



SROA

Society for
Radiation Oncology
Administrators

Society for Radiation Oncology Administrators
35th ANNUAL MEETING

HYATT REGENCY SAN ANTONIO RIVERWALK
October 21-24, 2018



www.sroa.org



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1999-2000

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1998-1999

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SROA 35TH ANNUAL MEETING GENERAL INFORMATION

ASTRO

Please allow time during the SROA meeting to visit the ASTRO Exhibit Hall at the Henry B. Gonzalez Convention Center. Your SROA badge will provide admittance to the ASTRO Exhibit Hall only. The Convention Center is a short walk from the Hyatt Regency San Antonio Riverwalk or you can take the ASTRO shuttle.

CELL PHONES

Please be considerate of your colleagues and remember to turn off all electronic devices during the sessions.

CONTINUING EDUCATION CREDITS

Approved by the ASRT for Category A continuing education credits. Approved by the MDCB for continuing education credits.

This activity has been approved by the Texas Nurses Association to award contact hours. Texas Nurses Association - Approver is accredited with distinction as an approver of continuing nursing education by the American Nurses Credentialing Center's Commission on Accreditation.

For those seeking CE credit. Your meeting badge includes a unique barcode. This barcode will be used to track your entrance to, and exit from, each continuing education (CE) credit eligible course. You must be scanned BOTH into a course and out of a course by a session greeter to receive CE credit. After the meeting, you will receive an email with your certificate attached. Participants seeking CE credit must send a copy of the certificate to ASRT. Email info@sroa.org for MDCB Credits.

LOST AND FOUND

Check with the Hyatt Regency San Antonio Riverwalk security for any lost items. SROA will neither accept nor store lost items.

MEAL EVENTS

A badge is required for all food functions and to gain entry to the exhibit hall. General Session Only and One Day Registrations are not permitted to attend the Annual Business Lunch, Quality Luncheon, or President's Party without a ticket, which can be purchased at the Registration Desk.

- A light continental breakfast is offered each morning for those who are registered for the full SROA meeting. Breakfast will be available with the exhibitors in the Rio Grande Ballroom.
- All SROA members are invited to attend the Annual Business Meeting luncheon on Sunday, October 21st from 11:30am-1:15pm.
- All attendees are invited to attend the Quality Luncheon co-sponsored by Varian on Tuesday, October 23rd from 12:15pm-1:45pm.
- All attendees are invited to attend the SROA President's Party co-sponsored by Elekta on Tuesday, October 23rd at the Briscoe Western Art Museum. You are automatically registered for the President's Party and you will gain entry by showing your SROA badge. If you are not planning to attend you can opt-out via your personal agenda on the SROA interactive meeting website.

A limited number of guest tickets are available for purchase at a cost of \$80 each. You must purchase a guest ticket by Monday, October 22nd at 12 noon. No one under the age of 21 will be admitted to the President's Party.

ALL ATTENDEES MUST HAVE A BADGE OR TICKET TO GET INTO THE PRESIDENT'S PARTY.

SROA INTERACTIVE MEETING WEBSITE

You can manage your personal meeting agenda by selecting your workshops, download presentations and network using the registrant and exhibitor directories. Log in to the My SROA Conference box on the meeting website.

SOCIAL MEDIA

Join the conversation! Tag your Instagram, Twitter and Facebook posts with #SROA2018. You can also network using SROA Connect.

SPONSOR RECOGNITION

Sponsor exhibits are located in the Rio Grande Ballroom (ballroom level). Please be sure to visit the exhibitors and acknowledge their continued support of the SROA Annual Meeting. A vendor bingo card is included in the registration materials. Please visit the exhibitors to have your bingo card marked. Exhibitors provide prizes for drawings throughout the conference; you must be present during the drawing to receive your prize.

REGISTRATION DESK

Registration will be open:

Saturday, October 20	12:00pm-4:00pm
Sunday, October 21	7:30am-5:00pm
Monday, October 22	7:30am-12:00pm
Tuesday, October 23	7:30am-4:00pm
Wednesday, October 24	7:30am-11:00am

SMOKING POLICY

For the health and comfort of all participants, the SROA prohibits smoking at all meeting functions.

HANDOUTS

Presenters are asked to submit their slides in advance of their sessions for attendees to download. All sessions can be downloaded in the Personal Agenda section of the SROA Annual Meeting website. If slides are not available for a session it is because the speaker did not upload them. Please contact the speaker directly if you wish to obtain a copy of their slides.

SURVEY

A survey is available under the resources section of the SROA Annual Meeting website. Complete the survey for a chance to win a complimentary registration to the 2019 Annual Meeting. The winner will be drawn at the closing session of the 2018 Annual Meeting. You must be present to win. The registration is not transferrable and can only be used for the 2019 Annual Meeting in Chicago.

