

# COA's Patient Advocacy Network Advocacy Highlights 2025

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# 2025 Community Oncology Alliance Patient Advocacy Network (CPAN) Highlights



Hello Advocates,

Our collective efforts through the Community Oncology Alliance's Patient Advocacy Network (CPAN) educated patients, cancer survivors, and caregivers about the importance of advocating for independent, community cancer care centers. Through live and hybrid events at the national and state level, we created multiple educational opportunities to become informed effective advocates for community oncology.

## Advocacy highlights

- We shared your patient and practice stories in COAs national media campaigns
- Collaborated to successfully execute CPAN educational programs in your community oncology practices
- Hosted members of congress in your local cancer centers for COA's annual *Sit In My Chair* event
- Advocated on Capitol Hill for PBM reform, prior authorization, patient affordability, 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
- CPAN's leadership team served as key opinion leaders/speakers at multiple advocacy events and through media outlets.

Thank you to our patients, survivors, and caregivers for your engagement with CPAN and to our CPAN Chapters Advocacy Leaders in community oncology practices across the United States for your important contributions to CPAN.

## Rose Gerber, MS

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

# Our CPAN advocates – In their own words



## COA Conference

- What an incredible CPAN program at the COA conference! Thank you for the opportunity to attend—it was truly inspiring. The insights, takeaways and refreshers shared by such exceptional speakers were invaluable.
- It was a wonderful opportunity to learn, and I am so grateful to have been a part of this experience. Thank you for all you have done to make the experience so good. It increased my awareness of how much is at stake regarding community oncology practices.
- I would just like to thank you and everyone who was part of the COA/CPAN conference this past week. It was a wonderful experience for me as a patient/survivor/ advocate of community oncology!

## Hill Day

- I absolutely loved it and can't wait for next year!
- I am grateful for the incredible opportunity you have provided me with and for allowing me to be a part of this significant mission. The entire experience was truly exceptional. Not only was it an honor and privilege to engage with Legislative assistants, but visiting the senators' offices and meeting important lawmakers was also enlightening. I learned so much. I am excited on continuing to advocate and exploring ways to further engage more with COA. Please do not hesitate to reach out to me at any time. It is truly an honor to have met you. Your amazing impact and the countless lives you inspire are truly remarkable.

## General

- Thank YOU for all you do towards the success of patient education, advocacy, and supporting CPAN chapters like us.
- I have somewhat of a better understanding of what's involved in PBM's. I am grateful for the opportunity to learn more and plan to join in on these sessions whenever possible.
- Wonderful update of COA's advocacy accomplishments! Hope all's well on your end (personally as well as professionally!).

