



Advocacy Highlights

2025 CPAN Year in Review



Rebekah Ormond
Volunteer Coordinator
CPAN Chapter Advocacy Co-leader
Clearview Cancer Institute



Chelsey Karr, CRNP
Director of Education
CPAN Chapter Advocacy Co-leader
Clearview Cancer Institute



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



CPAN Who We Are and What We Do

- **CPAN - a national organization is the Community Oncology Alliance's (COA) patient connection—educating and ensuring patients, cancer survivors and caregivers understand the importance of advocating for and preserving independent, community cancer care centers. CPAN advocates also members of the oncology care team.**
- **CPAN advocates share personal stories so policymakers and the community can understand the importance of personalized, affordable cancer care close to where patients live and work.**
- CPAN Collaborates and Supports COAs Advocacy and Policy Initiatives
- Provide Year Round Opportunities for Cancer Patients, Survivors and Caregivers
- Collaborate with COAs Industry Partners on Advocacy Initiatives
- Collaborate with National Advocacy Organizations

Our CPAN Advocates Include Cancer patients, Survivors, Caregivers



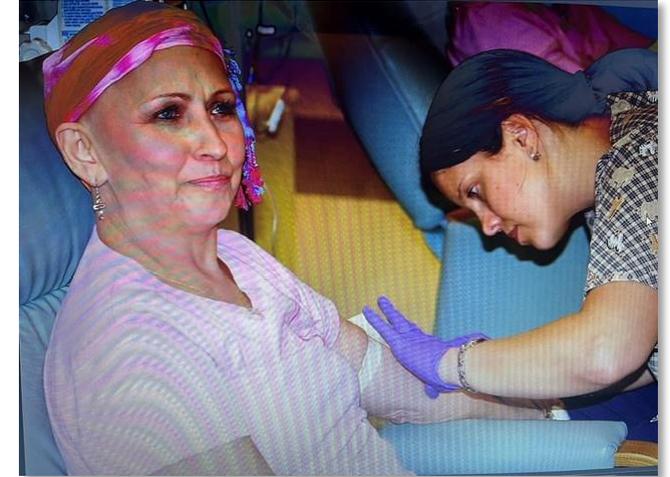
Sunshine M.



MaryLou G



Ana O.



Tami R.



Marci R.



Rose G



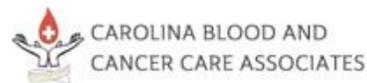
Elise O.



37 CPAN Chapters have been launched at the State Level - As of November 2025 - 23 states



BROOME ONCOLOGY



How CPAN Educates Advocates On COA's Policy and Advocacy Issues



COA Advocates Meeting with Policy Makers on Capitol Hill June 2025



Community Oncology Alliance © www.CommunityOncology.org |

COA Overall Policy and Advocacy Priorities



1. Ensuring Sustainable Provider Payments and Reimbursement 💰
2. Prior Authorization and Utilization Management Reform ⌚
3. Pharmacy Benefit Manager (PBM) Reform 💊
4. Addressing Anti-Competitive Hospital Policies 🏥
5. Provider Wellness and Workforce Issues 🩺
6. Cancer Drug Shortages 📄
7. Supporting System Transformation and New Payment Models 🔄
8. Improving Cancer Health Access and Innovation ⚖️

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Before Advocating on Capitol Hill

- **Policy Makers Want To Hear the Patient Voice**
 - View Tonsa's video (and other CPAN Advocates) on YouTube
 - Denied treatment
 - Protect community oncology
- **Our ASKS During our Spring Hill Day in 2024**
- **Keep Middlemen Out of Our Health Care**
 - Stop CMS' restrictions on the delivery of oral cancer medications, ensuring patients can receive their medications in a manner that best suits their needs.
 - Curb PBM abuses and bad behavior.
 - Tackle insurer abuses by eliminating restrictive prior authorization and step therapy practices



Goals for this session: How To Tell Your Story To Become an Effective Advocate:



- **Understand Why We Share Our Story: Create awareness, connection, empathy and a call to action!**
 - Who Has A Story to Share
- **Learn how sharing your story can help personalize a policy issue to impact CHANGE**
- **How to Prepare:**
 - Know your audience. Customize your story & advocacy message accordingly
 - Be authentic
 - Be brief when needed
 - Have an ASK
- **Provide Examples of Various Types of Storytelling/Advocacy In Different Settings**
- **Gain Insight Into Advocating with COA/CPAN on Capitol Hill**

