



SAN DIEGO 

Society for Radiation Oncology Administrators
34th ANNUAL MEETING

HARD ROCK HOTEL SAN DIEGO
September 24-27, 2017

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FOR PLACEMENT ONLY!!!**



www.sroa.org

SROA 2017 BOARD OF DIRECTORS



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Back row (left to right): Doug Satterfield, Alex Khariton, Gary Webster, Jeff Buckman, Steve Meisner, Mark Epstein
Not pictured: Debra Corbin

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ASTRO

Please allow time during the SROA meeting to visit the ASTRO Exhibit Hall at the San Diego Convention and Exhibition Center. Your SROA badge will provide admittance to the ASTRO Exhibit Hall only. The Convention and Exhibition Center is across the street and within walking distance from the Hard Rock Hotel San Diego and the SROA Hotels.

Cell Phones

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

Continuing Education Credit

The program has been accredited by the ASRT. MDCB credits are still under review. Credit assignments are stated next to the course abstract.

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 Hard Rock San Diego Hotel Security for any lost items. SROA will neither accept, nor store, lost items.

Meal Events

- A 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 Edge.
- All SROA members are invited to attend the Annual Business Meeting Luncheon on Sunday, September 24th, from 11:30am to 1:15pm. This lunch is outside (weather permitting).
- All attendees are invited to attend the Quality Luncheon co-sponsored by Varian Medical Systems on Tuesday, September 26th, from 12:15 to 1:30pm.
- The SROA President's Party co-sponsored by Elekta will be held on Tuesday, September 26th at the Hard Rock Hotel San Diego from 7:00-11:00pm. You are automatically registered for the President's Party and you will be able to attend by showing your SROA badge. If you are not planning to attend you can opt-out via the online mobile website. Guest tickets are available: a limited number of tickets will be available for purchase at a cost of \$80 each. You must purchase a ticket by Monday, September 25th by 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 #SROA2017.

Sponsor Recognition

Sponsor exhibits will be located in The Edge (second level). Please be sure to visit the exhibitors and acknowledge their continued support of the SROA Annual Meeting.

A Vendor Bingo card will be included in the registration materials. Please visit the exhibitors to have your bingo card marked. Exhibitors will be providing prizes for drawings throughout the conference; you must be present during the drawing to receive your prize.

Registration Desk

Registration will be open:

Saturday, September 23 Noon – 5:00pm
Sunday, September 24 7:30am – 4:00pm
Monday, September 25 7:30am – 11:00am
Tuesday, September 26 7:30am – 4:00pm
Wednesday, September 27 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 2018 Annual Meeting. The winner will be drawn at the closing session of the 2017 Annual Meeting. You must be present to win. The registration is not transferable and can only be used for the 2018 Annual Meeting in San Antonio.

Wi-fi

Wi-fi is not available in the meeting rooms. There is complimentary Wi-fi in Starbucks and Mary Jane's, which are located in the Hard Rock Hotel lobby.



Saturday, Sept 23	3:30pm–4:00pm Break with Exhibitors	Tuesday, Sept 26	4:30pm–5:30pm 2018 SROA Program Committee <i>By Invitation Only</i>
9:00am–12:00pm Board of Directors Meeting <i>By Invitation Only</i>	4:00pm–5:00pm Concurrent Workshops	7:30am–8:30am Continental Breakfast	5:00pm–7:00pm Exhibitor Breakdown
12:00pm–5:00pm Registration	5:00pm–6:00pm New Member Reception <i>This event is invitation only. Ticket required.</i>	7:30am–4:00pm Registration	7:00pm–11:00pm SROA President’s Party <i>Sponsored by Elekta (You must have a valid SROA attendee badge)</i>
12:00pm–5:00pm Exhibitor Set-up	Monday, Sept 25	7:30am–4:00pm Exhibits	Wednesday, Sept 27
Sunday, Sept 24	7:30am–8:30am Continental Breakfast	8:30am–9:30am General Session <i>Innovations in Radiation Oncology Care</i> • Deirdre Saulet, PhD	7:30am–8:30am Continental Breakfast
7:30am–8:30am Continental Breakfast	7:30am–11:00am Registration	9:45am–10:45am Concurrent Workshops	7:30am–11:00am Registration
7:30am–4:00pm Registration	7:30am–12:00pm Exhibits	10:45am–11:15am Break with Exhibitors and Sponsor Raffle	8:30am–9:30am Concurrent Workshops
7:30am–5:00pm Exhibits	8:30am–9:30am General Session <i>Immunotherapy and Radiation Oncology: A Perfect Match?</i> • Jonathan Tward, MD, PhD	11:15am–12:15pm Concurrent Workshops	9:45am–10:45am General Session <i>The Importance of Cancer Registry Data and How To Use It</i> • Kelli K. Olsen, MS, CTR
8:45am–9:00am Welcome	9:30am–10:00am Break with Exhibitors	12:15am–1:30pm Quality Luncheon <i>Sponsored by Varian</i>	10:45am–11:15am Break
9:00am–10:00am General Session <i>Opening Keynote: The Integration Of Palliative Care in Cancer Care</i> • Vicki A. Jackson, MD, MPH	10:00am–11:00am General Session <i>Surviving Cancer is More than a Free Yoga Class...Real Secrets of Survivorship</i> • Amy Regenstreif	1:45pm–2:45pm Concurrent Workshops	11:15am–12:15pm General Session <i>Your Empathy Makes the Difference</i> • Barbara Khozam
10:00am–10:30am Break with Exhibitors	11:00am–12:00pm Working Group & Special Interest Group (SIG) Meetings	2:45pm–3:15pm Break with Exhibitors and Sponsor Raffle	12:15pm–12:30pm General Session <i>Closing Session</i>
10:30am–11:30am Concurrent Workshops	Free Afternoon to Visit the ASTRO Exhibit Hall at the San Diego Convention Center	3:15pm–4:15pm General Session <i>ASTRO Radiation Oncology Overview</i> • William Hartsell, MD <i>Northwestern Medicine Chicago Proton Center</i> • Michael Kuettel, MD, PhD, MBA, <i>Roswell Park Cancer Institute</i>	1:00pm–3:00pm Board of Directors Meeting <i>By invitation only.</i>
11:30am–1:15pm SROA Annual Business Luncheon			
1:15pm–2:15pm Concurrent Workshops			
2:30pm–3:30pm General Session <i>Trends Impacting Cancer Care Delivery</i> • Tim Remus, PhD			



SROA Thanks You!

