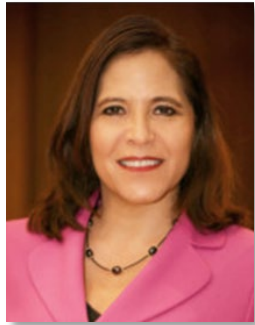
Nationally recognized health care policy and advocacy experts joined Rose Gerber for discussions on 2024 COA Initiatives which included policy priorities, Pharmacy Benefit Mangers, Health Equity, Pharmacists in Community Oncology, Caring for cancer patients in rural settings, and a variety of issues relevant to patients and providers.



Rose Gerber, MS
Director of Patient Advocacy
Community Oncology Alliance



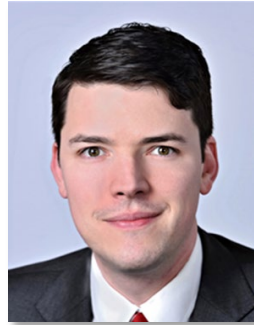
Guest Speakers Shared Their Knowledge with our Attendees



Rose Gerber, MS
Director, Patient Advocacy
& Education
Community Oncology
Alliance



Ted Okon
Executive Director
Community Oncology
Alliance



Nick Ferreyros
Managing Director
Community Oncology
Alliance



MaryAnn Fragola
Chief of Wellness Services
New York Cancer & Blood
Specialists



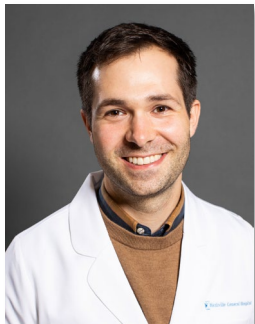
Trevor Maxwell
Founder/Chief Executive
Officer
Man Up To Cancer



Debra Patt, MD, PhD, MBA
Executive Vice President of
Policy & Strategy
Texas Oncology



Chelsea Klock, RN, OCN
CPAN Chapter Advocacy
Leader
Hematology-Oncology
Associates of Central NY



Richard L. Martin III, MD, MPH
Director, Health Equity and
Community Engagement
Tennessee Oncology



Harsha Vyas, MD, FACP
President and CEO,
Cancer Center of
Middle Georgia



Judy Alberto
Director of Clinical Initiatives
Community Oncology Alliance



Lisa Raff, PharmD, MS Pharm
Vice President, Pharmacy
Services
Tennessee Oncology



Kathy Oubre, MS
Chief Executive Officer
Pontchartrain Cancer Center



Angelina Lorello
Specialist, Advocacy & Patient
Experience Coordinator
New York Cancer & Blood
Specialists



Cynthia Przekop, RN, BSN
Director of Clinical Operations
Eastern Connecticut
Hematology Oncology

CPAN Chapters hosted Members of Congress to witness firsthand the value of community oncology



Sit In My Chair event – August Congressional Recess



Congressman Darren Soto
Florida (D-FL-9)



Congressman Joe Courtney
Connecticut (D-CT-2)



Congressman Nicholas LaLota
New York (R-NY-1)





Our community oncology practices collaborated with CPAN to promote advocacy engagement opportunities



 **Christine Pfaff, RPh** • 2nd
Senior Regional Director of Operations at American Onc...
2d • 

We finally started a CPAN chapter at Zangmeister Cancer Center. WHY? To preserve community oncology and the high quality, value-based care for OUR patients. [Rose Gerber, MS](#) with the [Community Oncology Alliance](#), [Jeanna Knoble](#) and [Dana Zager MA, ATR-BC, MSW, LISW-S, OSW-C, ACHP-SW](#) spoke to patients and caregivers about preserving the community oncology experience. Touched by our patients who voiced their appreciation for our physicians and staff. What an amazing night ❤️ [#weareon](#) [#communityoncology](#) [#cancerpatients](#) American Oncology Network



 **Coastal Cancer Center**
a day ago • 

Addressing health equity means tailoring treatment to a patient's needs: accommodating religious beliefs, providing financial assistance for those who need it, and breaking down language barriers. Tennessee Oncology is committed to addressing these needs so everyone can access lifesaving cancer treatment.

On Wednesday, July 17 at 12 p.m. ET, join Rose Gerber, MS, Director of Patient Advocacy & Education and Richard Martin III, MD, MPH, Director, Health Equity and Community Engagement, Tennessee Oncology for a chat on the importance of health equity and why community oncology is at the forefront of ensuring everyone has access to treatment.

