



SOCIETY FOR RADIATION
ONCOLOGY ADMINISTRATORS

28th Annual Meeting



OCTOBER 2-5, 2011

MIAMI INTER-CONTINENTAL

MIAMI, FLORIDA

Final Program

2011 BOARD OF DIRECTORS

Gail L. Satterfield
Chair

Giles C. Toole, III
President

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Advisory Council Member



SROA 2011 BOARD OF DIRECTORS

Front row L to R: Joan Kines, Pamela Ray, Gail L. Satterfield, Teena Adkins, George Uschold Second row: L to R: Jana Grienke, Barry Asch, R. Scott Krewson, Giles C. Toole, III, Carolyn Gilleland. Not in picture: Robin Chenail

2011 SROA COMMITTEE CHAIRS

Advocacy Committee

Monitors legislation and promotes the Society's position and visibility in the legislative process.

R. Alan Burns, Chair

Awards Committee

Oversees the granting of awards and other recognition to Society members and the public at large for special recognition, such as service and leadership awards.

Pamela Ray, Chair

Benchmarking and Best Practices Committee

Develops and administers benchmarking surveys. Collects, analyzes, and reports survey data.

Karen McGraner, Chair

Constitution and Bylaws Committee

Responsible for the study of all proposed changes or additions to the Constitution and Bylaws.

Nick Hernandez, Chair

Communications Committee

Guides direction and solicits quality content for the Society's newsletter and website, as well as seeks methods to improve communication within the Society.

Cathy Smith, Chair

Membership Committee

Studies membership applications and reports its recommendations to the Board of Directors.

Beverly Cusano, Chair

Program Committee

Develops and conducts the program at the Annual Meeting.

Carolyn Gilleland & Giles C. Toole, III, Co-Chairs

Reimbursement and Economics

Provides input on the relative value scale reimbursement for radiation therapy and requirements for CPT codes.

Kim Sevening & Tracy Butler, Co-Chairs

Questions?

SROA
5272 River Road
Suite 630
Bethesda, MD 20816
Phone: 301-718-6510
Fax: 301-656-0989
SROA@paimgmt.com
www.sroa.org





**SOCIETY FOR RADIATION
ONCOLOGY ADMINISTRATORS**

Dear Colleagues:

Welcome and thank you for attending the 28th Annual Meeting of the Society for Radiation Oncology Administrators (SROA). Since 1983, SROA's annual meeting has been dedicated to exploring a variety of issues relating to radiation oncology.

The year's meeting includes a distinctive blend of invited speakers, workshops and plenary sessions. **Tim Williams, MD**, will give this year's keynote address, "The Epistemology of Oncology." Other general session speakers include **Chris Thrash, Ramesh Rengan, MD, Lynne Fairbent, Ryan Armbruster, Craig Stevens, MD, and Eleanor Harris, MD**. There will be workshops that will address the issues and concerns of the administrator during these changing economic times. New to this year's meeting is the **EMR Panel**, where panelists will answer common and critical questions regarding Electronic Medical Records. The popular **Billing Panel** also returns as a general session. There will also be time to catch up with old friends and to make new ones.

Of course, you don't want to miss comedian **David Glickman** who will perform during the Quality Luncheon. And plan to dance the night away with **Higher Ground** at the President's Party.

SROA PAST PRESIDENTS

2009 - 2010
Gail L. Satterfield

2008 - 2009
R. Scott Krewson

2007 - 2008
Joan Kines

2006 - 2007
Darrin Kistler

2005 - 2006
Tim Laugh

2004 - 2005
Kathryn Wall

2003 - 2004
R. Alan Burns

2002 - 2003
Susan Vannoni

2001 - 2002
Marilyn Gannon

2000 - 2001
John Felton

1999 - 2000
Ed Mercado

1998 - 1999
Michael A. Franklin

1997 - 1998
William F. Harriger

1996 - 1997
Lisa F. Edelstein

1995 - 1996
Theodore Fantl

1994 - 1995
Heather Palmer Dam

1993 - 1994
Mary Anne T. Kwon

1992 - 1993
A.R. Threet

1991 - 1992
Michael H. Martin

1990 - 1991
Sharon K. Murphy

1989 - 1990
Teresa M. McKay

1988 - 1989
Chester T. Szerlag

1987 - 1988
Kathy C. Van Camp

1986 - 1987
Richard F. Roberts

1985 - 1986
Frederick W. Thomas

1984 - 1985
Beverly J. Kobeissi

We invite you to take a few minutes during the meeting to acknowledge the generous support of our sponsors and exhibitors. Your personal relationships with these organizations plays a vital role in their continued support of SROA and our annual meeting. Participate in "Vendor Bingo" - you may win a terrific prize.

The 2011 Annual meeting promises to be another in the series of stimulating, diverse and enjoyable SROA educational programs. Thank you for taking time from your busy schedules to participate in the 28th Annual Meeting of the Society of Radiation Oncology Administrators. Plan to be with us next year in Boston; reserve these dates October 28-31, 2012 for SROA.

Sincerely,

Giles C. Toole, III
SROA President
Co-Chair, SROA 2011
Annual Meeting

Carolyn Gilleland
SROA President - Elect
Co-Chair, SROA 2011
Annual Meeting



GENERAL INFORMATION

Announcement Board/Job Bulletin

A bulletin board will be available in the registration area to post future meetings and seminars, to publicize events during the SROA meeting and to list available positions. Posted materials may not be larger than 8 1/2 by 11 inches. Look for the sign that reads Announcement/Job Bulletin.