WIFI

Wifi is not available in the meeting rooms. Complimentary wifi is available in the public areas of the hotel.



SATURDAY, OCTOBER 20

9:00am
Board of Directors Meeting

By Invitation Only

12:00pm-4:00pm
Registration

12:00pm-5:00pm
Exhibitor Set-up

SUNDAY, OCTOBER 21

7:30am-8:30am
Continental Breakfast

7:30am-5:00pm
Registration

7:30am-5:00pm
Exhibits

8:45am-9:00am
Welcome

9:00am-10:00am
General Session
 It's All About Attitude
 ■ Leslie Mouton

10:00am-10:30am
Break with Exhibitors

10:30am-11:30am
Concurrent Workshops

11:30am-1:15pm
SROA Annual Business Luncheon

1:15pm-2:15pm
Concurrent Workshops

2:30pm-3:30pm
Concurrent Workshops

3:30pm-4:00pm
Break with Exhibitors

4:00pm-5:00pm
General Session
 The Importance of Safety Culture-
 Journey to High Reliability
 ■ Stephen M. Hahn, MD, FASTRO

5:00pm-6:00pm
**New Member, First Timer, Mentor/
 Mentee Reception**
*This event is invitation only.
 Ticket required.*

MONDAY, OCTOBER 22

7:30am-8:30am
Continental Breakfast

7:30am-12:00pm
Registration

7:30am-12:00pm
Exhibits

8:30am-9:30am
General Session
 Clinical and Operational Impact of MRI
 Devices in Radiation
 ■ Caroline Chung, MD
 ■ John Bayouth, PhD
 ■ Joy Godby, MD
 ■ Jana Grienke
 ■ Ben Frank

9:30am-10:00am
Break with Exhibitors

10:00am-11:00am
General Session
 MIPS-Past, Present and Future
 ■ Randi Kudner

11:00am-12:00pm
**Working Group & Special Interest Group
 (SIG) Meetings (Open to all)**

**Free afternoon to visit the ASTRO Exhibit
 Hall at the Henry B. Gonzales Convention
 Center**

TUESDAY, OCTOBER 23

7:30am-8:30am
Continental Breakfast

7:30am-4:00pm
Registration

7:30am-4:00pm
Exhibits

7:45am - 3:30pm
Headshot Lounge

8:30am-9:30am
General Session
 The Numerology of Oncology
 ■ Jonathan D. Tward, MD, PhD

9:45am-10:45am
Concurrent Workshops

10:45am-11:15am
Break with Exhibitors and Sponsor Raffle

11:15am-12:15pm
Concurrent Workshops

12:15pm-1:45pm
Quality Luncheon
 Co-sponsored by Varian

1:45pm-2:45pm
Concurrent Workshops

2:45pm-3:15pm
Break with Exhibitors and Sponsor Raffle

3:15pm-4:15pm
General Session
 Cybersecurity and Healthcare, Friend or Foe?
 ■ Axel Wirth

4:30pm-5:30pm
2019 SROA Program Committee Meeting
By Invitation Only

4:30pm-7:00pm
Exhibitor Breakdown

7:00pm-11:00pm
SROA President's Party
 Co-sponsored by Elekta
(You must have a valid SROA attendee badge)

WEDNESDAY, OCTOBER 24

7:30am-8:30am
Continental Breakfast

7:30am-11:00am
Registration

8:30am-9:30am
Concurrent Workshops

9:45am-10:45am
General Session
 2018 Trends Impacting Cancer Care
 ■ Tim Remus, PhD

10:45am-11:15am
Break

11:15am-12:15pm
General Session
 ASTRO Overview-2019 Radiation Oncology
 Coding and Coverage
 ■ Anne Hubbard

12:15pm-12:30pm
General Session
 Closing Session

1:00pm-3:00pm
Board of Directors Meeting
By Invitation Only



SROA Thanks You!

Please join the SROA Board of Directors in thanking our generous corporate sponsors for their support of the 35th Annual Meeting. We encourage you to thank them by visiting participating vendors at the SROA meeting and at the ASTRO Exhibit Hall. Vendors are listed alphabetically under the level of participation.

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**TO VIEW FULL DESCRIPTIONS,
VISIT THE SROA ANNUAL WEBSITE
www.sroa.org/conference18**

**INSTRUCTIONS TO ADD WEB ICON TO
MOBILE PHONE OR TABLET
HOME SCREEN:**

1. Launch the browser on your phone or tablet and navigate to the SROA conference mini-site.
2. On iPhones and iPads, tap the share button (*rectangle with an arrow pointing upward that is at the bottom of the browser*). On Android, you will see 3 vertical dots next to the URL.
3. Tap **"Add to home screen"**.
4. You can now launch the SROA conference mini-site simply by tapping the home page icon.