Click the link below to join:
https://coacancer.zoom.us/j/7N_QpgIZOxNQm1Dj3BXqSRw

[#CommunityOncology](#) [#HealthEquity](#) [#CoastalCancerCenter](#) [#CancerCare](#) [#cancersupport](#) [#CancerJourney](#)

advocacy CHATS
EDUCATIONAL CONVERSATIONS

 **Richard Martin III, MD, MPH**
Tennessee Oncology

 **Rose Gerber, MS**
Host

Health Equity and Patient Care



Company News

January is Cervical Cancer Awareness Month

January 20, 2025

Cervical cancer is the fourth most common cancer in women globally. The National Cancer Institute estimates that each year in the United States, over 13,000 new cases of cervical cancer

2024 Advocacy Highlights - CPAN Year in Review

December 3, 2024

2024 has been a productive year for community oncology advocates. Join COA's Director of Patient Advocacy and Education Rose Gerber, MS, and two CPAN Chapter Advocacy Leaders, on Wednesday, December 4, 2024, at 12 p.m. ET for a discussion of [...]

Spreading Thanksgiving Cheer

December 2, 2024

Below is a heartfelt message from Christie Beausoleil, Director of Practice Operations: I would like to extend my heartfelt thanks to the amazing team at Eastern Connecticut Hematology and Oncology, Jolly John's "Keep You Truckin" Fund, The ECHO Cancer Foundation, [...]

CPAN Advocates Joined Together to strengthen their knowledge on the Value of Community Oncology

Advocacy Workshop

- 23 Attendees
- 14 Practices represented
- 11 States Represented
 - AR, AZ, CT, FL, GA, NC, NV, NY, OH, SC, TX
- 13 Cancer patients/survivors

Speakers: CPAN Chapter Advocacy Leaders

- Sunshine Maracle, Hope Cancer Care, Nevada
- Kristina Blackburn, RN Coastal Cancer Care, South Carolina

4 Advocates provided with media opportunities



COA/CPAN Advocates on Capitol Hill Amplifying the Patient Voice



Health policy issues discussed:

- Stop CMS restrictions on the delivery of oral cancer medications. H.R. 5526, S. 3458
- Advance Overdue PBM Reform Bills to Curb PBM Abuses. H.R. 5378), (S. 2973)
- Tackle Insurer Abuses. Eliminate Prior Authorization and Step Therapy Practices. (H.R. 2630, S. 652).

62 attendees participated in 50+ Meetings

- 32 CPAN Participants
 - 22 Survivors
 - 6 Caregivers
 - 4 CPAN Chapter Advocacy Leaders



16 States

- Arizona
- Colorado
- Connecticut
- Florida
- Georgia
- Louisiana
- Maryland
- Nevada
- New Jersey
- New York
- Ohio
- Oklahoma
- South Carolina
- Tennessee
- Texas
- Virginia