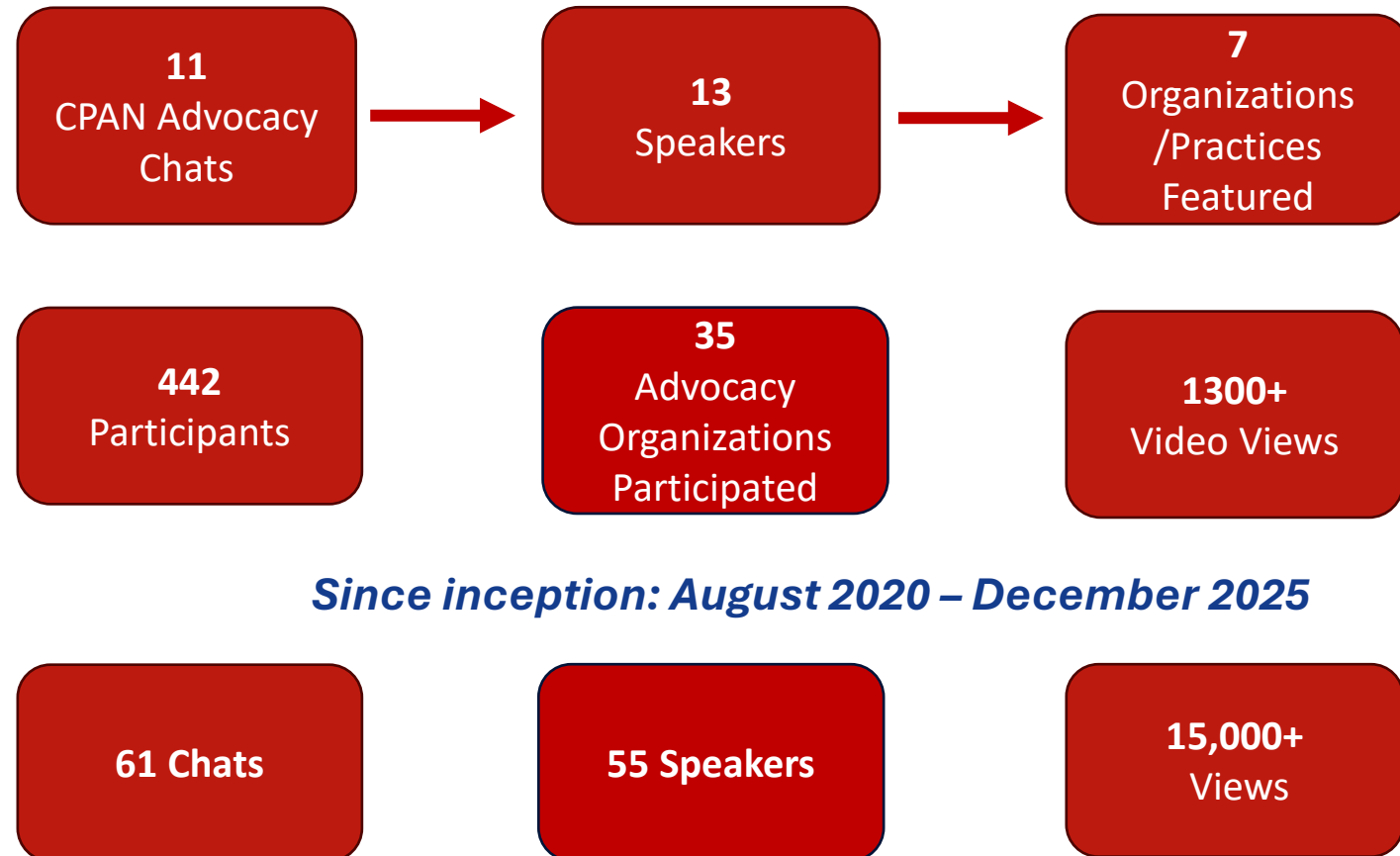
# Monthly CPAN Advocacy Chats

## Educational Conversations on Cancer Advocacy & Policy

- CPAN Advocacy Chats provided education on COA's policy and advocacy initiatives, showcased the community oncology workforce and included timely topics of interest to patients and survivors.



**Rose Gerber, MS**  
Director of Patient Advocacy  
Community Oncology Alliance



*Since inception: August 2020 – December 2025*

# CPAN Provided Year-Round Education on COA's Initiatives While Also Creating Advocacy Engagement Opportunities



## Educational Conversations on Cancer Advocacy and Policy

### COA's Policy initiatives and Resources

- **COA's Crystal Ball for 2025** – Ted Okon, Executive Director & Nick Ferreyros, Managing Director, Policy , Advocacy & Communications, COA
- **State Policy Trends Shaping Patient Care in 2025** - James Lee, Director of State Regulation & Policy, COA
- **COA Mid-Year Update and Sit in My Chair** - Nick Ferreyros, Managing Director, Policy, Advocacy & Communications, COA
- **Equity First: Addressing Food Insecurity at the Community Level** -Shelia Plasencia, Director of Practice Support, COA
- **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

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

### Patients/Survivors Interest

- **Policy and Prevention from the Personal Angle -Prevent Cancer Foundation** - Catilin Kubler, Senior Director of Policy and Advocacy, Prevent Cancer Foundation
- **Understanding the Cancer Survivor Experience** - Shelly Fuld Nasso, CEO, Cancer Nation (Previously National Coalition for Cancer Survivorship)
- **Celebrating Caregivers in Cancer** - Darcie Wells, CEO and Founder, CanCare (National Caregivers month)
- **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.