Please join the SROA Board of Directors in thanking our generous corporate sponsors for their support of the 34th 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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GENERAL COURSE INFORMATION

SATURDAY, SEPTEMBER 23

9:00am–12:00pm
Board Meeting
By Invitation Only

12:00pm–5:00pm | Penny Lane
Registration

12:00pm–5:00pm | The Edge
Exhibitor Set-up

SUNDAY, SEPTEMBER 24

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

7:30am–8:30am
Continental Breakfast

8:45am–9:00am | Legends
Welcome
 Beverly Cusano, *SROA Chair*
 Steve Meisner, *SROA President*



WORKSHOP TRACK CODES

- B&L** . . . Business & Leadership
- C&L** . . . Coding & Reimbursement
- Q&S** . . . Quality & Safety
- TCH** . . . Technology & Clinical
- NUR** . . . Nursing

9:00am–10:00am | Legends

OPENING KEYNOTE

The Integration Of Palliative Care in Cancer Care 1.0CE
 Vicki A. Jackson, MD, MPH, *Massachusetts General Hospital*

The session will be a comprehensive overview of Palliative Care and Oncology Integration.

10:00am–10:30am | The Edge

Break with Exhibitors

You must have a badge to enter the Exhibit Hall.

CONCURRENT WORKSHOPS

10:30am–11:30am | Encore

C&L **Radiation Obstacles in 2017 and 2018** 1.0CE
 Ron DiGiamo, MBA, FACHE, *Revenue Cycle, Inc.*

This session will prepare the attendee for 2018 and the remainder of 2017 for appropriate coding, financial support and compliance risk minimization. This session will cover both detailed and broad discussion from individual codes to Dx related coding for treatment. The discussion will include both Professional only and hospital based reimbursement so that all treatment types may benefit from the presentation.

| Celebrate

Q&S **Implementing a Culture Of Care – Creating the Best Healthcare Experience For Patients** 1.0CE
 David James Raubach, MBA, *Provision Healthcare*

At the not-for-profit Provision CARES Cancer in Knoxville, TN, 70% of the patients treated at the proton center are self-referred. The facility is not part of a larger healthcare system and thus is dependent, largely, on word of mouth for continued patient accrument. We have spent the past three plus years creating and refining patient care techniques all with the stated goal of having the patient state unequivocally at the completion of treatment that their experience was "the best healthcare experience they have ever had."

This talk will examine the techniques and methods we have implemented. There have been many road bumps and lessons learned along the way, and there is still much to explore and improve upon, but we do believe that the lessons learned at our facility can be beneficial for others seeking to create an outstanding patient experience and positive word of mouth from patients following treatment.

| Revolution

B&L **Developing and Engaging Employees During a Post-Merger Period** 1.0CE
 Tuan Tran, MPA, RT(T), *Mount Sinai Beth Israel*

As the landscape of the US health care system continues toward the trends of consolidating its medical services to increase efficiencies, improve quality and outcomes, and streamline costs and operations, an increasing number of hospitals and ambulatory health care facilities across the US are being acquired or merging





CONCURRENT WORKSHOPS

10:30am–11:30am | Revolution | **Continued**

into part of larger health care systems. Following these trends, Mount Sinai Medical Center and Continuum Health Partners, in 2013, merged together into an integrated health care system that encompasses seven hospitals and more than 45 ambulatory practices. And as part of this merger, Mount Sinai Radiation Oncology Department has experienced significant changes over the past 4 years, and has led to a shift in leaders and managers of oncology department with the tools to measure and develop initiatives focusing around employee engagement during a post-merger period; identify employees based on their performance and develop individual development plan to meet their goals and needs. The attendees will be provided with empirical studies, explanation of what employee's value at work, insights on employee engagement during a post-merger period, and how managers can utilize such data to drive up employee engagement and effectively translating that engagement to enhance patient care experience and satisfaction.

| Imagine

C&L **Exploring The Challenges of Coding And Billing for New and Trending Technology** **1.0CE**

Tamara Syverson, BSRT(T), *Revenue Cycle, Inc.*
Teri Bedard, BA, RT(R)(T), CPC, *Revenue Cycle, Inc.*

Implementing a new treatment modality or purchasing new equipment can be exciting, but coding for the new procedure can be challenging. In the field of radiation oncology, coding doesn't always keep up with technology changes, which leaves you questioning which codes to use and what will be reimbursed. This presentation will address the process of code development, pricing and payer acceptance, as well as the concepts of bundling and packaging affecting radiation oncology and new technologies. Examples of new technology, equipment and therapeutic trends will be discussed, including the available codes and payer requirements for hospitals, physicians and freestanding facilities.

11:30am–1:15pm | Woodstock

SROA Annual Business Luncheon

Steve Meisner, *SROA President*

You must have a SROA badge or guest ticket to attend this lunch. Please note, this lunch is outside.

CONCURRENT WORKSHOPS

1:15pm–2:15pm | Encore

C&L **Updates: Legislative, Regulatory, Payors and Industry Impact on Reimbursement for Radiation Oncology** **1.0CE**
James E Hugh III, MHA, *AMAC*

A thorough understanding of current and future legislative, regulatory and payor changes and proposals is of paramount importance for healthcare providers, both clinical and administrative. Effective knowledge and implementation of rules these regulations and policies will ensure providers are compliant in an often complicated political environment. Federal state and local laws are changing so fast that our societies cannot keep up with new laws. Providers have a better opportunity of securing appropriate revenue when they are aware of current and future regulatory changes to assist in decision making and predictive analysis of trends and future changes.