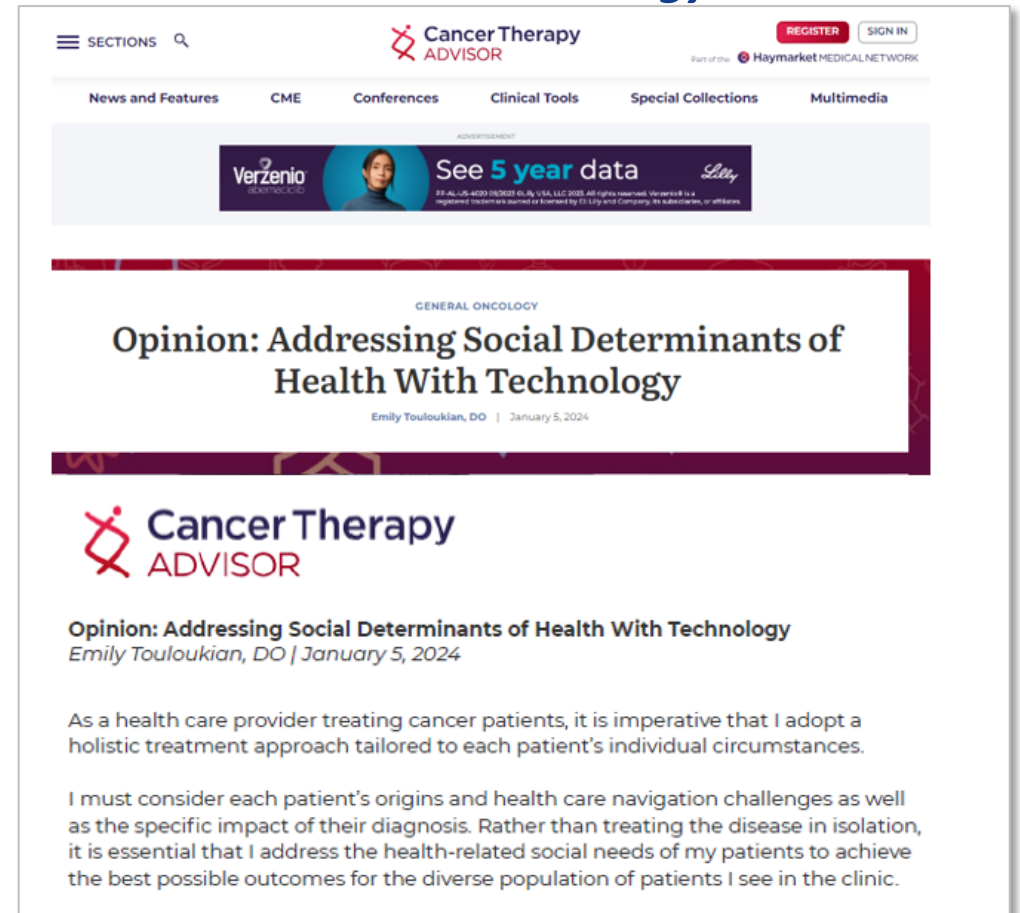


CPAN Leadership shared their Physician and Patient Insight through multiple media publications and national advocacy events

American Journal of Managed Care
The Power of Patient Advocacy in Community Oncology



Cancer Therapy Advisor
Opinion: Addressing Social Determinants of Health with Technology



Harsha Vyas, MD, FACP, Medical Oncologist, President, Chief Executive Officer, Cancer Center of Middle Georgia, COA Patient Advocacy Network Medical Co-chair



COA Elects New President, Officers, and Board Members

Dec 18, 2024 News & Updates : Press Releases

Debra Patt, MD, PhD, MBA, FASCO, Elected COA President

The [Community Oncology Alliance \(COA\)](#) is pleased to announce that Debra Patt, MD, PhD, MBA, FASCO, has been elected president of COA. She is a practicing breast cancer specialist in Austin, Texas and executive vice president at Texas Oncology.

Additionally, S. McDonald Wade III, MD, of Virginia Cancer Institute, and Emily Touloukian, DO, of Coastal Cancer Center, have been elected vice president and secretary. All have been active COA members for many years, serving on the board of directors and key COA committees. Each officer will take office for a one-year term beginning on January 1, 2025.

COA is a non-profit controlled by independent, community oncologists and is singularly dedicated to advocating for community oncology practices and, most importantly, the patients they serve. The officers, committees, and board members of COA further its mission to protect and foster the community oncology delivery system in the United States through public policy, advocacy, and education.

"Community oncology is the backbone of the nation's cancer care infrastructure, and COA is a powerful advocate for both patients and practices. I am deeply honored to be entrusted by my peers with leading COA into the future," said Dr. Patt. "To fully realize the promise of modern cancer care, we must ensure that patients have access to independent oncology practices in their own communities. By uniting our voices and championing what is right, we can ensure that patients and their care teams receive the resources and support they need."

In addition to leadership roles, the COA Board elected new members to serve on the Board of Directors. Rosa Fletcher, chief executive officer of Oncology Consultants in Houston, TX, and **Harsha Vyas, MD, FACP, a practicing hematologist and medical oncologist with the Cancer Center of Middle Georgia in Dublin, GA, were elected for the first time as COA Board members.** Ms. Fletcher and Dr. Vyas have been active COA members for many years, supporting the COA Administrators' Network and COA Patient Advocacy Network with their leadership, respectively.

Medscape



Inside the Patient-Oncologist Bond: Why It's Often So Strong

The Dying Patient

Harsha Vyas, MD, FACP, remembers the first encounter his office had with a 29-year-old woman referred with a diagnosis of stage IV breast cancer.

After just 15 minutes in the waiting room, the woman announced she was leaving. Although office staff assured the woman that she was next, the patient walked out.

Several months later, Vyas was called for an inpatient consult. It was the same woman.