ASTRO

Please allow time during the SROA meeting to visit the ASTRO Exhibit Hall at the Miami Beach Convention Center. SROA attendees may visit the ASTRO Exhibit Hall for free; your SROA badge will provide admittance to the ASTRO Exhibit Hall only. Please visit the ASTRO Exhibit Hall on Monday.

Cell Phone, BlackBerrys & PDAs

Please turn off all electronic devices during all sessions.

Continuing Education Credit

The program has been accredited by the ASRT and MDCB for a maximum of 16 ARRT credits.

To receive ASRT credits, please ask the session moderator for a multi-part form. When the session is over, participants return one copy of the completed form to the session moderator. The remaining copies are for the participant's use. Participants are responsible for mailing copies of accredited sessions to the ASRT to receive their credits.

Please stop by the registration desk for your MDCB CE form.

Lost and Found

Check with the InterContinental security for any lost items. SROA will neither accept nor store lost items.

Sponsor Recognition

Sponsor tables will be located on the Mezzanine. Please be sure to visit the exhibitors and acknowledge their continued support.

A Vendor Bingo card will be included in the registration materials. Please visit the exhibitors to get your cards marked. Exhibitors will be providing various prizes that will be drawn throughout the conference; you must be present during the drawing to receive your prize.

ASTRO EXHIBIT HOURS

Miami Beach Convention Center

Sunday, October 2..... 10am - 5:00pm

Monday, October 3 10am - 5:00pm

Tuesday, October 4..... 10am - 5:00pm

Meal Events

All SROA members are invited to attend the Annual Business Meeting Luncheon on Sunday, October 2, from 11:30am to 1pm in Trianon. If you are an SROA member who pre-registered for the full annual meeting and indicated your participation on the registration form for this event, your badge will grant you entrance into the luncheon. If you did not indicate your participation or registered on site, a limited number of luncheon tickets will be available at the SROA registration desk for \$50.

A continental breakfast is offered each morning for those who are registered for the full SROA meeting. Breakfast will be available on the Mezzanine level. Also, there will be roundtable discussions during breakfast on Monday (EMR) and Tuesday (Customer Service) at 7:30am in Trianon.

All registered full conference-attendees are invited to attend the Quality Luncheon sponsored by Varian Medical Systems. The luncheon is scheduled for Tuesday, October 4, from 12:15 to 2:00pm in Trianon. Your badge will grant you entrance into the event. A limited number of tickets will be available at the SROA registration desk for \$50.

The SROA President's Party sponsored by Elekta, Inc. will be held in the Bayfront Room on the First Floor of the InterContinental Miami on Tuesday, October 4 at 7:00pm. If you pre-registered through SROA and indicated your intent to attend this event, you should have received a ticket with your registration materials. A limited number of tickets will be available for guests at a cost of \$80 each. No one under the age of 21 will be admitted to the President's Party. Each attendee will receive three complimentary drink tickets.

Registration Desk

Registration will be open:

Saturday, October 1 Noon – 5:00pm
Sunday, October 2 7:00am – 5:00pm
Monday, October 3..... 7:00am – 12:00pm
Tuesday, October 4 7:00am – 5:00pm
Wednesday, October 5..... 7:00am – 12:00pm

Shuttle Bus

The InterContinental is on the ASTRO shuttle route to and from the Miami Beach Convention Center.

Smoking Policy

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

Presentations

SROA Members – Presentations will be posted in the Members Only section of the SROA Website. If a presenter has not given SROA permission to post the presentation, contact the speaker directly for a copy.

SROA Nonmembers - Contact the speaker directly to request a copy of the presentation or ask for assistance at the Registration Desk.

PROGRAM AT-A-GLANCE

SATURDAY, OCTOBER 1

1:30 –5:30pm

Board of Directors Meeting
(Board of Directors & invited guests)

Noon-5:00pm

Registration

Noon-5:00pm

Exhibitor Set-up

SUNDAY, OCTOBER 2

7:00am-5:00pm

Registration

7:30-8:30am

Continental Breakfast w/Exhibitors

7:30am-5:00pm

Exhibits

8:30-8:45am

Opening/Welcome

■ **Giles C. Toole, III, SROA**

President

■ **Carolyn Gilleland, SROA**

President-Elect

8:45-9:45am

#001 General Session

■ **Chris Thrash, Founder, Chris Thrash and Associates**

9:45-10:15am

Breaks/Exhibits

10:15-11:15am

#002 Keynote Address

■ **Tim Williams, MD, Medical Director of Department of Radiation Oncology, Eugene M. and Christine E. Lynn Cancer Institute at Boca Raton Community Hospital**

11:15-11:30am

Break

11:30am-1:00pm

Annual Business Luncheon

1:00-2:00pm

Concurrent Workshops

2:00-2:30pm

Breaks/Exhibits

2:30-3:30pm

#007 General Session

■ **Ramesh Rengan, MD, PhD, Assistant Professor, Department of Radiation Oncology, Hospital of the University of Pennsylvania**