This session will focus on current and future coding for compliance, appropriate documentation, influences of third party payer policies and regulations including a review of expected regulatory changes for 2017 and beyond.

| Celebrate

Q&S **The Role Of The Radiation Oncology Administrator in Promoting Patient Safety Culture Through Radiation Oncology-Incident Learning System** **1.0CE**
Alan Burns, BS, RT, *Baylor Scott & White Health - Temple*

This session will provide the Radiation Oncology Administrator with tools that will support them in the promotion of a strong Patient Safety Culture through RO-ILS.

| Revolution

B&L **Engaging Employees Through A Unique Career Development Program** **1.0CE**

Mary Cohen, *University of Pennsylvania Health System*
Michelle Sparrow, MBA, RN, *University of Pennsylvania Health System*

Highlights Penn Medicine's innovative career development program for radiation therapists that incentivizes engagement and leadership while achieving departmental cost-savings.





CONCURRENT WORKSHOPS

1:15pm–2:15am | Imagine | Continued

NUR Patient Care Management 1.OCE

Alexa R Maloney, BSN, RN, *Christiana Care Center*

When a patient gets the news, “You have cancer,” many thoughts run through his/her head: shock, disbelief, and panic. As the patient begins their personal journey, offering physical and psychological support is vital to the treatment process. To maintain the highest level of functionality, physical and occupational therapists offer therapeutic exercises/techniques to assist with range of motion loss, skin changes, burning, and pain. During the treatment process, some patients may experience emotional turmoil that can range from depression and feelings of defeat to suicidal tendencies. To meet these needs, health psychology services are offered on site as well as a social work crisis line. The social work crisis line is available to meet with the patient promptly during upsetting moments they may be experiencing as well as to determine if the patient is safe emotionally and physically to leave the facility. Necessary referrals can be made during or afterwards for follow up with a local psychologist and primary care physician. Transportation can be a barrier for patients to attend cancer treatments. Transportation services are offered for patients through coordination of local companies to help prevent delay of care. Survivorship is the last key point. After a patient has completed treatment for cancer, the patient is referred to support groups for camaraderie as well as clinics that specialize in the physical aspect a patient may still experience such as fatigue, pain, and psychosocial alterations (i.e., depression, loneliness, and despair.) Survivorship addresses ongoing patient needs through a continuum of care for patients. Follow up appointments are a way for health care providers to follow the patient and the progress made after treatment. There are a number of resources that the nurse and health care team use to help the patient maintain his/her overall functionality during a difficult time period. These resources are vital to patients’ physically and emotionally to overcome the challenges they endure during this impactful time of their life.

2:30pm–3:30pm |

WORKSHOP TRACK CODES

- B&L** . . . Business & Leadership
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- TCH** . . . Technology & Clinical
- NUR** . . . Nursing

Legends

GENERAL SESSION

Trends Impacting Cancer Care Delivery 1.OCE

Tim Remus, PhD, *Sg2*

Review the landscape of oncology with a focus on the trends that will drive change in the future.

3:30pm–4:00pm | The Edge

Break With Exhibitors

You must have a badge to enter the Exhibit Hall.

CONCURRENT WORKSHOPS

4:00pm–5:00pm | Revolution

B&L A Strategy For Implementing Time-Driven Activity-Based Costing (TDABC) in a Large Academic Radiation Oncology Practice 1.OCE

Benjamin D. Frank, MHA, MD, *MD Anderson Cancer Center*

Nicholas D. Olivieri, ME, MD

Radiation Oncology direct costs are widely variable and are rarely captured effectively due to the complexity surrounding clinical processes. We currently do not know the direct costs associated with many modalities and disease sites within Radiation Oncology. We sought to capture these costs in a large academic radiation oncology practice for all disease sites and modalities using Time-Driven Activity-Based Costing (TDABC). This data will provide four major benefits: The cost variable within the value equation, cost and process data for quality improvement initiatives, cost data for alternative payment model development and general information for long-term strategic planning.

| Celebrate

Q&S Radiation Oncology Workflow and Its Impact On Quality, Safety and Patient and Staff Satisfaction 1.OCE

Jana Grienke, *University of Iowa Hospitals and Clinics*

Even though it’s an integral part to all organizations, having workflows implemented and documented usually takes a back seat to other operations. In some cases, you can operate your department/hospital well enough without a defined and documented workflow process. But studies show that with a conscious workflow design, the benefits to your organization can be enormous and many.

Documenting your workflow will take time and effort but in the end, the benefits will out-weigh the negatives.





CONCURRENT WORKSHOPS

4:00pm–5:00pm | Imagine | **Continued**

TCH **Where Are All The Proton Centers? – The Current and Future State of the Proton Therapy Industry in the United States** **1.0CE**

David James Raubach, MBA, *Provision Healthcare*

Despite advances in technology, reductions in cost, implementation of single room facilities, and a growing body of clinical evidence, there are fewer than 90 proton treatment rooms in the U.S., and proton therapy accounts for less than 2% of radiation treatments delivered annually. Growth in the industry has proved elusive much to the frustration of many patients who must travel to get access to the treatment.