WORKSHOP TRACK CODES

- B&L** Business & Leadership
- C&R** Coding & Reimbursement
- Q&S** Quality & Safety
- TCH** Technology & Clinical
- NUR** Nursing
- N-A** Recommended for New Administrators

SATURDAY, OCTOBER 20, 2018

12:00pm – 4:00pm | Los Rios Foyer
Registration

SUNDAY, OCTOBER 21, 2018

7:30am – 8:30am | Rio Grande Ballroom
Continental Breakfast

7:30am – 5:00pm | Los Rios Foyer
Registration

7:30am – 5:00pm | Rio Grande Ballroom
Exhibits
You must have a badge to enter the Exhibit Hall.

8:45am – 10:00am | Regency Ballroom

1.OCE

GENERAL SESSION

Welcome and Opening Session: It's All About Attitude

Leslie Mouton, KSAT-TV news

Leslie's presentation begins with a video of the story Primetime 20/20 did on her to familiarize the audience with her story. That 20/20 story started the massive media attention she began to receive when she started her awareness campaign by being the first anchor (who was fighting breast cancer) to boldly do an on-air broadcast with no hair. That one step started a battle that she fought and won in a very public way. She was a guest on Oprah, Good Morning America and The Today Show. Her openness with her battle also accelerated the public dialogue about breast cancer prevention and cures that continues today. In her presentation, she discusses dealing with adversity with a positive attitude and finding the blessings in even the seemingly most difficult times of your life. It's mixed with emotion and laughs, hard truths and self-exploration!

10:00am – 10:30am | Rio Grande Ballroom

Break with Exhibitors

You must have a badge to enter the Exhibit Hall.

10:30am – 11:30am | Pecan

1.OCE

CONCURRENT WORKSHOP

B&L N-A **Improving Staff Engagement With Authentic Communication**

Mario Rodriguez, Integrated Leadership Systems

Goal: Just like poor communication can have a negative ripple effect within the business, authentic communication can actually help businesses become more collaborative, innovative and creative leading to greater productivity and profitability.



10:30am – 11:30am | Blanco/Llano/Pecos

1.0CE

C&R N-A **Updates: Legislative, Regulatory, Payors and Industry Impact on Reimbursement for Radiation Oncology**

James Hugh III, AMAC

Goal: To provide participants with the most current information on updates in regulations, reimbursement issues in Radiation Oncology.

10:30am – 11:30am | Nueces/Frio

1.0CE

Q&S **How are the Docs Doing? Using Frontline Staff Assessment as an MD Citizenship Metric for Quality and Safety**

Alison Amos, University of North Carolina, Chapel Hill

Patricia Saponaro, University of North Carolina, Chapel Hill

Goal: Using metrics to demonstrate the relationships among employee engagement, MD engagement and safety culture for Radiation Oncology success.

10:30am – 11:30am | Live Oak

1.0CE

Q&S N-A **FMEA, a Six Sigma Tool, When Implementing New Techniques in Your Department**

Rebecca McMahon, Nebraska Medicine

Kimberly Wilson, Nebraska Medicine

Goal: Participants will take away the importance of effective staff training, and the process needed to be successful prior to the implementing new workflow and equipment.

11:30am – 1:15pm | Regency Ballroom

Annual Business Luncheon

Gary Webster, SROA President

You must have a valid SROA attendee badge to attend this luncheon. One-day and General Session Only registration types are not permitted, but may purchase a guest ticket at the registration desk to gain entry.

1:15pm – 2:15pm | Nueces/Frio

1.0CE

B&L **Bad Behavior in the Workplace**

Bethany A. Condrey, Carolinas HealthCare System, Levine Cancer Institute

Katina Holden, Carolinas HealthCare System, Levine Cancer Institute

Donna Royster, Carolinas HealthCare System, Levine Cancer Institute

Goal: The goal of this presentation is to explore the many types of bad behaviors that are often exhibited in the workplace and discuss why we have tolerated these to a certain extent in the past.

1:15pm – 2:15pm | Blanco/Llano/Pecos

1.0CE

C&R N-A **Authorization Madness**

Susan Vannoni, Radiation Oncology Consulting

Kevin Ewalt, Radmax, LTD.

Goal: To help SROA attendees understand the subtle nuances of radiation therapy insurance verification/authorizations and why not knowing the proper steps leads to cash-flow problems.

1:15pm – 2:15pm | Pecan

1.0CE

C&R **An Overview of the Radiation Therapy Department Clinical and Operational Processes**

Edwin Monterrosa, Comprehensive Cancer Settings, LLC

Goal: An Overview of the Radiation Therapy Department Clinical and Operational Processes show the processes of the clinic and how they intertwine with the business and operational side. Present the clinical, precertification, revenue cycle and how they come together.