3:30-5:00pm

#008 General Session, EMR Panel

■ **Moderator, Carl Bogardus, MD, and Panel**

5:00-6:30pm

New Member Reception
(By Invitation Only)

MONDAY, OCTOBER 3

7:00am-Noon

Registration

7:30-8:30am

Breakfast Roundtable Discussion
– EMR

7:30-8:30am

Continental Breakfast w/Exhibitors

7:30am-Noon

Exhibits

8:30-9:30am

#009 General Session

■ **Lynne Fairbent, Manager of Legislative and Regulatory Affairs, American Association for Physicians in Medicine**

9:30-9:45am

Break

9:45-10:45am

#010 General Session

■ **Ryan Armbruster, VP Innovation, UnitedHealth Group**

10:45-11:45am

Committee Meetings:
(open to all members)

■ Advocacy

■ Benchmarking & Best Practices

■ Communications

■ Membership

■ Reimbursement & Economic

■ 2012 Program (by invitation)

TUESDAY, OCTOBER 4

7:00am-5:00pm

Registration

7:30-8:30am

Breakfast Roundtable Discussion
– Customer Service: How to provide customer service with no staff, time or money

7:30-8:30am

Continental Breakfast w/Exhibitors

7:30am-4:00pm

Exhibits

8:30-9:30am

#011 General Session

■ **Craig Stevens, MD, PhD, Chair of Department of Radiation Oncology, H. Lee Moffitt Cancer Center & Research Institute**

■ **Eleanor Harris, MD, Clinical Director of Radiation Oncology, H. Lee Moffitt Cancer Center & Research Institute**

9:30-9:45am

Break

9:45-10:45am

Concurrent Workshops

10:45-11:15am

Break/Exhibits

11:15am-12:15pm

Concurrent Workshops

12:15-2:00pm

Quality Luncheon

Entertainment: **David Glickman**

2:00-3:00pm

Concurrent Workshops

3:00-3:30pm

Break/Exhibits/ Vendor Drawing

3:30-4:30pm

Concurrent Workshops

4:30- 5:00pm

Sponsor Wrap Up Meeting
(Invitation Only)

7:00-11:00pm

President's Party, Live Band

Entertainment: **Higher Ground**

WED., OCTOBER 5

7:00am-Noon

Registration

7:30-8:30am

Continental Breakfast w/Exhibitors

7:30am-Noon

Exhibits

8:30-9:30am

Concurrent Workshops

9:30-9:45am

Break

9:45-10:45am

Concurrent Workshops

10:45-11:15am

Break/Exhibits/ Vendor Drawing

11:15am-12:30pm

#036 General Session,
Billing Panel

■ **Moderator, Craig McNabb, and Panel**

12:30pm

Adjournment

Noon-3:00pm

Exhibits Breakdown

12:45-3:00pm

Board of Directors Meeting
(Board of Directors and Invited Guests)

GENERAL COURSE INFORMATION

SATURDAY/SUNDAY, OCTOBER 1 & 2

Saturday, October 1

1:30pm-5:30pm

Oxford

Board of Directors Meeting

(Board of Directors &
Invited Guests)

Noon-5:00pm

Satellite Registration Mezzanine

Registration

Noon-5:00pm

Mezzanine

Exhibitor Set-up

Workshop Track Codes

LDR Business Leadership

COD Coding &
Reimbursement

QA Quality

TCH Technology/ EMR

ASTRO EXHIBIT HOURS

Miami Beach Convention Center

Sunday, October 2

.....10am - 5:00pm

Monday, October 3

.....10am - 5:00pm

Tuesday, October 4

.....10am - 5:00pm

Sunday, October 2

7:00am-5:00pm | Satellite Registration Mezzanine

Registration

7:30-8:30am | Mezzanine

Continental Breakfast w/Exhibitors

7:30am-5:00pm | Mezzanine

Exhibits

8:30-8:45am | Versailles

Opening/Welcome

Program Committee Co-Chairs

■ **Giles C. Toole, III**, SROA President

■ **Carolyn Gilleland**, SROA President-Elect

8:45-9:45am | Versailles

#001 General Session: Dare to Dance – The Adventures of Nurse Margaret

■ **Chris Thrash**, Founder, Chris Thrash and Associates

This fun, high energy presentation inspires audience members to look at the dynamic relationship between patient satisfaction and employee satisfaction. Customer service doesn't make our jobs harder; it makes our jobs easier. How can we put customer service to work for us in caring for patients and striving to keep patient, employee and physician satisfaction at the highest levels in our organization? This session is extremely effective in motivating the audience to focus on building a successful service culture by encouraging commitment to their organization's goals and service standards.



9:45-10:15am | Mezzanine

Breaks/Exhibits

10:15-11:15am | Versailles

#002 Keynote Address: The Epistemology of Oncology

■ **Tim Williams, MD**, Medical Director of Department of Radiation Oncology, Eugene M. and Christine E. Lynn Cancer Institute at Boca Raton Community Hospital

Cancer therapy has undergone many changes over the past 100 years. Many of these changes are the result of medical advances and technological development. However, cultural factors, wars, politics, and social changes have all had a great effect as well. This presentation will examine these changes. The development of medicine as a profession, the perception of cancer by society, the influences of other stakeholders, and the origins of cancer surgery, radiation therapy, and chemotherapy will be investigated. The impact of these influences, the rapidly increasing costs of cancer therapy, and the healthcare system in the US will be compared with other developed countries.