Community Oncology Conference, Orlando, FL

Return of the Patient Advocacy Program Track



- 6 sessions: **Storytelling – Preparation for Hill Day.**
- 12 Speakers
- 44 patient, survivors, caregivers
 - 21 Breast
 - 4 Non Hodgkins Lymphoma
 - 1 Lymphoma
 - 1 Brain
 - 1 Ovarian
 - 2 Melanoma
 - 1 Multiple
 - 1 Bladder
- 17 Practices
- 11 States
- Filming
 - Ana Ortega, Cancer & Blood Specialists of AZ
 - Della Smith, Hematology Oncology Associates of Central NY



CPAN Advocacy Program Track



CPAN Advocacy Program Track Session

- Meet Your Fellow Advocates - Closed Session
- COA Advocacy 101: Issues Impacting Community Oncology - What Patients Need to Know
- Federal Advocacy: The fundamentals of Washington Advocacy
- State and Local Advocacy: Reaching Your Local Elected Officials
- Storytelling 101 - The Power of Telling Your Story
 - Rose Gerber
- On the Record: Media Relations in the Modern Age

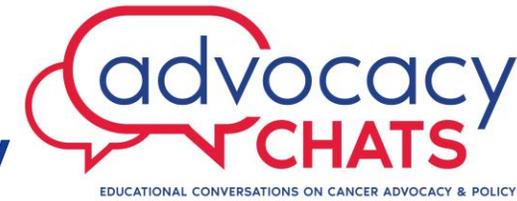


Advocacy /External Organization Collaborations



CPAN Advocacy Chats

Educational Conversations on Cancer Advocacy & Policy



Rose Gerber, MS

Director of Patient Advocacy & Education

- Launched in 2020 and hosted by Rose Gerber, CPAN's advocacy chats (**virtual webinars**) were created to keep advocates educated and engaged year-round.
- CPAN Advocacy Chats provide targeted topics on COA's policy and advocacy initiatives, showcase the community oncology workforce and include timely topics of interest to patients and survivors.

In 2025 CPAN's Advocacy chats brought education to a broad range of with over 1000 views through live and on demand viewing.

Since inception: August 2020 – November 2025

- **15,116 Total views**
- **59 Advocacy Chats**
- **54 Speakers**

2025 CPAN Advocacy Chats: Educational Conversations on Cancer Advocacy & Policy



Ted Okon
Executive Director
Community Oncology Alliance



Nick Ferreyros
Managing Director
Community Oncology Alliance



Caitlin Kubler
Senior Director of Policy and Advocacy
Prevent Cancer Foundation



April Rozzo, MS, RD, CSO, LDN
Clinical Nutrition Manager
Florida Cancer Specialists and Research Institute



James Lee
Director of State Regulation and Policy
Community Oncology Alliance



Shannon Besselman, RN, BSN
Clinical Manager
Northwest Medical Specialties



Shelly Fuld Nasso
Chief Executive Officer
National Coalition for Cancer Survivorship



Shiela Plasencia
Director of Practice Support
Community Oncology Alliance



Christine Pfaff, MBA, RPh
Director of Clinical Initiatives
Community Oncology Alliance



Darcie Champagne Wells
President & CEO
CanCare



Rebekah Ormond
Volunteer Coordinator
Clearview Cancer Institute



Chelsey Karr, CRNP
Director of Education
Clearview Cancer Institute

CPAN Provides Year Round Education on COA's Initiatives While Also Creating Advocacy Engagement Opportunities:

Educational Conversations on Cancer Advocacy & Policy



Educational Conversations on Cancer Advocacy and Policy

COA's Policy initiatives and Resources

1. **COA's Crystal Ball for 2025** – Ted Okon, Executive Director & Nick Ferreyros, Managing Director, Policy , Advocacy & Communications, COA
2. **State Policy Trends Shaping Patient Care in 2025** - James Lee, Director of State Regulation & Policy, COA
3. **COA Mid-Year Update and Sit in My Chair** - Nick Ferreyros, Managing Director, Policy, Advocacy & Communications, COA
4. **Equity First: Addressing Food Insecurity at the Community Level** -Shelia Plasencia, Director of Practice Support, COA
5. **Cancer Care Hijacked: How PBMs are Blocking Your Access to Medication** - Christine Pfaff, RPh, MBA, Director of Clinical Initiatives, COA