1:15pm – 2:15pm | Live Oak

1.0CE

Q&S **Using Data as the Key to Reducing Errors**

James Sinicki

Goal: To share our experiences in a large integrated network that led to a decrease in errors.

2:30pm – 3:30pm | Pecan

1.0CE

TCH **Radiomics: The Future is in the Data**

Jordan Johnson, Churchill Consulting

Goal: To expose leadership and others to the emerging field of Radiomics and the current and future applications and implications of the use of Radiomics in clinical practice and workflow.

2:30pm – 3:30pm | Live Oak

1.0CE

B&L **Taking the Mystery Out of Professional Service Agreements: How to Help the Other Side Have Confidence in Your Excellent Work**

Patricia Saponaro, University of North Carolina

Goal: To help administrators support the legal team in crafting agreements that use standard concepts for reimbursement, areas of service, and performance measurement.

2:30pm – 3:30pm | Blanco/Llano/Pecos

1.0CE

C&R N-A **He Said, She Said!**

Cindy C. Parman, Coding Strategies, Inc.

Adam Brown, Revenue Cycle Coding Strategies LLC

Goal: The goal of this session is to review common coding, billing and documentation questions using a point/counterpoint format.



SUNDAY, OCTOBER 21, 2018 continued

2:30pm – 3:30pm | Nueces/Frio

Q&S **The Journey to Becoming a High Reliability Organization (HRO)-Zero Harm/100% Reliability** **1.OCE**
Deborah Panetta, The Valley Hospital
Goal: Outline our commitment and journey to reliably deliver safe, efficient, standardized, high quality, cost effective, compassionate care - every patient, every time.

3:30pm – 4:00pm | Rio Grande Ballroom

Break with Exhibitors
You must have a badge to enter the Exhibit Hall.

4:00pm – 5:00pm | Regency Ballroom

GENERAL SESSION **1.OCE**
The Importance of Safety Culture - Journey to High Reliability
Stephen M. Hahn, MD, FASTRO, MD Anderson Cancer Center
Goal: A robust safety culture & the achievement of high reliability are inextricably linked. Leadership commitment to structure for high reliability, and a strong reporting culture are all essential components of an HRO. The session will describe one departments journey to HRO status.

5:00pm – 6:00pm | Chula Vista

New Member Reception
By invitation only. You must have a ticket to attend this event.

MONDAY, OCTOBER 22, 2018

7:30am – 8:30am | Rio Grande Ballroom

Continental Breakfast
You must have a badge to enter the Exhibit Hall.

7:30am – 12:00pm | Los Rios Foyer

Registration

7:30am – 12:00pm | Rio Grande Ballroom

Exhibits
You must have a badge to enter the Exhibit Hall.

WORKSHOP TRACK CODES

- B&L** Business & Leadership
- C&R** Coding & Reimbursement
- Q&S** Quality & Safety
- TCH** Technology & Clinical
- NUR** Nursing
- N-A** Recommended for New Administrators

8:30am – 9:30am | Regency Ballroom

GENERAL SESSION **1.OCE**
Clinical and Operational Impact of MRI Devices in Radiation Oncology
Caroline Chung, MD; MD Anderson Cancer Center
John Bayouth, PhD; University of Wisconsin, Madison
Joy Godby, MD Anderson Cancer Center
Jana Grienke, University of Iowa
Ben Frank, Provision Proton

Image guidance in radiation therapy offers the potential to effectively treat patients by more accurately tracking tumor response so that treatment can be adjusted accordingly. While many imaging modalities are available, MRI is generating interest as an option that provides real-time visualization for truly adaptive radiation therapy. The panel of experts will discuss the increasing clinical utility of MRI imaging and its ability to deliver MR guided radiation therapy.

9:30am – 10:00am | Rio Grande Ballroom

Break with Exhibitors
You must have a badge to enter the Exhibit Hall.

10:00am – 11:00am | Regency Ballroom

GENERAL SESSION **1.OCE**
MIPS - Past, Present & Future
Randi Kudner, ASTRO
Goal: The Merit-based Incentive Payment System is a federal reporting program that has caught many practices by surprise. The complexity of the program rules, submission mechanisms and practice goals mean there is no “one-size-fits-all” approach. This session aims to answer some of the questions around the program to help practices find their own path forward. The session will review the history of the MIPS program, review the changes from the 2017 to 2018 program, introduce the QOPI Reporting Registry and other submission mechanisms and discuss the future of the Quality Payment Program in radiation oncology.