11:15-11:30am | Mezzanine

Break

11:30am-1:00pm | Trianon

Annual Business Luncheon

GENERAL COURSE INFORMATION

SUNDAY, OCTOBER 2

1:00-2:00pm

Concurrent Workshops

COD #003 Nonphysician Practitioners in Radiation Oncology (Sandringham/Windsor)

- Cindy Parman, CPC, CPC-H, RCC, Principal & Co-Founder of Coding Strategies, Inc.**

This session will include common definitions of services typically provided by nonphysicians, and current utilization in the field of radiation oncology. Existing urban legends regarding on-treatment visits, post-therapy follow-up services and more will be discussed.

The Centers for Medicare and Medicaid Services (CMS) has published numerous documents regarding the use of NPPs in an 'incident to' capacity, and the Office of the Inspector General (OIG) has targeted 'incident to' billing for review. It is also important to remember that 'incident to' is a Medicare convention only, and other payors may or may not subscribe to this billing methodology.

The decision to hire a nonphysician practitioner generally requires significant front-end planning, and tips will be provided in this session to help the radiation oncology practice analyze the impact of a nonphysician on practice revenue.

QA #004 Safety Practices for Creating an Atmosphere of Trust in an Environment of Fear (Escorial/Alhambra)

- Robyn Walker, B.A., R.T. (R)(T), Chief Radiation Therapist, Department of Radiation Oncology, Duke University**

Radiation therapists are on the frontline in the battle against cancer. They are also closest to the patient during treatment, performing a key role in ensuring patient safety and intervening if something goes wrong. Rigorous safety practices and policies help them treat patients with confidence. Recent articles in the New York Times highlighted the dire consequences of errors and accidents in radiation therapy. Radiation therapists must have safety procedures and routines in place so they can treat with confidence in a safe environment. The Department of Radiation Oncology at Duke University Hospital has an environment of safety built on the pillars of accountability, communication and consistency. These principles are enacted in specific policies, checklists and practices.

Radiation therapy is steadily improving in the ability to control and cure cancer. As the technology becomes more complex, safety cannot be taken for granted. Patient safety requires constant vigilance and continual learning. Therapists must operate in an environment of safety based on the principles of accountability, open communication and consistency — for the welfare of patients and their own peace of mind. It is the goal of this presentation to demonstrate that by establishing safety as a number one priority, implementing a system to learn from our experiences, and constantly improving the safety of our procedures and processes, we foster a culture of safety.

TCH #005 Does Your EMR Reflect What You Intended & The Work You Performed? (Theater)

- Tamara Syverson, BSRT (T) Associate Director of Consulting at Revenue Cycle, Inc.**
- Teri Bedard, B.A., RT(R)(T) Consultant at Revenue Cycle, Inc.**

The required transition to an Electronic Medical Record (EMR) has brought many changes to day-to-day processes and the documentation of services. Even with the necessary changes, it can be difficult to determine the true medical record, know if the documentation reflected in your EMR is sufficient to meet payer standards, and if it accurately reflects the work provided. In many cases, the documentation found within the EMR does not coincide with the billed services or patient care process. This session will review the pitfalls and advantages of the EMRs utilized within the Radiation Oncology specialty, and provide recommendations for documenting within these systems to supply an accurate account of each patient course and the procedures performed.

LDR #006 Generations: Veterans, Baby Boomers, Xers and Millenials Creating Service Culture Excellence (Raphael/Michelangelo)

- Chris Thrash, Founder, Chris Thrash and Associates**

This dynamic breakout session acquaints participants with the issues related to providing excellent service to patients, family members and co-workers across the various generations. Service looks and sounds different based on the generation we are serving at a particular moment in time. Based on historical events and cultural influences, each generation has developed a unique set of values, beliefs and desires that differ across the various generations. Mission, vision, values and behavioral expectations can serve as common denominators and influence the culture of an organization to bridge generational gaps.

2:00-2:30pm | Mezzanine

Breaks/Exhibits

2:30-3:30pm | Versailles

#007 General Session: The IHE-RO Initiative: The Critical Role of Radiation Oncology Administrators in Closing the Loop to Vendors

- Ramesh Rengan, MD, PhD, Assistant Professor, Department of Radiation Oncology, Hospital of the University of Pennsylvania**

This discussion will address the Integrating the Healthcare Enterprise- Radiation Oncology (IHE-RO) initiative in detail. The current and future directions for this initiative and its relevance for patient safety, and the role that administrators can plan to help IHE-RO achieve its objectives will also be addressed.



GENERAL COURSE INFORMATION

SUNDAY/MONDAY, OCTOBER 2 & 3

3:30-5:00pm | Versailles

#008 General Session: EMR Panel

- Moderator: **Carl Bogardus, MD**,
- **Susan Vannoni**, President & CEO, Radiation Oncology Consulting
- **Erdal Sepahi**, Director, Mission Information Technology – Mary Bird Perkins Cancer Center
- **Lisa Muratovic**, Ironwood Cancer Center
- **Lani Fullerton**, Radiantcare Radiation Oncology

This session will be a discussion on the emerging technology of Electronic Medical Records by users of various systems and with audience participation from vendors. As a new and emerging technology, there are various products on the market offering varied products and capabilities.