Value of Community Oncology by Spotlighting the Community Oncology Workforce

1. **Nutrition through the Cancer Journey** - April Rozzo, MS, RD, CSO, LDN, Clinical Nutrition Manager, Florida Cancer Specialists and Research Institute
2. **Your Everyday Provider: The Role of Oncology Nurses** - Shannon Besselman, RN, BSN, Clinical Manager, Northwest Medical Specialties

Patients/Survivors Interest

1. **Policy and Prevention from the Personal Angle -Prevent Cancer Foundation** - Catilin Kubler, Senior Director of Policy and Advocacy, Prevent Cancer Foundation
2. **Understanding the Cancer Survivor Experience** - Shelly Fuld Nasso, CEO, Cancer Nation (Previously National Coalition for Cancer Survivorship)
3. **Celebrating Caregivers in Cancer** - Darcie Wells, CEO and Founder, CanCare (National Caregivers month)
4. **Advocacy Highlights: 2025 CPAN Year in Review** - Rebekah Ormond, Volunteer Coordinator and Chelsey Karr, CRNP, Director of Education, CPAN Chapter Advocacy Co-Leaders, Clearview Cancer Institute.

Supporting COA's Industry Partners Advocacy Initiatives



- Sobi (Swedish Orphan Biovitrum) Pharma
- Genmab Science Day 9/29-9/30/2025
- Pfizer – Clinical Trials Webinar 4/17/2025
- American Society of Clinical Oncology Advocacy Leadership Meetings 5/28-6/2/2025
 - Genentech
 - Genmab
 - Merck
 - Pfizer



Genentech
A Member of the Roche Group

 **Genmab**

 **MERCK**

 **Pfizer**

 **sobi**

CPAN leadership: Representing the Patient Voice

Oncology Medical Homes: ASCO-Community Oncology Alliance Standards

Kim Woofter, RN¹; Erin B. Kennedy, MHS² ; Kerin Adelson, MD² ; Ronda Bowman, MHA² ; Andrew E. Chapman, MD⁴ ; Niharika Dixit, MD⁵ ; Rose Gerber, BA⁶; Paula Jefferies, RN⁷; Eric Martin, MD⁸; Therese M. Mulvey, MD⁹ ; MiKaela Olsen, DNP¹⁰; Deirdre O'Mahony, MBBChBAO¹¹ ; Blase Polite, MD¹² ; Navid Sadeghi, MD¹³ ; Melissa Shaw, RN¹⁴; Matthew R. Skelton, MD¹⁵ ; and John Cox, DO, MBA¹⁶

DOI <https://doi.org/10.1200/OP-25-00498>

ABSTRACT

ASCO Standards are evidence-based standards to provide frameworks for best practices in cancer care, following the standards development process as outlined in the [ASCO Standards Policies and Procedures Manual](#). ASCO Standards follow the [ASCO Conflict of Interest Policy for Clinical Practice Guidelines](#).

Standards and other guidance (“Guidance”) provided by ASCO is not a comprehensive or definitive guide to treatment options. It is intended for voluntary use by clinicians and should be used in conjunction with independent professional judgement. Guidance may not be applicable to all patients, interventions, diseases, or stages of diseases. Guidance is based on review and analysis of relevant literature and is not intended as a statement of the standard of care. ASCO does not endorse third-party drugs, devices, services, or therapies and assumes no responsibility for any harm arising from or related to the use of this information. See complete disclaimer in [Appendix 1](#) and [2](#) (online only) for more.