ALL SROA MEMBERS INVITED TO PARTICIPATE IN SIG/WORKING GROUP MEETINGS

11:00am – 12:00pm | Directors

MEETING
Mentorship Program Working Group

11:00am – 12:00pm | Live Oak

MEETING
Emerging Technologies SIG

11:00am – 12:00pm | Nueces/Frio

MEETING
EHR/Epic Forum SIG

11:00am – 12:00pm | Chula Vista

MEETING
External Collaborations Working Group

MONDAY, OCTOBER 22, 2018 continued

ALL SROA MEMBERS INVITED TO PARTICIPATE IN SIG/WORKING GROUP MEETINGS

11:00am – 12:00pm | Pecan

MEETING

Payer Trends

11:00am – 12:00pm | Mesquite

MEETING

SROA Editorial Board

11:00am – 12:00pm | Chula Vista Boardroom

MEETING

Nursing SIG

12:00pm

Free afternoon to visit ASTRO Exhibit Hall.

TUESDAY, OCTOBER 23, 2018

7:30am – 8:30am | Rio Grande Ballroom

Continental Breakfast

You must have a badge to enter the Exhibit Hall.

7:30am – 4:00pm | Rio Grande Ballroom

Exhibits

You must have a badge to enter the Exhibit Hall.

7:30am – 4:00pm | Los Rios Foyer

Registration

7:45am – 3:30pm |

Headshot Lounge

Get a free headshot to upload to your SROA Connect profile.

8:30am – 9:30am | Regency Ballroom

1.0CE

GENERAL SESSION

The Numerology of Oncology

Jonathan D. Tward, M.D., Ph.D; *Huntsman Cancer Institute at the University of Utah*

In this talk you will learn how therapeutic effectiveness of treatments are truly measured and compared. You will understand how to evaluate the balance between cure and toxicity and how cost effectiveness is measured. This info can be used by patients, practices, and payers to make smart oncologic healthcare decisions.

9:45am – 10:45am | Nueces/Frio

1.0CE

B&L Surviving a Hospital Merger

Benjamin Morris, CoxHealth

Goal: Discuss recent trends in hospital mergers and describe the frontline leader's role in making the merger successful.

9:45am – 10:45am | Blanco/Llano/Pecos

1.0CE

NUR N-A Supportive Care of Oncology Patients: What's the SCOOP?

Beverly Cusano, Helen F. Graham Cancer Center & Research Institute, Newark, DE

E. J. Johnson, Christiana Care Health System

Goal: To share the clinical pathway the Helen F. Graham Cancer Center & Research Institute has developed for introducing a palliative care management program, resulting in significant cost savings and improved patient satisfaction.

**This session is eligible for CE credit from the Texas Nurses Association.*

9:45am – 10:45am | Pecan

1.0CE

B&L N-A Performance Metrics in Radiation Oncology: Benchmarking Practice and Future Planning

Amy Harris, Department of Radiation Oncology, at Thomas Jefferson University Hospital, Kimmel Cancer Center

Goal: SROA members were invited to participate in a board endorsed survey titled Process Indicators in Radiation Oncology- What are we collecting? The survey was part of Amy's dissertation for her doctorate degree. The questions were based on key indicators compiled by a group of 10 members, comprised of Physicists, Administrators, and Quality Directors. Amy will provide study results which include national benchmarking data on what quality measures Radiation Oncology Administrators use.

9:45am – 10:45am | Live Oak

1.0CE

Q&S Our Rad Onc Baldrige Journey...So Far

Edna Volz, Penn Medicine Department of Radiation Oncology

Goal: Share insights we have learned from committing to the Baldrige Excellence Framework.

10:45am – 11:15am | Rio Grande Ballroom

Break with Exhibitors and Vendor Raffle

You must have a badge to enter the Exhibit Hall.

11:15am – 12:15pm | Nueces/Frio

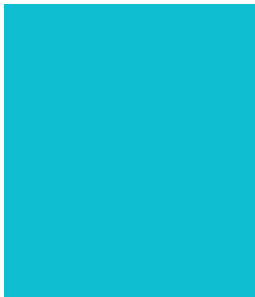
1.0CE

C&R N-A Insurance Hurdles Do Not Equal Money Lost

Molly P. Daugherty, Radiation Oncology Authorization Service (ROAS)

Goal: Teach the methods for proper authorization, predetermination, translation of medical necessity and appealing denied claims affected by the same subjects.





We believe that a better future for the treatment of cancer and neurological disease is about achieving more focus where it matters.

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11:15am – 12:15pm | Pecan

1.0CE

NUR N-A Using Six Sigma for Nurse-Driven Symptom Management Process for Common Radiation Therapy Related Side Effects

Mary L. Garrett, Penn Medicine Radiation Oncology
Edna Volz, Penn Medicine Radiation Oncology

Goal: Share insights to support symptom management (SM) care model to empower nurses to autonomously care for patients with common treatment related side effects in radiation oncology setting.

*This session is eligible for CE credit from the Texas Nurses Association.

11:15am – 12:15pm | Blanco/Llano/Pecos

1.0CE

C&R The Ever Changing Payor Policies Regarding Referral, Authorization and Medical Necessity

Brenda Marie Palo, University of California Davis

Goal: To demonstrate the authorization process, as utilized by two west coast academic hospital based facilities: The University of Washington and the University of California Davis.