5:00-6:30pm | Lower Pool Deck

New Member Reception (By Invitation Only)

5:00-7:00pm

Happy Hour: SROA Attendees present your badge for discounts.

- **Indigo Bar** - \$3 beer, \$4 wine, \$5 specialty cocktails
- **Blue Water Café** – 2 for 1 drink special

Monday, October 3

7am-Noon | Satellite Registration Mezzanine

Registration Desk

7:30-8:30am | Trianon

Breakfast Roundtable Discussion Groups: EMR

- Co-Moderators: **Barry Asch** and **Cathy Smith**

7:30-8:30am | Mezzanine

Continental Breakfast w/Exhibitors

7:30am-Noon | Mezzanine

Exhibits

8:30-9:30am | Versailles

#009 General Session: Are You Driving the Bus, or Along for the Ride? How the Media Can Influence Radiation Oncology Practice

- **Lynne Fairobent**, Manager of Legislative and Regulatory Affairs, American Association for Physicists in Medicine



The presentation will provide the attendee with a snapshot of where we are today in regulatory compliance to reporting and investigating medical events, some of the initiatives being considered by state and federal government agencies and the importance of safety culture in radiation oncology programs.

9:30-9:45am | Mezzanine

Break

9:45-10:45am | Versailles

#010 General Session: Innovating the Patient Experience

- **Ryan Armbruster**, VP Innovation, UnitedHealth Group



Innovation and Patient Experience are both very popular topics - and for very good reason: our healthcare system needs each now more than ever. However, these terms also suffer from a broad range of use and interpretation across the healthcare industry continues to compromise the potential and value of these disciplines. In this talk, Ryan will share his insights from a decade of study, practice and experience with innovation and patient experience. You will leave the session with a clearer understanding of the competency behind each of these disciplines, along with some inspiration and specific ways to make them more effective in your organization.

10:45-11:45am

Committee Meetings—Open to all SROA members.

- **Advocacy (Raphael)**
- **Benchmarking & Best Practices (Michelangelo)**
- **Communications (Escorial)**
- **Membership (Sandringham)**
- **Reimbursement & Economics (Windsor)**
- **2012 Program (By Invitation) (Alhambra)**

Noon-5:00pm

Visit the ASTRO Exhibit Hall

5:00-7:00pm

Happy Hour: SROA Attendees present your badge for discounts.

- **Indigo Bar** - \$3 beer, \$4 wine, \$5 specialty cocktails
- **Blue Water Café** – 2 for 1 drink special

GENERAL COURSE INFORMATION

TUESDAY, OCTOBER 4

Tuesday, October 4

7:00am-5:00pm | Satellite Registration Mezzanine
Registration Desk

7:30-8:30am | Trianon
**Breakfast Roundtable Discussion Groups:
Customer Service: How to provide customer service
with no staff, time or money**

Co-Moderators: **Jana Grienke and Teena Adkins**

7:30-8:30am | Mezzanine
Continental Breakfast w/Exhibitors

7:30am-4:00pm | Mezzanine
Exhibits

8:30-9:30am | Versailles
**#011 General Session: Recent Advances in
Radiation Therapy and a Vision for the Profession**

■ **Craig Stevens, MD, PhD**, Chair of Department of Radiation Oncology, H. Lee Moffitt Cancer Center & Research Institute



■ **Eleanor Harris, MD**, Clinical Director of Radiation Oncology, H. Lee Moffitt Cancer Center & Research Institute



It is an exciting time to be part of the field of Radiation Oncology. Recent years have seen a proliferation of new technologies, biologic therapies, innovative combined therapies, molecular predictors, radioprotectors and radiosensitizers.

At the same time our field has been under fire and increased scrutiny for medical errors and high profile misadministrations. All of us in the medical profession must be mindful of the broader context of health care reform and endemic problems in our health care system. Radiation treatment remains one of the most effective and cost-efficient forms of cancer therapy, and is used to treat about 50% of all cancer patients at some time in their course of disease. We are well poised as a field to take advantage of our expertise in not only cancer treatment, but also in quality assurance and improvement, peer review, and patient safety initiatives. One critical battle has been to expand our appropriate utilization of imaging technologies for the purpose of advancing treatment planning effectiveness while not being labeled as part of the diagnostic imaging world, with its skyrocketing costs and over-utilization making it a prime target for health care costs savings.

9:30-9:45am | Mezzanine
Break

9:45-10:45am

Concurrent Workshops

COD #012 Radiation Oncology Coding and Documentation (Theater)

■ **Ron DiGiaino, MBA, President & CEO of Revenue Cycle, Inc.**
This presentation is designed to review common coding scenarios in radiation oncology that, at times, pose difficult situations with regard to documentation, appropriate coding, compliance and denial management of reimbursement. The discussion is designed to review these coding opportunities and recommended solutions to the above.

The presentation will compare and contrast Hospital based reimbursement to freestanding reimbursement. IMRT and IGRT as well as OIG work plan items are a part of the discussion. Radiation oncology is a supplier of high cost services and falls under the criteria receiving attention in Washington DC. Participants need to be aware of the risks and benefits in 2011.

There will be a time period allowed for questions to address peripheral issues with the associated talk.