ACCOMPANYING CONTENT

- [Appendix](#)
- [Data Supplement](#)

Accepted June 16, 2025

Published July 21, 2025

ASCO Evidence Based Medicine
Committee approval May 14, 2025
COA Payment Reform Committee
approval: April 7, 2025

JCO Oncol Pract 00:1-10

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View online



Advocate Opportunities

CAN Presentation - Updates from CPAN w/Michelle Luiken, CPAN Chapter Advocacy Leader, The Center for Cancer & Blood Disorders, Maryland, 4/2025

COA Conference

- **Advocacy Track** –
 - CPAN Chapter Advocacy Leader, Fort Wayne Medical Oncology Hematology – speaker, State & Local Advocacy: Reaching Your Local Elected Officials, 4/28-4/30/2025
 - Survivor from Hope Cancer Care of NV - speaker on the Media Relations in the Modern Age session in the advocacy track with communications team, 4/28-4/30/2025
- **Video interviews** - Two Patient videos, Survivors from Hematology Oncology Associates of Central NY and Cancer & Blood Specialists of AZ
- **44 Scholarships** - Awarded to advocates from 18 practices in 12 states

Capitol Hill Day - 6/11/2025

- 34 Scholarship Awarded to advocates from 17 Practices in 11 states
- Five advocates identified for filming from AO Multispecialty Clinic, Cancer & Blood Specialists of AZ, Central Georgia Cancer Care, Hope Cancer Care of NV, The Center for Cancer and Blood Disorders, MD

Media spokespeople request - Five Advocates/Survivors to speak about the value of community oncology and their experiences being treated in that setting. From the following practices, Hematology Oncology Associates of Central NY, Hope Cancer Care (NV), New York Cancer & Blood Specialists, Northwest Georgia Oncology Centers, Oncology Hematology of Loudoun and Reston (VA)

COAs Annual State of Community Oncology Event

**THE NATIONAL
PRESS CLUB**

CPANs Expands COA's Advocacy and Policy Messaging through Outreach to National Advocacy Organizations

25 Advocacy Leadership Participants

21 Advocacy organizations

- Aimed Alliance
- Alliance for Patient Access
- American Lung Association
- ASAP 340B
- ASCO
- Association of Cancer Care Centers (ACCC)
- Cancer Support Community
- CancerCare
- Cholangiocarcinoma Foundation
- FORCE: Facing Our Risk of Cancer Empowered
- HealthTree Foundation
- International Myeloma Foundation
- LUNgevity Foundation
- Melanoma Research Alliance
- National Coalition for Cancer Survivorship
- National Comprehensive Cancer Network
- Pancreatic Cancer Action Network
- Patient Access Network Foundation
- Prevent Cancer Foundation
- Susan G. Komen
- ZERO Prostate Cancer



COA community oncology practices supporting CPAN through Social Media



 Hematology/Oncology Associates of Central New York
June 3 at 5:42 AM · 🌐

Learn what it's like being a cancer survivor in a conversation with **Community Oncology Alliance** host Rose Gerber, MS and guest Shelley Fuld Nasso, MPP, along with a discussion of the results of the latest State of Survivorship Survey - Wednesday, June 18 at 12 p.m. ET
Register at https://coacancer.zoom.us/j/.../WN_pVaeCFwTHSbwTLLeTMcufw



advocacy CHATS
EDUCATIONAL CONVERSATIONS

Understanding the Cancer Survivor Experience

 Shelley Fuld Nasso, MPP
National Coalition for Cancer Survivorship

 Rose Gerber, MS
Community Oncology Alliance

12pm ET | June 18, 2025



 Sunshine Maracle
17h · 🧑🏻

Preparing alongside our COA patient advocates for the 2025 COA Conference, we recognize that the landscape of community oncology is constantly evolving. To drive meaningful change for patients, we must stay informed and engaged, ensuring that advocacy extends beyond the exam room.

The Community Oncology Alliance (COA) 2025 Community Oncology Conference unites all aspects of independent community oncology with a shared commitment to preserving patient access to high-quality cancer care within their own communities. [#weareaon](#) [#wearecommunityoncology](#)



COA community oncology practices supporting CPAN through Social Media



Coastal Cancer Center
1h · 🌐

Patients with cancer are increasingly having their care interrupted by a little-known middleman: the pharmacy benefit manager (PBM). Join host Rose Gerber, MS, and COA's Director of Clinical Initiatives, Christine Pfaff, RPh, MBA, for a virtual Advocacy Chat on Wednesday, October 8, at 12 p.m. ET to learn what PBMs are and how they are affecting the quality and availability of cancer care.