11:15am – 12:15pm | Live Oak

1.0CE

C&R Rejections and Denials and Write-Offs, Oh My!

Matthew R Terry, Revenue Cycle Inc. and Coding Strategies Inc.

Mitzi Wilson, Revenue Cycle Inc.

Goal: The goal of the presentation is to educate on the effect of clinical staff performance on revenue cycle and how revenue cycle reports can be used to drive performance improvement.

12:15pm – 1:45pm | Regency Ballroom

Quality Luncheon - Co-sponsored by Varian

Featured entertainment: **The English Brothers**

You must have a valid SROA attendee badge to attend this luncheon. One day and General Session Only Registration types are not permitted, but may purchase a guest ticket at the registration desk to gain entry.

1:45pm – 2:45pm | Blanco/Llano/Pecos

1.0CE

C&R N-A Radiation Oncology Coding Updates and Preparation for 2019

Ron Digiaino, Revenue Cycle Inc.

Goal: Give the current rules and updates as well as potential hurdles for 2019.

1:45pm – 2:45pm | Pecan

1.0CE

NUR When Transport Matters? A Guide to Integrating an Inter-Facility Transport Team to Increase Work Flow Efficiencies While Keeping Patients Safe

Brenda Bernardez, University of California Davis

Goal: This session will describe how integrating an inter facility transport service can address issues of delay in transport, miscommunication in patient handoff and the complexities of transporting critical care patients.

*This session is eligible for CE credit from the Texas Nurses Association.

1:45pm – 2:45pm | Nueces/Frio

1.0CE

Q&S N-A Treatment Planning Timeline Project

Julie Sussi, The Ohio State University Medical Center, James Cancer Hospital

Monica Fullenkamp, The Ohio State University Medical Center, James Cancer Hospital

Goal: To define treatment planning timeline obstacles and how to better manage patients to the appropriate timeline whether urgent or fast track, and decide when hard stops should be initiated.

1:45pm – 2:45pm | Live Oak

1.0CE

TCH Connecting with Patients; Delivering Higher Quality Care

Steven Castle, Southside Regional Medical Center

Goal: As providers, we deliver excellent care to the cancer; our opportunity is to do a better job treating the person and their family.

2:45pm – 3:15pm | Rio Grande Ballroom

Break with Exhibitors and Vendor Raffle

You must have a badge to enter the Exhibit Hall.

3:15pm – 4:15pm | Regency Ballroom

1.0CE

GENERAL SESSION

Cybersecurity and Healthcare - Friend or Foe?

Axel Wirth, Symantec Corp.

It seems no matter where we look, cybersecurity has become an ever-present topic. This session will review cybersecurity trends, cyber risks faced by healthcare organizations, and how they impact your role - whether you are a clinician, administrator, or a business leader. We will review relevant statistics, look at examples, and analyze how security incidents have impacted healthcare organizations beyond the pure technical aspects. Depending on your role, you have different cybersecurity responsibilities and make decisions on a daily basis - whether it's purchasing new equipment and software, or clicking on an attachment in an email - that impact an organization's security resilience. Having all stakeholders understand their role is critical to improving an organization's security posture.



TUESDAY, OCTOBER 23, 2018 continued

4:30pm – 5:30pm | Chula Vista Boardroom
2019 Program Committee
By invitation only.

4:30pm-7:00pm | Rio Grande Ballroom
Exhibitor Break Down

7:30pm – 11:30pm | Briscoe Western Art Museum
President's Party - Co-sponsored by Elekta
Briscoe Western Art Museum
210 W Market St, San Antonio, TX 78205
Featured entertainment: DJ Masquerade
You **MUST** have a valid SROA attendee badge or guest ticket to attend this event. One day and General Session Only Registration types are not permitted, but may purchase a guest ticket at the registration desk to gain entry.

WEDNESDAY, OCTOBER 24, 2018

7:30am – 8:30am | Rio Grande Ballroom
Continental Breakfast
You must have a valid SROA badge to participate.

7:30am – 11:00am | Los Rios Foyer
Registration

8:30am – 9:30am | Live Oak **1.0CE**
B&L N-A **The Changing Face of Customer Service: How Social Media and Online Review Sites Have Altered the Way Patients See and Communicate with You and the Critical Steps You Need to Take Control of the Conversation**
Jennifer Thompson, *Insight Marketing Group*
Goal: To provide a framework for what you can do at your practice to get control of your online reputation and use positive patient feedback to grow your practice and get more patients.