LDR #013 Multicultural Patient Navigation in Action (Escorial/Alhambra)

■ **Cheryl Kamarauskas, MBA, Patient Navigator, North Shore Medical Center**
■ **Berta Rios, PhD, Patient Services Manager, South Region of the American Cancer Society**

The American Cancer Society Dade Unit established the first two patient navigator programs in Miami-Dade at North Shore Medical Center and at Jackson Memorial Hospital. In collaboration with the American Cancer Society, results of these two new programs will be discussed, including the five critical success factors for the implementation of a successful patient navigator program: (1) establishing an organizational champion, (2) the navigation model, (3) navigator profile, (4) navigator training and (5) program evaluation. The speakers will also present productivity metrics used to evaluate the cost-effectiveness of the program and recommendations from the practices from both the public and private facilities that recognize the important role patient navigators play in cancer care.

GENERAL COURSE INFORMATION

TUESDAY, OCTOBER 4 (CONT.)

QA #014 Proactive Practice Management through Reporting and Metrics (Sandringham/Windsor)

- Ryan Wexler, Medical Business Systems
- Michael Kos, MD, Medical Business Systems

A medical practice by nature has a dual mandate: patient care and business operations. However, the operational side of your practice is often neglected due to the demands of treating patients. While the primary goal of any practice should be patient care, if your practice is struggling to perform, it will inhibit your ability to deliver the best care and treatment experience to your patients. Business productivity is especially weak in the healthcare industry. The most efficient vehicle to take that first step towards achieving a basic level of business intelligence is by leveraging a proactive reporting strategy. Analytics is an extremely effective tool to use in managing your practice; leading you to make informed business decisions and consequently improving patient care.

QA/TECH #015 The Electronic Facility Record (EFR): Successful Case Studies in Increased Safety and Enhanced Reporting for Radiation Oncology (Raphael/Michelangelo)

- Kyle Schmanke, Founder of TMA Technology, Ltd.

Last year the Electronic Facility Record was presented at the 2010 SROA meeting. This presentation will showcase the measurable increases in safety and compliance in the increasingly technical environment of radiation oncology. The presentation will also provide examples of enhanced reporting capabilities that give radiation oncology professionals increased insight and confidence in the clinical implementation of new equipment and treatment techniques. Specific reports for accreditation scoring with report cards for patients will be unveiled.

10:45-11:15am | Mezzanine
Break

11:15am-12:15pm

Concurrent Workshops

COD #016 Diagnosis Coding for Oncology (Sandringham/Windsor)

- Cindy Parman, CPC, CPC-H, RCC, Principal & Co-Founder of Coding Strategies, Inc.

This session will include an overview of the Official ICD-9-CM Diagnosis Coding Guidelines, with attention to those sections that directly affect coding for radiation oncology patients.

Since the diagnosis codes reported must accurately reflect information in the patient medical record, the link between diagnosis codes, medical necessity and physician documentation will be reviewed. Specific diagnosis issues and questions that relate to radiation oncology services will be highlighted.

Finally, one may not be enough when it comes to diagnosis codes. While it is important to report the codes for radiation treatment and the malignancy, it is just as essential to ensure that all patient diagnoses are documented and coded. In the age of quality reporting and justifying the complexity of patient care, accurately capturing and reporting all patient medical conditions provides the insurance payor with a comprehensive picture of the patient's medical status.

LDR #017 Lean 101-An Exercise in Problem Solving from Consultation to 1st Treatment (Theater)

- Nancy Earley, MS, RT(R)(T), Administrator, Radiation Oncology, Lehigh Valley Hospital

In 2009, the Department of Radiation Oncology launched a project to address a recognized work process problem. Our problem began at the point of new patient consultation and affected treatment planning, including obtaining authorizations in a timely fashion, understanding the attending physician's expectations for starting treatment, coordinating the patient schedule, and determining the appropriate and necessary information to begin and finish a treatment plan. Using newly trained problem-solving techniques introduced in our network, a committee was formed for this project. Front line staff members were recruited for this Committee. Trained on problem-solving techniques, the Committee spent the next ten months tackling our issue. PDCA (Plan, Do, Check, Act) were our guiding principles. Compliance with coding and documentation would also guide problem solving. We also wished to incorporate enhanced utilization of the EMR. Our committee used a systemic approach to problem solving that included a collection of background information, as well as an understanding of current conditions to identify the root cause of our problem. Once the root causes were identified, we were ready to propose solutions. Recommended solutions resulted in new work processes with continued measurement to demonstrate follow up to the work process changes. This presentation will focus on problem-solving techniques and the engagement of staff in problem-solving.

Workshop Track Codes

LDR Business Leadership

COD Coding & Reimbursement

QA Quality

TCH Technology/ EMR

GENERAL COURSE INFORMATION

TUESDAY, OCTOBER 4 (CONT.)

QA #018 THE OIG - How to Identify and Avoid Fraud and Abuse Issues (Raphael/Michelangelo)

- Craig McNabb, MBA, BSN, Billing and Compliance Auditor, Radiation Oncology Services of America**

Ethical and high quality medical care for patients is a goal most physicians work toward along with submission of proper claims for the services they provide. Trust from the patient and from government is granted freely. The patient and the government rely on the physicians' medical judgment to provide appropriate medical services.