What explains this lack of growth? Are the headwinds limiting growth showing signs of subsiding in the near future? Does it even matter if more proton centers open? Does the recent bankruptcy filing by the Scripps proton center indicate a fundamental flaw in the industry? This talk will answer these and other questions in an in depth overview of the current and future state.

| Encore

C&L **Radiation Oncology Billing Compliance- A System Approach** **1.0CE**

Bethany Condrey, MBA, *Carolinas HealthCare System, Levine Cancer Institute*

Donna Royster, *Carolinas HealthCare System, Levine Cancer Institute*

Katina Holden, *Carolinas HealthCare System, Levine Cancer Institute*

Billing Compliance can be one of the more difficult aspects of a Radiation Oncology Administrator's responsibilities. Ever changing rules coupled with increasingly complex procedures creates the necessity for a compliance program that offers the proper education, support, monitoring and teamwork. At the Levine Cancer Institute of Carolinas HealthCare System, our Radiation Oncology Compliance Program has benefited from the combined talents, experience and expertise of many as we have come together as one. Our internal audit rotation plan has brought to light areas for improvement and has pushed us to challenge ourselves, our teammates and our physicians to examine our processes to ensure compliant and comprehensive billing practices.

Our hope is to demonstrate the components of a meaningful compliance work plan, and to reflect the enthusiasm that our extensive team has generated as our service line grows both in number and in maturity. Our approach is simple; combining exceptional communication practices with a supportive, non-punitive environment that ensures each stakeholder is satisfied with the results of our findings.

5:00pm–6:00pm | Pool/ Cabanas

New Member Reception

This event is invitation only. Tickets required.

MONDAY, SEPTEMBER 25

7:30am–8:30am | The Edge

Continental Breakfast

7:30am–11:00am | The Edge

Exhibits

You must have a badge to enter the Exhibit Hall.

7:30am–11:00am | Penny Lane

Registration

8:30am–9:30am | Legends

GENERAL SESSION

Immunotherapy and Radiation Oncology: A Perfect Match? **1.0CE**

Jonathan Tward, MD, PhD, *Huntsman Cancer Institute of the University of Utah*

Immunotherapy is one of the most active areas of investigation in modern oncology. Participants will learn about currently approved immunotherapies and the data support their use in oncology. Radiation therapy is a potent immune stimulator and when combined with immunotherapy could maximize therapeutic effectiveness.

9:30am–10:00am | The Edge

Break with Exhibitors

You must have a badge to enter the Exhibit Hall.





10:00am–11:00am | Legends

GENERAL SESSION

Surviving Cancer is More Than a Free Yoga Class...Real Secrets of Survivorship

1.0CE

Amy Regenstreif

I have had retroperitoneal leiomyosarcoma ...a rare cancer for 16 years. I have had about 15 abdominal surgeries, many chemoes, immunotherapy, interventional radiation procedures, other small surgeries, 2 chest ports, one arm port, one pic line, 2 chest tubes, 2 stomach ports and much else along the way. I currently live with about 15 tumors all over the place....and I am still laughing.....come find out why.

Along the way I learned so many things about staying here on Earth. I learned all about insurance companies and how they work. I learned all about patients and what we really need. I learned all about my medical staff that is irreplaceable. I learned how to get new drugs for people to try. I learned how to make a real impact in my care by just changing few little things. I am a Patient Advocate.

I learned compassion, and gained much wisdom. Please come hear my story and learn with meI have incredible stories a little comedy as well.

CONCURRENT WORKSHOPS

11:00am–12:00pm

Working Group & SIG Meetings

Open to all members.

| Encore 3

SROA Newsletter Working Group

Open to all members.

| Celebrate

Payor Trends Special Interest Group (SIG)

Are you interested in the topic of Payor Trends? SROA is introducing Special Interest Groups. A Special Interest Group is a way for SROA members to explore, share practices, and exchange knowledge around a common interest in topical issues and common challenges by providing the opportunity for members to compare experiences and possibly identify future activities to benefit all SROA members. Attend this introductory meeting of SROA's new Special Interest Group.

WORKSHOP TRACK CODES

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- NUR** . . . Nursing

| Encore 1 & 2

Mentor/Mentee Working Group

Open to all members

| Revolution

Emerging Technologies Special Interest Group (SIG)

Are you interested in the topic of Emerging Technologies? SROA is introducing Special Interest Groups. A Special Interest Group is a way for SROA members to explore, share practices, and exchange knowledge around a common interest in topical issues and common challenges by providing the opportunity for members to compare experiences and possibly identify future activities to benefit all SROA members. Attend this introductory meeting of SROA's new Special Interest Group.

| Imagine

EHR/Epic Forum Special Interest Group (SIG)

Are you interested in the topic of EHR/Epic Forum? SROA is introducing Special Interest Groups. A Special Interest Group is a way for SROA members to explore, share practices, and exchange knowledge around a common interest in topical issues and common challenges by providing the opportunity for members to compare experiences and possibly identify future activities to benefit all SROA members. Attend this introductory meeting of SROA's new Special Interest Group.

TUESDAY, SEPTEMBER 26

7:30am–8:30am | The Edge

Continental Breakfast

7:30am–11:00am | Penny Lane

Registration

7:30am–4:00pm | The Edge

Exhibits

You must have a badge to enter the Exhibit Hall.

8:30am–9:30am | Legends

GENERAL SESSION

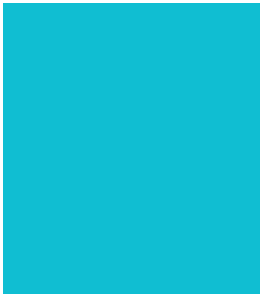
Innovations in Radiation Oncology Care

1.0CE

Deirdre Saulet, PhD, The Advisory Board Company

As cancer program administrators are faced with growing patient volumes and tightening budgets, it is critical that you carefully evaluate which investments will position your radiation oncology program for success. This session will provide an update on volumes forecasts, treatment innovations, changing reimbursement, and lessons learned from best-in-class radiation therapy programs.