8:30am – 9:30am | Pecan **1.0CE**
B&L N-A **Trends in Prior Authorization**
Robert Lynch, *New Bedford Corporation*
Jason Ferrell, *New Bedford Corporation*
Goal: To educate attendees on trends in prior authorization (PA) requirements for radiation oncology (RO), observed in recent New Bedford Corporation (NBC) data, and to offer recommendations on how providers can develop robust processes to minimize the costs and delays associated with such requirements.

8:30am – 9:30am | Blanco/Llano/Pecos **1.0CE**
Q&S N-A **The Patient Dignity Question and Enhancing Personhood in Radiation Oncology Clinical Encounters**
Jeffrey Burkeen, *UCSD Moores Cancer Center*
Goal: Provide attendees with ideas/tools to address and improve patient satisfaction.

8:30am – 9:30am | Nueces/Frio **1.0CE**
TCH **Disrupting the Oncology Care Continuum Through AI and Advanced Analytics**
Michael Peters, *US Cancer Specialists*
Goal: Upon completion of the presentation, the participant will have the necessary tips to utilize actionable business intelligence to transform from a strategic planner to an executioner of a tactical and flexible plan of action.

9:45am – 10:45am | Regency Ballroom **1.0CE**
GENERAL SESSION
2018 Trends Impacting Cancer Care Delivery
Tim Remus, PhD; *Sg2*
Goal: Review the landscape of oncology with a focus on the trends that will drive change in the future.

10:45am – 11:15am | Rio Grande Ballroom
Break
You must have a valid SROA badge to participate.

11:15am – 12:15pm | Regency Ballroom
GENERAL SESSION
ASTRO Overview - 2019 Radiation Oncology Coding and Coverage
Anne Hubbard, *ASTRO*
Goal: The 2019 MPFS and HOPPS proposed rules were issued in July 2018. The proposed rules include changes to coding guidance and payment policies that impact radiation oncology. This presentation will review each of the proposed coding guidance and payment policy changes found in the proposed rules. It will also provide an overview of recent payer coverage issues, as well as efforts to ensure appropriate coverage for radiation oncology services.

12:15pm – 12:30pm | Regency Ballroom
CLOSING SESSION
Raffle for 2019 Meeting Registration
Jana Grienke, *SROA President*
You must be present to win

1:00pm – 3:00pm | Chula Vista
SROA Board Meeting
By invitation only.



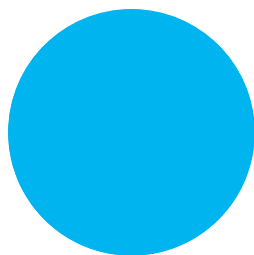
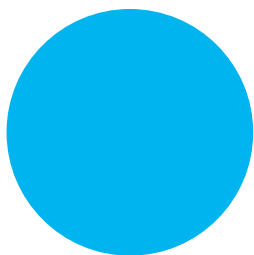
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Visit us at **SROA 2018 Booth #22** and **ASTRO 2018 Booth #1403**.



Safety information: Radiation may cause side effects and may not be appropriate for all cancers.

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SROA 35TH ANNUAL MEETING
SROA 2018 MEMBERSHIP

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JOIN TODAY!

**PASSION THAT PUSHES YOUR ORGANIZATION FORWARD.
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Since 1984, the Society for Radiation Oncology Administrators (SROA) has provided a supportive network of expertise for radiation oncology administrators to improve and advance their management of organizational operations, finance, research and human resources.

As a necessary membership association catering to a niche profession, SROA provides the most current, relevant, and helpful information that impacts radiation oncology practices and departments on a daily basis—whether in a hospital, university, or freestanding environment.

As a leader who navigates the administrative challenges facing your radiation oncology department or practice, SROA is your professional community.

With SROA, you get the knowledge and answers you need to do your job effectively—from managing constant changes in technology to keeping up with quality regulations and billing and coding updates.

When you experience isolation or a lack of understanding and inspiration in your position, use your SROA membership to connect with counterparts in other parts of the country who can share insights with you and fill your knowledge gaps. You'll also have numerous chances to connect with SROA's contributing members and service providers who offer the avenues and expertise to elevate your organization's workflows and processes.

Whether you participate in our Annual Meeting or regularly rely on our convenient online community forum, SROA Connect, by tapping into the SROA network, you'll benefit from the experiences of those who have already handled your situation and pay it forward by sharing your own ideas and success stories.

Visit sroa.org to join today!

36TH ANNUAL SROA MEETING

- Mark these dates on your schedules:
September 15-18, 2019 | Chicago, Illinois
- Submit suggestions for 2019 general session speakers & topics today!
- Submit an abstract for a workshop presentation.
- Visit sroa.org in January 2019 for the Call for Abstracts and 2019 Annual Meeting Information





SROA 35TH ANNUAL MEETING
CONTACT UPDATE FORM • PLEASE COMPLETE

If there are any changes to your contact information, please complete the form below and either fax it to the SROA office at 301-656-0989 or give it to registration staff.