Dr. Emily Touloukian and Rose Gerber with fellow panelists speaking during COA's general session

The Power of Advocacy to Support Patients & Practices

Rose Gerber, MS

Director of Patient Advocacy & Education
Community Oncology Alliance

Emily Touloukian, DO

Medical Oncologist
President, Coastal Cancer Center
CPAN Medical Co-chair

Neil Foley

Sr. Vice President of Sales/Government Affairs
NY Cancer & Blood Specialists

Mary Caffrey

Executive Editor
The American Journal of Managed Care



Rose Gerber, MS

Director of Patient Advocacy and Education



Inside the Patient-Oncologist Bond: Why It's Often So Strong

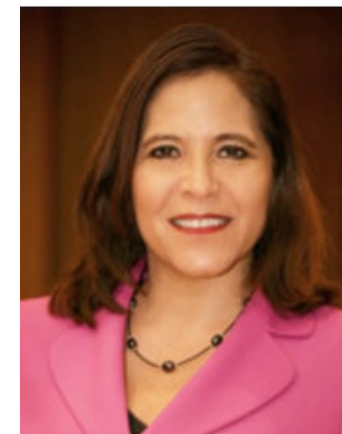
Rose Gerber was 39, mother to a third grader and a kindergartener, when the diagnosis came: Advanced HER2-positive breast cancer.

“On one of my first or second appointments, I took in a little picture of Alexander and Isabella,” Gerber said. Gerber showed her oncologist the picture and told her: “I’ll do anything. I just want to be there for them.”

That was 21 years ago. Today, her current cancer status is “no evidence of disease.”

Medscape

Article Published
11/26/2024



Insights from the COA Annual Conference

Becoming a Patient Advocate: Tips for Getting Started

Featuring Rose Gerber, MS



Journal of Clinical Pathways

Insights from the COA Annual Conference

Becoming a Patient Advocate: Tips for Getting Started

Featuring Rose Gerber, MS, Director of Patient Advocacy and Education

National Advocacy Leaders Discussed Advocacy Going Forward - Association of Value-Based Cancer Care Summit, New York



Patient Advocacy: Differentiating Our Work in an Era of Value, Technology, and Competition

Moderator:

Elizabeth F. Franklin, PhD, MSW, Head US Public Affairs and Patient Advocacy, Sanofi

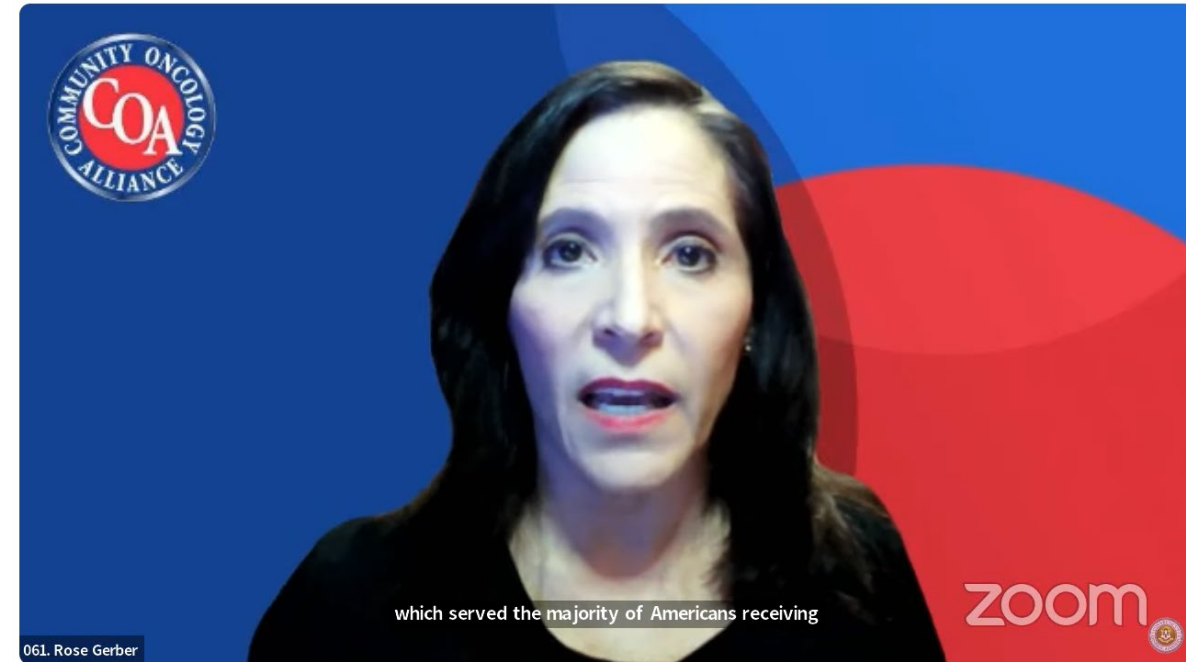
Faculty:

- Christine Verini, RPH, CEO, CancerCare
- **Rose Gerber, MS, Director Patient Advocacy and Education, Community Oncology Alliance**
- Kevin Hagan, President & CEO, PAN Foundation
- Lisa Lacasse, MBA, President American Cancer Society Cancer Action Network
- Erica Fisher-Cartlidge, Chief Clinical Officer, Oncology Nursing Society