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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CONCURRENT WORKSHOPS

9:45am–10:45am | Revolution

B&L Effective Leadership in Radiation Therapy **1.OCE**

Marilyn Trepanier, *Varian Medical Systems*
Michelle Kino, *Varian Medical Systems*

This course will discuss Effective Leadership in Radiation Therapy. The attendees will be given the tools to develop as Effective Leaders in their organization. During this session, you will learn ways to identify your leadership style, develop a system of ethics and values as well as recognize necessary competencies to be an Effective Leader. The attendee will learn ways to create a positive following within their organization allowing them to better enhance the patient experience.

| Encore

C&L Credentialing Crazeiness **1.OCE**

Susan Vannoni, M.S., R.T. (R) (T) ROCC
Radiation Oncology Consulting
Kevin Ewalt, *RadMax*

Facilities and physician practices face ongoing battles to efficiently run and remain profitable in today's healthcare environment. It is not enough to get claims out the door (bill) anymore, you need to be enrolled with the payers and understand that claims that are not authorized for treatment will not get paid. This session will help you to better understand the obstacles you face with payers now and in the future and what steps you must take if you are going to ensure a future revenue stream. Recommendations will be made for tools that may keep you organized and give you realistic scenarios of various enrollments, including Government.

| Celebrate

Q&S Patient Flow Analysis in Outpatient Radiation Oncology Clinic: Improving the Patient's Experience **1.OCE**

Alison Amos, Ph.D., *University of North Carolina at Chapel Hill*

Radiation oncology serves a complex patient population, requiring multiple clinical appointment types for each patient that entail varying resources over the course of their treatment. Suboptimal patient flow

WORKSHOP TRACK CODES

- B&L** . . . Business & Leadership
- C&L** . . . Coding & Reimbursement
- Q&S** . . . Quality & Safety
- TCH** . . . Technology & Clinical
- NUR** . . . Nursing

through the clinic can increase wait times, frustration (for the patient, provider and staff), confusion and rework. Therefore, an effective and efficient system for moving patients through their visit is integral to patient and staff satisfaction, as well as daily clinic operations. Building on industrial engineering concepts and methods, we developed an innovative methodology for analyzing patient flow that included: i) lead and cycle time studies, ii) exam room utilization studies, iii) influence of double/triple booked appointments, iv) influence of bulk changes to the clinic schedule and v) patient arrival patterns.

We applied this methodology in the radiation oncology department to identify constraints in flow and any gaps in staffing and resources. Nursing staff and a Lean Six Sigma trained coach recorded patients' progress from check-in to check-out for all 9 attending physicians over a 7 day period (n=246 patients). Mean and median duration times were calculated for each stage of the care delivery process. Exam room utilization, patient arrival patterns and double or triple booked appointments were collected and correlated to cycle times to identify outliers and contributing factors.

10:45am–11:15am | The Edge

Break with Exhibitors and Sponsor Raffle

You must be present to win!

You must have a badge to enter the Exhibit Hall.

CONCURRENT WORKSHOPS

11:15am–12:15pm | Revolution

B&L Data Reporting with Dashboards **1.OCE**

Lisa Keifer, MBA, BSRTT, *Geisinger Health System*
Jeff Buckman, MBAm, *SUNY Ustate Medical University*

This presentation will show how two different Radiation Oncology organizations develop dashboards utilizing two different approaches:

- Microsoft Excel dashboard reporting utilizing tables, functions, and pivot tables
- The use of a 3rd party application known as Tableau to produce data visualization
- A review of methods of reporting data including tables, charts, graphs and a combination of various reporting options
- Some do's and don'ts when reporting data in order to allow an understanding of the information that can lead to actionable outcomes
- A review of several dashboard reports that will be available to the SROA membership via the website's toolbox that can be modified to fit individual organizational needs





CONCURRENT WORKSHOPS

11:15am–12:15pm | Celebrate | [Continued](#)

Q&S **The Use of a Productivity Model in the Department of Radiation Oncology at The Ohio State University to Manage and Determine Productivity and Reduce Labor Costs.** **1.0CE**

Julie Sussi, BA MA, *The Ohio State University Medical Center*

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

The Department of Radiation Oncology at The Ohio State University has had rapid growth since 2009. With increased patient volumes, and complexity in cases comes the need to recruit and staff adequately. Early on the “Visionware” productivity model was used to look at the productivity of the department as a whole. More recently, due to large numbers of Radiation Therapists, Nursing, Physicists, and Dosimetrists, it has been necessary to re-build the Productivity Model used for the department using the current CPT codes, so that productivity can be discussed per group as a break-out.

The purpose of this presentation is to discuss the purpose of using a productivity model as well as to identify when to proceed with hiring when the productivity model doesn't fully support a hire, and when additional metrics should be gathered.

| Imagine

NUR **Implementation of a Nurse Practitioner (NP) Driven Follow Up/Survivorship Clinic for Gastrointestinal (GI) Malignancy Patients**

Erin Davis, MSN, CRNP, AOCNP, *University of Pennsylvania Health System*

Susan N Popp, *University of Pennsylvania Health System*

The Commission on Cancer Report Cancer Program Standards: Ensuring Patient-Centered Care (2016) recommended that by the end of 2016 greater to or equal to 25 percent of eligible patients who have completed treatment should receive a survivorship care plan with the goal to increase that number to greater to or equal to 50 percent and then greater to or equal to 75 percent in 2017 and 2018 respectively. This initiative has sparked discussion amongst oncology providers as to how to best meet this directive while ensuring that survivorship care is meaningful to both the patient and their caregivers. In response, our institution designed a nurse practitioner (NP) driven follow up clinic for patients who had received radiation therapy for gastrointestinal (GI) malignancies including colorectal, esophageal, gastric, hepatobiliary and pancreatic cancers. The program was piloted for a 6 month period in 2016 with evaluation at three and sixth month intervals. Metrics, both qualitative and quantitative, were analyzed including frequency of completion of survivorship care plans and treatment summaries, attending referral patterns, patient retention to NP clinic and patient and provider satisfaction amongst others. At the completion of our evaluation, approximately 50% of patients received a survivorship care plan at their initial post radiation visit. The majority of patients scheduled their next follow up visit with the nurse practitioner; patient and provider feedback was positive. As a result, the NP follow up clinic has continued beyond the pilot phase and continues to expand. Our experience has served as guidance to our medical oncology colleagues to consider opportunities to expand NP driven follow up and survivorship care.