Click here to register: https://coacancer.zoom.us/j/.../WN_TsVI9qMmSIGkNtIxe5HWhw...

Please join us for our monthly virtual CPAN Advocacy Chat
Educational Conversations on Cancer Advocacy and Policy
Wednesday | October 8, 2025 | 12:00-12:30 p.m. ET

Cancer Care Hijacked:
How PBMs Are Blocking Patient Access to Medication

Christine Pfaff, MBA, RPh
Director of Clinical Initiatives

Rose Gerber, MS
Director of Patient Advocacy & Education

Ways to register: Visit
www.coaadvocacy.org/advocacy-chats

👍 Like 💬 Comment ➦ Share

Clearview Cancer Institute
1,355 followers
1d · 🌐

Thank you to everyone who joined us for our launch as Alabama's first CPAN chapter! We are excited to offer a virtual Advocacy Chat with Community Oncology Alliance's Rose Gerber, MS, and CanCare's Darcie Champagne on 11/12 at 11:00 AM.

They will discuss their experiences with caregivers and the resources available to support caregivers' practical and emotional needs.

Register here: <https://loom.ly/KCUa4wQ>

Darcie Champagne Wells
CanCare

Rose Gerber, MS
Community Oncology Alliance

Celebrating Caregivers in Cancer

Fort Wayne Medical Oncology and Hematology
July 7 · 🌐

Join the COA Patient Advocacy Network (CPAN) on Wednesday, July 9, at 12 p.m. ET to learn more about policy so far this year and how you can showcase the importance of ... [See more](#)

COACANCER.ZOOM.US
Welcome! You are invited to join a webinar: A Mid-Year Policy Update and Bringing Elected Officials to Your Practice: A CPAN...
In 2025, policymakers in Washington have proposed several policies that could have a substantial effect on independent community oncology, and regulators are preparing to implement provisions of the Inflation Reductio...

Eastern Connecticut Hematology and Oncology Associates - ECHO
1h · 🌐

Cancer changes a person's life irrevocably, and understanding those changes as care providers, friends, family, patients, and survivors helps us help those affected by the disease. Join the Community Oncology Alliance Patient Advocacy Network (CPAN) for their next virtual Advocacy Chat on the state of cancer survivorship and how it affects individuals. This free event will be held on June 18th at 12pm. Click here to register:

COACANCER.ZOOM.US
Welcome! You are invited to join a webinar: Understanding the Cancer Survivor Experience: A CPAN Advocacy Chat. After...
Cancer changes a person's life irrevocably, and understanding those changes as care providers, friends, family, patients, and survivors helps us help those affected by the disease. Join the Community Oncology Alliance Patient...

CPAN Chapter Advocacy Leaders providing education in multiple settings



Lisa Poiry, RN, OCN, speaking at the COA Conference



Cyndi Przekop, RN BSN, speaking at the Legislative Leadership State Retreat



Angelina Lorello speaking engagement at the University of Rhode Island



COAs Sit In My Chair Annual Event Florida Cancer Specialists and Research Institute



8/15/2025 Florida Congresswoman Laurel Lee visited the FCS Wesley Chapel clinic, hosted by Dr. Rick McDonough, other providers, and members of our management team.



9/23/2025 Congressman Joe Courtney visit. The practice showed him firsthand how community-based practices can deliver the highest quality, affordable care to patients across Connecticut.





Dedicated to advocating
for community oncology
patients and practices

About ▾

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Education ▾

Resources ▾

COA Launches New Patient Advocacy Chapter in Alabama

The COA Patient Advocacy Network Will Provide Patients and Survivors at Clearview Cancer Institute an Advocacy Platform

📅 Oct 29, 2025 🗄 News & Updates : Press Releases



The Community Oncology Alliance (COA) launched a new local chapter of its Patient Advocacy Network (CPAN) at Clearview Cancer Institute this week. Clearview serves the north Alabama region with local, high-quality cancer care. Opening this CPAN chapter will give a

Meet Our Newest CPAN Chapter Advocacy Co-Leaders from Clearview Cancer Institute, Huntsville, Alabama