# CPAN Advocates on Capitol Hill



## Attendees joining COA on the Hill included:

- 35 CPAN advocates (patients, survivors, caregivers)
- 17 practices
- 11 States
- 80+ meetings

# CPAN has launched 38 chapters since 2010



Red border indicates our newest chapters

The image displays 38 logos for various cancer centers and oncology groups, arranged in a grid. Red borders highlight the newest chapters. The logos include:

- AO Multispecialty Clinic
- Astera Cancer Care** (newest)
- BROOME ONCOLOGY
- Cancer & Blood Specialists of Arizona** (newest)
- ccmg Cancer Center of Middle Georgia
- CAROLINA BLOOD AND CANCER CARE ASSOCIATES
- CENTRAL GEORGIA CANCER CARE** (newest)
- AMERICAN ONCOLOGY PARTNERS
- CHARLESTON CANCER CENTER
- CCI CLEARVIEW CANCER INSTITUTE** (newest)
- COASTAL CANCER CENTER
- Dayton Physicians Network
- DESERT HEMATOLOGY ONCOLOGY** (newest)
- ECHO
- FLORIDA CANCER SPECIALISTS & Research Institute
- FORT WAYNE MEDICAL ONCOLOGY AND HEMATOLOGY
- AMERICAN ONCOLOGY PARTNERS
- Genesis Cancer Center
- HQA Hematology-Oncology Associates of CNY
- HOG HIGHLANDS ONCOLOGY GROUP
- HOPE CANCER CARE of NEVADA
- NEW YORK CANCER & BLOOD SPECIALISTS
- NEW ENGLAND Cancer Specialists
- NMCC NEW MEXICO CANCER CENTER
- NGOC NORTHWEST GEORGIA ONCOLOGY CENTERS
- NWMS NORTHWEST MEDICAL SPECIALTIES, PLLC
- OHC SPECIALISTS IN CANCER AND BLOOD DISORDERS
- OKLAHOMA CANCER SPECIALISTS AND RESEARCH INSTITUTE
- ONCOLOGY/HEMATOLOGY OF LOUDOUN AND RESTON** (newest)
- AMERICAN ONCOLOGY PARTNERS
- ONCOLOGY SPECIALISTS OF CHARLOTTE, PA
- PENNSYLVANIA CANCER SPECIALISTS Research Institute
- PONTCHARTRAIN CANCER CENTER
- QUEENS MEDICAL ASSOCIATES CENTER FOR CANCER AND BLOOD DISORDERS
- TENNESSEE ONCOLOGY
- THE CENTERTX**
- THE CENTER for CANCER AND BLOOD DISORDERS** (newest)
- AMERICAN ONCOLOGY PARTNERS
- TEXAS ONCOLOGY
- RCCA REGIONAL CANCER CARE ASSOCIATES
- Vista ONCOLOGY
- ZANGMEISTER CANCER CENTER
- AMERICAN ONCOLOGY PARTNERS

# COA Conference - Patients and Survivors Learned about the Value of Community Oncology - Patient Advocacy Program Track



- 50 Survivors – Caregivers – CPAN Chapter Advocacy Leaders
- 17 Community Oncology Practices
- Six sessions provided education on community oncology
  1. Meet You Fellow Advocates
  2. Issues Impacting Community Oncology - What Patients Need to Know
  3. The fundamentals of Washington – National policy issues impact on patient care
  4. State and Local Advocacy: Reaching Your Local Elected Officials
  5. Storytelling 101 - The Power of Telling Your Story – Educate. Inspire. Impact Change!
  6. Media Relations in the Modern Age – Guidelines on interviews and message delivery

# 2025 Community Oncology Conference Orlando, FL



# Welcomed New CPAN Chapters Clearview Cancer Institute, Alabama

Introduced COA, CPAN, and advocacy and policy issues impacting patients and providers



# CPAN Chapter Clearview Cancer Institute Practice Based event

12/8/2025 Rebekah Ormond, Director of Volunteer Services, and Chelsey Karr, CRNP, Director of Education, CPAN Chapter Advocacy Leaders, Clearview Cancer Institute held their first educational advocacy event, two months post CPAN Chapter Launch



# Practice Based Opportunities led by our CPAN chapter Leaders – COA's Sit In My Chair Annual Event



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.