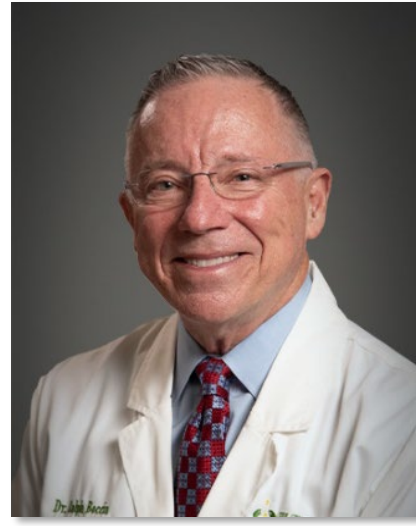
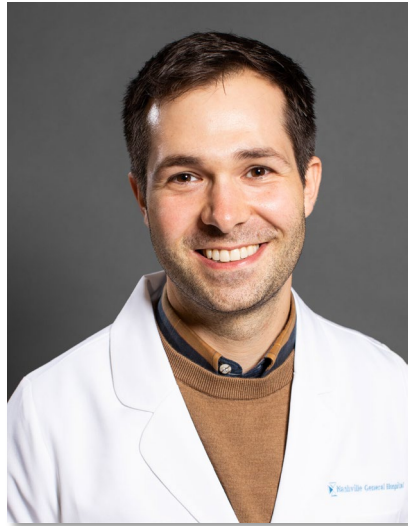
CPAN Supported COA's state based policy efforts

Human Services Committee Public Hearing – March 2024



Rose Gerber, providing testimony on S.B. 307, an act concerning Medicaid Coverage of Biomarker Testing to the Connecticut General Assembly Hearing

Thank you to the Community Oncologists Who Engaged and Educated Our Advocates at live and virtual CPAN advocacy events



Debra Patt, MD, PhD, MBA
Executive Vice President of
Policy & Strategy

Richard L. Martin III, MD, MPH
Director, Health Equity and
Community Engagement

Ralph Boccia, MD
Medical Oncologist
Founder

Emily Touloukian, DO
Medical Oncologist, President,
Chief Executive Officer
COA Patient Advocacy Network
Medical Co-chair

Harsha Vyas, MD, FACP
Medical Oncologist,
President, Chief Executive
Officer
COA Patient Advocacy
Network Medical Co-chair

Thank you to the Community Oncologists Who Engaged and Educated Our Advocates at live and virtual CPAN advocacy events



Carlos Arce-Lara, MD
Medical Oncologist



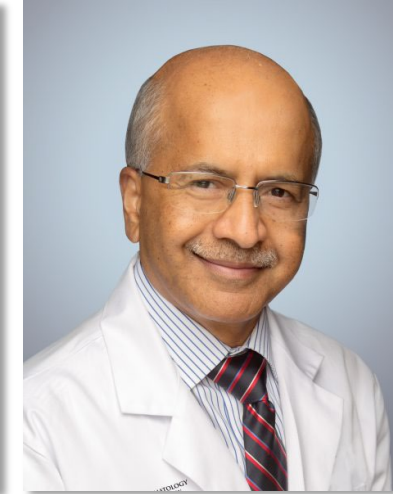
David Kahn, MD
Medical Oncologist



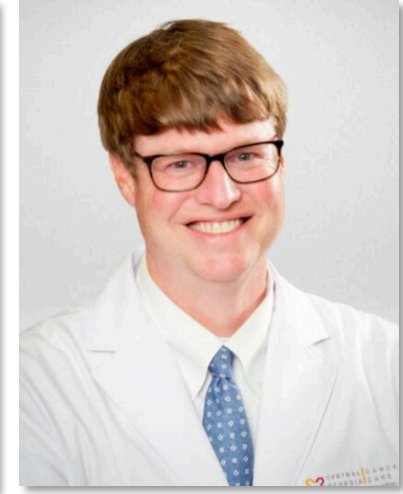
Jeanna Knoble, MD
Medical Oncologist



Pranitha Naini, MD
Medical Oncologist



Rangappa Rajendra, MD
Medical Oncologist
Founder



Bradley Sumrall, MD
Medical Oncologist
Chief Medical Officer

Thank You to Everyone for being a part of CPAN

Survivors

Caregivers

Physicians

Nurses

Practice Staff

CPAN Advocacy Chat Participants

Advocacy Organizations

Industry Partners