It only takes one or two dishonest providers to cast doubt on those providing ethical and appropriate care. Personal gain has led to the need for regulations that combat fraud and abuse and to ensure appropriate quality medical care.

We will discuss current laws in effect and identify areas where potential relationships that may bring the spotlight on you or your practice from the OIG, as well as how to avoid those pitfalls.

TCH #019 Electronic Health Record Incentive Program (Escorial/Alhambra)

- Eva Huddleston, R.T. (R)(T), Associate Director of Business Development, Revenue Cycle, Inc.**
- Bridget Krueger, MBA, BSRT (R)(T) Business Development Consultant, Revenue Cycle, Inc.**

The days of a paper medical record are coming to an end and the movement of electronic medical records is now becoming a necessity. With the help of information technology, there is an ability to better coordinate care, an ease of sharing secured information, assistance with diagnose, reduction in

This presentation will give the foundation of HITECH background, review the electronic health records incentive by CMS and review the possible obstacles that a department might face and suggestions on how to overcome them.

This session will be conducted in one hour. Two speakers specializing in Radiation Oncology Training will be presenting.

12:15-2:00pm | **Trionon**

Quality Luncheon – Sponsored by Varian Medical Systems and SROA

- Entertainment: David Glickman**

If "laughter is the best medicine," then "a dose of David Glickman" should be covered under every insurance. He has been "dispensing" humor as a professional speaker and comedian since 1985 and has performed over 2000 programs. He has appeared on 'Evening At The Improv' and several other national television shows. He has been the opening act for stars such as The Beach Boys, Ray Romano, Ellen DeGeneres, and more.

2:00-3:00pm

Concurrent Workshops

COD #020 Managing Modifiers

- Cindy Parman, CPC, CPC-H, RCC, Principal & Co-Founder of Coding Strategies, Inc. (Sandringham/Windsor)**

HCPCS Level II and CPT® procedure codes may not accurately describe the services provided. In certain situations, the code can be enhanced by the addition of a two-digit modifier to further clarify the services rendered.

Radiation oncology physicians and facilities have a number of modifiers to choose from including, but not limited to, separate service, distinct procedure, staged procedure, ABN on file, professional only, technical only and aborted service. Not all modifiers can be appended to radiation oncology codes, but there are certain modifiers that no practice should be without!

While some procedure code modifiers provide 'information only,' others may increase or decrease reimbursement. This session will review the common modifiers used by radiation oncology entities, provide definitions and case examples in a fast-paced, informative style!

LDR #021 Interdisciplinary Education: A Foundation for Optimizing Clinic Efficiency and Employee Engagement (Theater)

- David Miller, MBA, Administrator, Radiation Oncology and Molecular Radiation Sciences, John Hopkins Hospital**
- Tammy Snyder, MPH, Assistant Administrator, Department of Radiation Oncology, John Hopkins Hospital**

Purpose: We designed a pilot program to promote better understanding of the roles and responsibilities of other radiation oncology team members through cross functional education. Historically, this education has not formally occurred and has hindered clinic efficiency and employee engagement.

Methods and Materials: We created an observership program in which six selected staff members spent dedicated time over a three month period observing and interacting with colleagues.

Results: The following common themes were identified through debriefing sessions and final presentations:

- 1) Upstream activities Are Critical
- 2) Competing Demands on Physicians
- 3) Staff Relationships with Patients
- 4) Communication with Trust
- 5) Patient Centric Care
- 6) Improving Knowledge about Billing and Compliance.

Conclusions: Departmental projects have been initiated and led by the observers to improve the operational challenges noted in the common themes. Participants affirmed that the program added value to their work experience and should be formalized within the department.

GENERAL COURSE INFORMATION

TUESDAY, OCTOBER 4 (CONT.)

TCH #022 Financial and Work Flow Impact of A New Linear Accelerator with High Intensity Mode (Escorial/Alhambra)

■ **Joseph Ting, Ph.D**, Chief Medical Physicist, MIMA Cancer Center

Many clinical protocols with excellent clinical outcomes have been in place for the treatment of early stage Non-Small Cell Lung Cancer (NSCLC) using Stereotactic Body Radiation Therapy (SBRT). This style of patient management is gaining momentum due to the excellent clinical outcome and the short treatment duration, 5 days for example. Organ motion management has always been a great concern when treating NSCLC patients with SBRT. New linacs, with 6X and 10X flattening filter free (FFF) X-rays, have rates of 1400, and 2400 MU/min respectively. The FFF allows higher dose to be delivered during a breath-hold or during a respiratory cycle. The FFF makes the breath-hold or respiratory gating feasible in the lung SBRT and ease the concerns of organ motions. This will encourage the adaptation of SBRT by many and for other clinical sites. The financial impact is: if the department is operating at full capacity, SBRT with FFF would benefit the department financially by increasing patient flow. And, if a department is operating with marginal load, the implementation of SBRT with FFF may allow one to reconfigure the department work-flow and to de-commission one treatment machine. However, if the department is over capacity, SBRT with FFF deliver will do the opposite financially because of dramatic reduction of treatment fractions.