CONCURRENT WORKSHOPS

11:15am–12:15pm | Encore | Continued

C&L Integrating the Revenue Cycle **1.OCE**

into Radiation Oncology Practices
Edward Townley, CPC, CEMC, CUC, ROCC, Cogent9 Consulting

The Revenue Cycle often is not well understood by clinical staff; business office managers and supervisors may not be entirely clear on the radiation oncology process of clinical care. Exploring these two separate systems and the critical areas of overlap can have significant benefits for the practice.

12:15pm–1:30pm | Legends

Quality Luncheon

Featured entertainment: Magician Ben Silver
You must have a valid SROA attendee badge to attend this luncheon.
Co-sponsored by Varian

CONCURRENT WORKSHOPS

1:45pm–2:45pm | Imagine

TCH Integration of ARIA and EPIC **1.OCE**
into a Radiation Oncology HER

Darrin Kistler, MBA, RT (R) (T), University of Kansas

The University of Kansas Health System is a large academic based radiation oncology program with seven treatment locations. The radiation oncology programs used ARIA for all scheduling and record/verify operations. EPIC is the official enterprise electronic health record for the health system. Our challenge was to successfully integrate ARIA and EPIC into a multi-site practice and maximize our efficiency through the implementation of interfaces.

A thorough analysis of the business needs was conducted amongst internal and external customers. This analysis led to the development of a plan for a series of interfaces that maximized efficiency and accuracy of data between the information systems. The University of Kansas Health System implemented four interfaces to support the transfer of demographic data, billing data, scheduling data and treatment data.

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| Celebrate

Q&S How the Lean Healthcare **1.OCE**
Revolution is Changing the Future of Radiation Oncology

Kyle Schmanke, M.S., TMA, Technology and Community Health
Chris Relyea, MBA, COMMUNIFY HEALTH

A systems engineering approach to QA has been utilized in aviation to minimize errors and save lives successfully for some time. Leaders in the field have implement a next-generation quality, safety and process improvement platform they and academic partners, such as UNC Healthcare, UMichigan, Dana Farber, Princess Margaret, Cleveland Clinic and others, can use to continuously improve the world's best cancer care teams. At UNC, the Radiation Therapy department has achieved the following results:

- Profitability improved 125%
 - Interruptions reduced >80%
 - Awarded best of 200 Depts in Patient Satisfaction
 - Multiple Top 5 Clinic awards
 - Patient Safety and Quality Issues* improved 39%
 - Work Pressure and Pace* improved 18%
 - Information Exchange* improved 51%
- * Clinician surveys

We will discuss how these improvements will be passed down and implemented in smaller departments nationwide.

| Revolution

NUR Incorporating Nurse Practitioners **1.OCE**
into Academic Radiation Oncology Practice

Erin Davis, University of Pennsylvania Health System
Erin McMenamin, MSN, CRNP, ANP-BC, APCN, ACHPN

Co-author (not presenting): Genny Hollis, University of Pennsylvania Health System

With the increasing incidence of cancer associated with the aging patient population and expanding cancer directed treatment options there is an increasing the demand for radiation therapy. This increased demand is occurring simultaneously with fewer physicians specializing in oncology and dramatic changes in reimbursement. These factors have stimulated interest in creating novel and effective team based care models to efficiently provide high quality radiation therapy and associated supportive care. Nurse practitioners (NPs) have consistently and clearly demonstrated their ability to provide safe, high-quality, and well-received care in a variety of settings and are increasingly being identified as critical in delivery of oncology care. In radiation oncology NPs can provide a variety of critical services ranging from consultation, evidence based supportive care to minimize treatment breaks and maximize quality of life, surveillance and survivorship care, and coordination of care. Successful incorporation of NPs into a radiation oncology provider group requires thoughtful leadership with content expertise to guide prospective planning





CONCURRENT WORKSHOPS

1:45pm–2:45pm | Revolution | **Continued**

and ongoing monitoring. Key elements include developing the departmental knowledge base of NP scope of practice, shared expectations of the role, billing procedures, competency based onboarding and orientation, and retention plan. Resource-value units frequently under-represent NP clinical productivity and associated outcomes. Alternative metrics that capture quality should be considered. These include patient satisfaction, decreased treatment breaks/ admissions/ hospital length of stay, and increased team efficiencies. Development of metrics at the inception of the role leads to realistic expectations for all members of the team and departmental leadership as well as provide the basis for future evaluation and modification of the NP role.

| Encore

C&L **Avoiding (or Surviving) the Radiation Oncology Audit** **1.0CE**

Cindy C Parman, CPC, CPC-H, RCC, AHIMA APPROVED ICD-10-CM TRAINER, *Revenue Cycle, Inc.*
Ron DiGiaino, MBA FACHE, *Revenue Cycle, Inc.*

Whether it is a standard internal policy, a result of the Affordable Care Act or a separate initiative, insurance payors are increasing their audits with the goal of reducing or eliminating fraud, waste and abuse. In addition, both governmental and commercial payors recover billions of dollars in refunds on an annual basis.

An effective compliance program detects and eliminates coding and billing risks through an internal auditing and monitoring program. This may include an understanding of modifier application, medically unlikely edits, Medicare Local Coverage Determinations, other payor policies and other coding guidelines and regulations.

This session will review common areas of misunderstanding that may result in an audit or investigation. True coding compliance means that the physician, facility or cancer program has “audit-proofed” their documentation, coding and billing practices. Attendees will leave this session with an understanding of compliance and tools to survive in the Age of Audits!

2:45pm–3:15pm | The Edge

Break with Exhibitors and Sponsor Raffle

You must be present to win!