First Name		Middle Initial
Last Name		Generation (Jr, Sr, II, III, IV)
Degree (list in order all degrees)		
Institution Name		
Institution Street Address		
City	State/Province	
Zip (Zip + 4) /Postal Code	Country	
Home Telephone	Work Telephone	
Fax Number	Email Address	
Home Address		
City	State/Province	
Zip (Zip + 4) /Postal Code	Alt. Email Address	





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- Connect with members via the online directory
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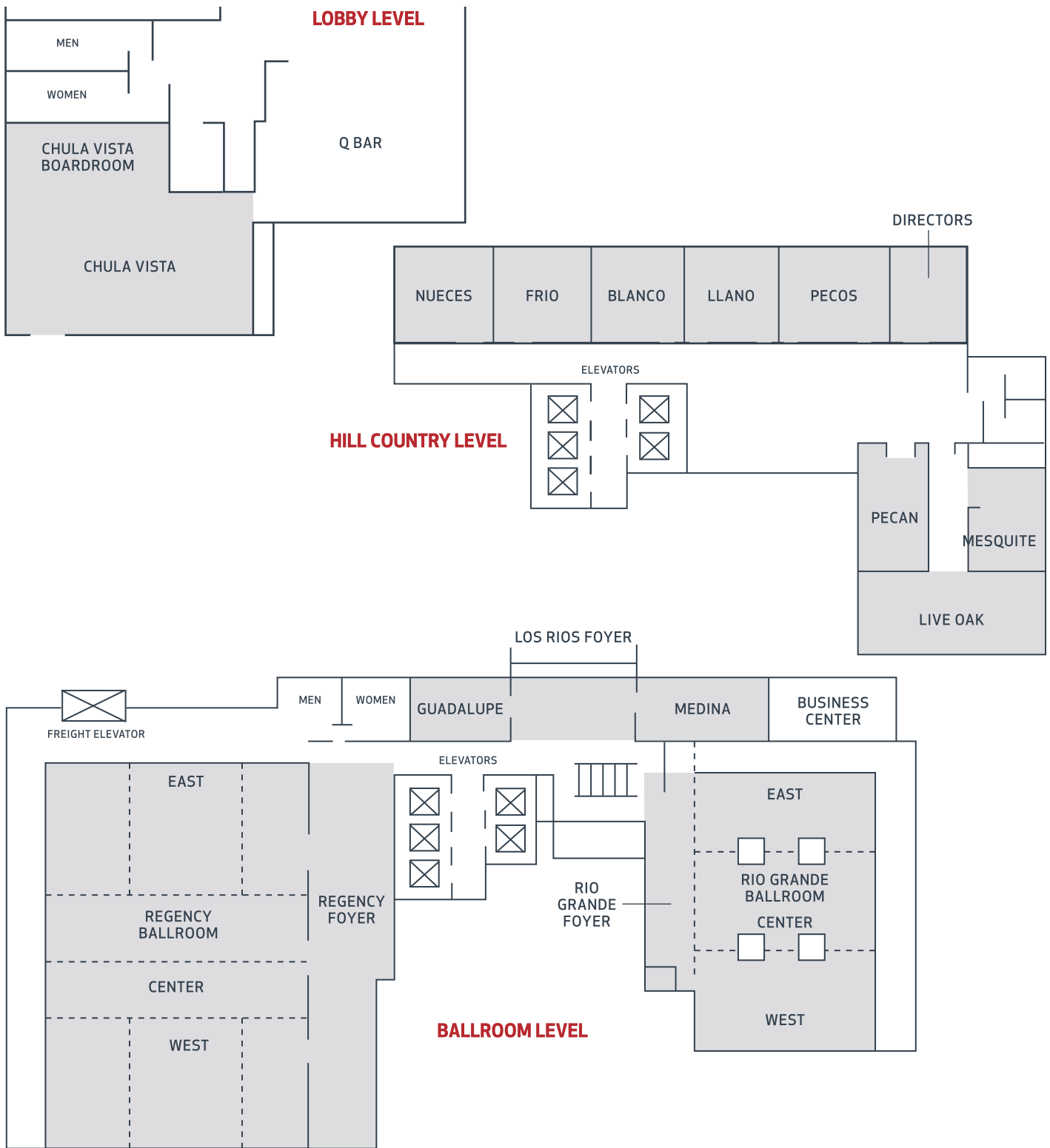
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36TH SROA SEPTEMBER 15-18, 2019 ANNUAL MEETING

A watercolor illustration of the Chicago skyline, featuring various skyscrapers in shades of blue, teal, and yellow. Below the skyline is a body of water, also rendered in watercolor style with blue and green tones. The overall aesthetic is artistic and vibrant.

CHICAGO, ILLINOIS

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SAVE THE DATES