# CPAN Supported COA's Industry Partners on multiple advocacy initiatives – a sampling...

- Sobi (Swedish Orphan Biovitrum) Pharma
- Genmab Science Day
- Pfizer – Clinical Trials Webinar
- American Society of Clinical Oncology Advocacy Leadership Meetings
  - Genentech
  - Genmab
  - Merck
  - Pfizer













Pfizer event:  
ASCO National Advocacy Leaders event



# Rose Gerber, patient, author, CPAN Director and Cancer Survivor, Contributed to National Oncology Initiatives



## Oncology Medical Homes: ASCO-Community Oncology Alliance Standards



Kim Woofter, RN<sup>1</sup>; Erin B. Kennedy, MHSc<sup>2</sup> ; Kerin Adelson, MD<sup>3</sup> ; Ronda Bowman, MHA<sup>2</sup> ; Andrew E. Chapman, MD<sup>4</sup> ; Niharika Dixit, MD<sup>5</sup> ; Rose Gerber, BA<sup>6</sup>; Paula Jefferies, RN<sup>7</sup>; Eric Martin, MD<sup>8</sup>; Therese M. Mulvey, MD<sup>9</sup> ; MiKaela Olsen, DNP<sup>10</sup>; Deirdre O'Mahony, MBBChBAO<sup>11</sup> ; Blase Polite, MD<sup>12</sup> ; Navid Sadeghi, MD<sup>13</sup> ; Melissa Shaw, RN<sup>14</sup>; Matthew R. Skelton, MD<sup>15</sup> ; and John Cox, DO, MBA<sup>16</sup> 

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](#).*

### ACCOMPANYING CONTENT

-  Appendix
-  Data Supplement

Accepted June 16, 2025

# CPAN Elevated Patient and Chapter Leader Voices a sampling...



## Presentation Opportunities:

### COA Conference:

- Lisa Poiry, RN, CPAN Chapter Advocacy Leader, **Fort Wayne Medical Oncology Hematology, IN** – Speaker, State & Local Advocacy: Reaching Your Local Elected Officials
- CPAN Patient Advocate from **Hope Cancer Care of Nevada** – Speaker, Media Relations in the Modern Age

### COAs Administrators Network (CAN) meeting

- Updates from CPAN w/Michelle Luiken, CPAN Chapter Advocacy Leader, **The Center for Cancer & Blood Disorders, (MD)**

### COA media campaigns:

- Twelve patient/survivors shared their patient stories for COA's media campaigns (Capitol Hill Day and COA Conference)
  - **AO Multispecialty Clinic, (GA)**
  - **Cancer & Blood Specialists of AZ**
  - **Central Georgia Cancer Care**
  - **Hematology-Oncology Associates of Central NY**
  - **Hope Cancer Care of NV**
  - **New York Cancer & Blood Specialists**
  - **Northwest Georgia Oncology Centers**
  - **Oncology Hematology of Loudoun and Reston (VA)**
  - **The Center for Cancer and Blood Disorders, (MD)**

# CPAN Chapter Advocacy Leaders provided education in multiple settings - a sampling....



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



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



**Angelina Lorello** speaking at the University of Rhode Island



# CPAN helps amplify COA's Advocacy and Policy Messaging with outreach to National Advocacy Organizations



## State of Community Oncology

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



**THE NATIONAL  
PRESS CLUB**

# Thank you!

## CPAN National Leadership



**Rose Gerber, MS**

Director, Patient Advocacy &  
Education  
Community Oncology  
Alliance



**Emily Touloukian, DO, FASCO**

Medical Oncologist,  
President, Chief Executive Officer  
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Medical Co-chair  
Coastal Cancer Center  
South Carolina



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**Tracey Banks**

Executive Assistant  
Community Oncology  
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