You must have a badge to enter the Exhibit Hall.

3:15pm–4:15pm | Legends

GENERAL SESSION

ASTRO Radiation Oncology Overview **1.0CE**

William Hartsell, MD, *Northwestern Medicine Chicago Proton Center*

Michael Kuettel, MD, PhD, MBA, *Roswell Park Cancer Institute*

4:30pm–5:30pm | Satisfaction

2018 SROA Program Committee

By Invitation Only

5:00pm–7:00pm | The Edge

Sponsor Breakdown

7:00pm–11:00pm

SROA President’s Party

Featured entertainment: DJ Mikey Beats

You must have a valid SROA attendee badge to attend this event.

Co-sponsored by Elekta.

WEDNESDAY, SEPTEMBER 27

7:30am–11:00am

Registration

7:30am–8:30am | The Edge

Continental Breakfast

You must have a valid SROA attendee badge to attend this breakfast.

CONCURRENT WORKSHOPS

8:30am–9:30am | Imagine

TCH **How Serendipitous Encounters Will Change the Game in Oncology Care** **1.0CE**

Claire G. Mendenhall-Almanza, *University of Texas Southwestern Medical Center*
Justin Parscale, AIA, LEED AP, *Perkins+Will*

The care of cancer patients has many moving parts, with a treatment path that involves the care of numerous disciplines – imaging experts, medical/ radiation oncologists, surgeons, nurses, and support staff who interact with patients and families. Of all the disciplines, radiation oncology may be among the most complex: its disparate clinical and technical parts must be synchronized to deliver high quality and complex treatments with limited toxicity and patient discomfort.

Given the opportunity to design a new ground-up facility, the radiation oncology department team of a major academic healthcare institution partnered with a globally known healthcare architecture firm to rethink the traditional clinical/research model by using the principles and trends in progressive office design – the modern “Google” concepts that enhance collaboration, make best use of mobile technology, and generate out-of-the-box ideas. Organized around the concept of Disease Oriented Teams, the resulting facility is an environment to counteract the inefficiency, inflexibility, and suboptimal layout and workflow conditions that can make patient and staff experiences less than ideal. The new center is designed to optimize the patient experience, clinical workflow and integrate future technologies into the building, and ultimately create a center with world-class function.



CONCURRENT WORKSHOPS

8:30am–9:30am | Celebrate | **Continued**

B&L Improving Staff Engagement with Authentic Communication

Daniel Stover, *Integrated Leadership Systems*

Communication skills are vital to your success as a leader and may be one of the most nuanced stumbling blocks we encounter. Under stress and pressure, we all tend to fall back on aggressive or passive-aggressive forms of communication; which derails employee engagement. What if you knew exactly how to manage your own communication under pressure? What if you knew precisely how to engage an aggressive or passive-aggressive employee? In an individual or group setting, it is imperative that we skillfully manage ourselves and others.

In this interactive and engaging workshop, you will learn to improve your ability to communicate and listen effectively, engaging the people around you. Whether times are easy or challenging - active listening skills, assertive communication, building rapport and creating partnerships are crucial to developing a growth-minded and effective team. You will have the chance to practice your new skills in this session and improve your effectiveness immediately and allow you to be more consistent across all relationships.

| Encore

C&L Packaging and Bundling – What This Trend Means for You **1.0CE**

Adam Brown, BSRT(T), CMD, *Revenue Cycle, Inc.*
Jennifer Buchanan, RT(R)(T), *Revenue Cycle, Inc.*

This presentation will address the trend of packaging and bundling CPT® codes in radiation oncology. An overview of the each concept will be discussed as well as common errors during the code capture process and claim form reporting associated to bundling and packaging. The impact bundling and packaging have on reimbursement, ideas for tracking productivity for certain codes, and the potential of future bundling and packaging trends will be highlighted.

| Imagine

NUR Mid-Levels Are Becoming More Common: Working with and Understanding the Scope and Roles of the Nurse Practitioners/Mid Levels in Changing Environment **1.0CE**

Jordan Johnson, MSHA, BSRT RT, ROCCCr, *Churchill Consulting*

The role of nursing has changed tremendously over the past 40 years in healthcare. Nurses have broadened their scope of practice, increased their autonomy and increased their presence in the power positions of many healthcare systems. The role of the nurse in radiation oncology is no different. This presentation will identify

the barriers that prevent us from utilizing nurses to their potential and identify the opportunities. The use of nurse practitioners in the department is becoming more common as demand for quality increases. The mid-levels scope and daily functions will be demonstrated and discussed as it pertains to efficiency, productivity and quality. This is a trend that the is increasing due to the QPP legislation and is not going away, so it is imperative to understand nursing and nurse practitioners from all angles to ensure that they are being utilized appropriately and to their maximum potential. Reimbursement will continue to be based on quality and outcomes so increased attention to each patient and follow up is necessary. The tasks and responsibilities (created or delegated) that they have are crucial for quality patient care and effective communication. We will assess the current state of radiation oncology, patient demand, and internal hospital influence that is reshaping some of the operations of our departments and putting nursing and mid-levels at the forefront of this crucial role.

9:45am–10:45am | Legends

GENERAL SESSION

The Importance of Cancer Registry Data and How To Use It **1.0CE**

Kelli K. Olsen, MS, CTR, *City of Hope*

Review the rules that govern a Cancer Registry and how the Cancer Registry functions within the hospital and healthcare setting. We will review the abstracting process and look at what data is collected. Finally, we will review the various quality measures that the CoC and CMS use for assessing quality with Registry data.

10:45am–11:15am | The Edge

Break

11:15am–12:15pm | Legends

GENERAL SESSION

Your Empathy Makes the Difference **1.0CE**

Barbara Khozam, *Sullivan Luallin Group*

These days with the increasing pace of healthcare, many staff members and others simply focus on processing patients rather than delivering individual care and personal attention. This program provides and opportunity to step back and look at empathy as a tool to establish a special connection with each person who comes through the system.