Rebekah Ormond
Volunteer Coordinator



Chelsey Karr, CRNP
Director of Education

CPAN Chapter Launch – October 28, 2025

Agenda and Objectives



Michelle Brown, CRNP, Chief Operations Officer

- Welcome and Clearview Cancer Institute news and updates

Sri Bathini, MD, Medical Oncologist Hematologist

- How physicians advocate for patients

Rose Gerber, MS, Director of Patient Advocacy and Education

- Introduction to the Community Oncology Alliance (COA) and COA's Patient Advocacy Network (CPAN)
- Learn how national oncology issues can impact cancer care
- Understanding different types of advocacy
- How You Can Get Involved with COA & CPAN

Rebekah Ormond, Volunteer Coordinator, CPAN Chapter Advocacy Leader

- Next Steps – CPAN Clearview Cancer Institute Chapter



Michelle Brown, CRNP



Sri Bathini, MD



Rebekah Ormond



Rose Gerber, MS

CPAN Clearview Cancer Institute Chapter Launch October 28, 2025



CPAN Providing Education and Advocacy Engagement Opportunities to Clearview Cancer Institute, Huntsville Alabama



What has happened since our chapter launch

On Monday of this week (December 8) - Six weeks after our Chapter Launch - We held our first CPAN Chapter Event

What We Discussed

- Overview of the CPAN Clearview Cancer Institute Chapter Launch Event
 - Who is COA?
 - What Is CPAN?
- Understanding how Pharmacy Benefit Managers (PBMs) negatively impact cancer patient care
- **Cancer clinics closing or consolidating** across the US. which threatens patient access to local, affordable, high quality accessible care.
- Ensuring access to oncology therapies
- How to get involved with our CPAN chapter
- Exciting Upcoming Advocacy Opportunities with COA/CPAN



Looking Forward - 2026 – A Few Examples

- **New CPAN Chapter Launches**
 - Astera Cancer Care, New Jersey
- **Established CPAN Chapters: Ongoing CPAN Practice Based Advocacy Events**
 - Hope Cancer Care of Nevada
- **CPAN Advocacy Chats: Educational Conversations on Cancer Advocacy & Policy**
- **National Opportunities with COA/CPAN**
 - COA Annual Conference
 - COA Capitol Hill Day, June 10, 2026



Join us for an evening of support, education, and connection at Hope Cancer Care of Nevada.

MEETING DATES:

- Tuesday, February 10, 2026
- Tuesday, May 12, 2026
- Tuesday, August 11, 2026
- Tuesday, November 10, 2026

TIME:
6:00 p.m.

LOCATION:
Hope Cancer Care of Nevada
6827 W. Tropicana Ave., Ste. 110
Las Vegas, NV 89103

These gatherings bring together patients, families, and caregivers to learn more about community oncology, access helpful resources, and share experiences in a supportive setting.

Hope Cancer Care of Nevada partners with the Community Oncology Alliance (COA) and COA's Patient Advocacy Network (CPAN), a national advocacy organization whose mission is to educate patients, cancer survivors, and caregivers about the value of community oncology and independent cancer centers.

Free event for the community.

For more information, contact
Sunshine.Maracle@AONcology.com

HCCNevada.com



Thank YOU for being a part of CPAN

- Our patients, survivors, caregivers for sharing your lived experience
- Our CPAN Chapter Advocacy Leaders and Community Oncology Practices that support CPAN
- Our Industry Partners who share our advocacy objectives
- Our CPAN Medical Co-Chairs
- My assistant, Tracey Banks!



Emily Touloukian, DO, FACP



Harsha Vyas, MD, FACP



Tracey Banks

Reminder

Ways to Stay Engaged and Educated with CPAN

1. **Participate** in our Monthly CPAN Advocacy Chats: Educational Conversations on Cancer Advocacy & Policy
2. **Signup** for the CPAN newsletter
3. **Visit** our website to learn more and take action
4. **Share** Your Story
5. **Follow us** on social media



coaAdvocacy.org

Thank You Rebekah, Chelsey and our Listeners!

Don't miss our first Advocacy Chat of 2026

Wednesday, January 14th, at 12:00 pm ET



Ted Okon
Executive Director
Community Oncology Alliance



Nick Ferreyros
Managing Director
Community Oncology Alliance