12:15pm–12:30pm | Legends

CLOSING SESSION


Gary S. Webster, *SROA President*

1:00pm–3:00pm | Revolution

Board of Directors Meeting

By invitation only





LIFE DOESN'T STOP AFTER A CANCER DIAGNOSIS

At Varian Medical Systems, we hope that someday, every cancer patient will be able to fulfill his or her dreams.

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Radiation treatments may cause side effects that can vary depending on the part of the body being treated. The most frequent ones are typically temporary and may include, but are not limited to, irritation to the respiratory, digestive, urinary or reproductive systems, fatigue, nausea, skin irritation, and hair loss. In some patients, they can be severe. Radiation treatment is not appropriate for all cancers. See <http://www.varian.com/use-and-safety> for more information.

have ushered in a new era of knowledge-based oncology, including a care management platform that enables cancer-fighting teams to coordinate patient care throughout their journey, from diagnosis to survivorship.

At Varian, when we hear cancer survivors talk about fulfilling their dreams, it makes us smile, and reinforces our determination to create a world without fear of cancer.

**Visit us at SROA Booth #8 and
ASTRO Booth #717.**

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The Society for Radiation Oncology Administrators is the premier authority for administrative radiation oncology operations. Since 1984, we have committed to providing education, advocacy, networking, mentorship, and resources to radiation oncology professionals.

SROA operates on four main objectives; these are to:

- Provides best practice standards as it relates to operational efficiencies
- Promotes membership networking and disseminates information of industry topics
- Broadcasts changing trends in Radiation Oncology
- Sponsors a mentorship program, providing a foundation for professional growth and succession

Society activities include an annual education conference, networking and publications. The organization currently has more than 650 members worldwide.

SROA members enjoy a variety of benefits including:

- Online Career Center
- Mentor/Mentee Program
- Complimentary Online Subscriptions to Radiation Oncology News Administrators, the Society's official newsletter
- Timely News Articles
- Discounted registration fees for the SROA Annual Meeting
- Web Links to Resources for Radiation Oncology Administrators
- Call To Action Broadcast E-mails
- Online Member Network including:
 - Member Listserv
 - Access to Best Practice Resources & Administrative Tools
 - Access to Benchmarking Survey Participation and Results
 - Member Directory: A searchable online member directory

CONTACT US

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Phone: 301-718-6510
Fax: 301-656-0989
info@sroa.org

Visit sroa.org to join today!

35TH ANNUAL MEETING

- Mark these dates on your schedules:
October 21-24, 2017 | San Antonio, Texas
- Submit suggestions for 2018 general session speakers & topics today!
- Submit an abstract for a workshop presentation.
- Visit sroa.org in January 2018 for the Call for Abstracts and 2018 Annual Meeting Information





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)	
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Home Telephone	Work Telephone
Fax Number	Email Address
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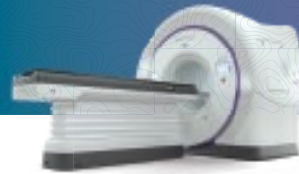
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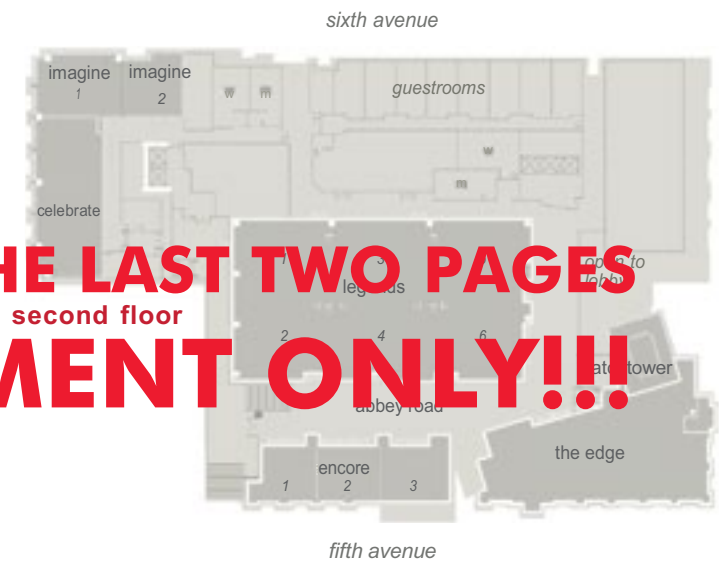


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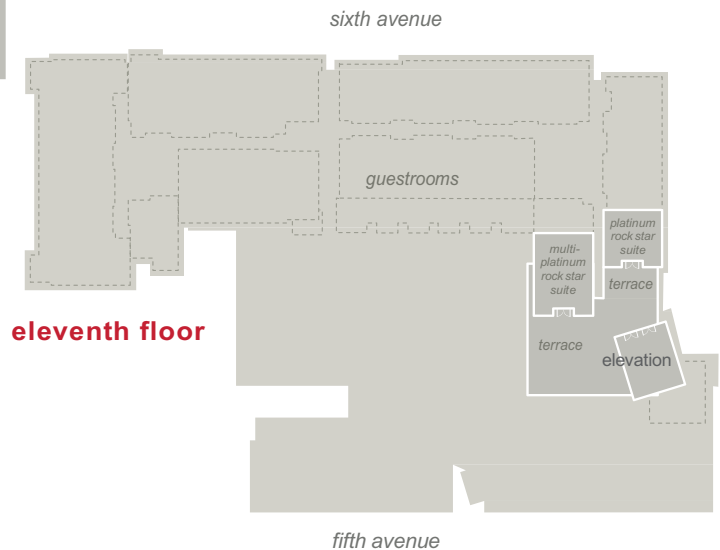


second floor

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fourth floor



eleventh floor