QA #023 Using Microsoft Access Database for Quality Management & Incident Reporting (Raphael/Michelangelo)

■ **Maxine Washington, MBA, RTT**, Technical Manager, Radiation Oncology, University of Chicago Hospitals
■ **Chet Szerlag, MBA, FACHE, CMPE**, Executive Director, Departments of Radiology, Radiation & Cellular Oncology, and Ludwig Center for Metastases Research, University of Chicago Medical Center

The ongoing emphasis on quality in health care service delivery and medical outcomes presents a mission-critical need to design effective incident reporting and tracking processes. An effective incident reporting system can play a critical role in quality improvement by facilitating communication, data collection, and use of statistical analyses. Such a process can be accomplished with a technology driven incident reporting structure that is user friendly, capable of real-time data collection, and on demand data analysis.

Developing the database provides the architecture to archive reports in a standardized fashion and allow events to be easily quantified; resulting in substantiated data to direct improvement

initiatives. Ultimately employment of such technology will advance progression toward multi-level statistical analyses including trending, correlation, and regression analysis; determining relationships between variables and transition quality management to a proactive rather reactive endeavor.

3:00-3:30pm | Mezzanine

Break/Exhibits/ Vendor Drawing

3:30-4:30pm

Concurrent Workshops

LDR #024 Financial Counseling for Administrators (Raphael/Michelangelo)

■ **Bridget Krueger, MBA, BSRT (R)(T)** Business Development Consultant, Revenue Cycle, Inc.
■ **Matt Terry, MBA, BSRT (R)(T)** Consultant, Revenue Cycle, Inc.

The financial health of your radiation oncology department is paramount. Having a strong financial counseling program enables departments to be fiscally fit and run operationally smoother. This presentation will educate participants in all the various insurance types, required information for payment, verification and pre-authorization differences, terminology, and tips on how to provide financial counseling to patients.

This session will be conducted in one hour. Two speakers specializing in Radiation Oncology Training will be presenting.

LDR #025 Physician/Hospital Arrangements During A Period of Uncertain Healthcare Reform (Escorial/Alhambra)

■ **Joseph Spallina, FAAMA, FACHE**, Director, Arvina Group, LLC

Successful cancer programs and centers require strong and productive physician/hospital arrangements among a number of essential factors to support practice and program growth and viability. As reimbursement continues to decline, physician incomes and cancer program profit margins will remain challenged. Cancer program physicians across a wide spectrum of specialties will continue to demonstrate a high level of interest in exploring potential practice arrangements with hospitals. These arrangements must possess the potential to provide durability.

During the protracted period of uncertain healthcare reform legislation, business decisions involving physician and hospital economic relationships will continue to be made. The goal for this session is to provide cancer program and center executives and oncologists with an understanding of the range of physician/hospital arrangement options that will endure over time, how to approach the assessment of these options in selecting the preferred arrangement, how to address the more likely issues that will surface during the discussions, and how to achieve effective implementation.

GENERAL COURSE INFORMATION

TUESDAY/WEDNESDAY, OCTOBER 4 & 5

QA #026 Radiation Oncology Quality and Safety Initiatives (Theater)

- Sandra Hayden, M.A., RT(T)**, Administrative Director, Radiation Therapy Services, University of Texas MD Anderson Cancer Center

The purpose of this course is to prepare the participant for a more substantial interactive role in understanding the latest initiatives and activities surrounding safety in radiation oncology. This course will provide the learner with supportive research and data on patient safety, training and quality radiation therapy treatment delivery for patients. The learner will be introduced to terminology and classification schema for collecting and organizing patient safety data, as well as understanding the background and rationale for reporting systems. This session will increase the participant's awareness of the current activities of the U.S. Congress, the ASRT, ASTRO, AAPM, FDA, CRCPD, and the FNIH.

COD #027 The Basics You Must Know In Radiation Oncology (Sandringham/Windsor)

- Jim Hugh, MHA, CHBME, ROCC**, Senior Vice President of American Medical Accounting & Consulting (AMAC)

Whether you are new to the field of radiation oncology or are unfamiliar with the many aspects of this specialty and related regulations, we will assist you in understanding some of the basics necessary for survival and advancement. Many of the regulations brought forth by Health and Human Services over the past several decades have not changed. There have been new codes and changes to supervision, but in general, some of the issues have been around awhile. The Department of Justice and their enforcement of regulations has simply been amplified by the need to find additional funding due to our current economic conditions. How we document the medical record seems to be misunderstood by many. It is often wrongly assumed that what you charge for is automatically explained in the medical chart and then converted to a procedure code. These basics of radiation oncology and more will be covered.

4:30 – 5:00pm | Mezzanine

Sponsor/Exhibitor Wrap-Up Meeting

(By Invitation Only)

5:00-7:00pm

Happy Hour: Discounts for SROA Attendees

- Indigo Bar** - \$3 beer, \$4 wine, \$5 specialty cocktails
- Blue Water Café** – 2 for 1 drink special

7:00-11:00pm | Bayfront

President's Party – Sponsored by Elekta, Inc. & SROA

- Live Band Entertainment: Higher Ground**
Admission is by ticket; admission includes three drink tickets.

Wednesday, October 5

7:00am-Noon | [Satellite Registration Mezzanine](#)

Registration Desk

7:30-8:30am | [Mezzanine](#)

Continental Breakfast w/Exhibitors

7:30am-Noon | [Mezzanine](#)

Exhibits

8:30-9:30am

Concurrent Workshops

LDR #028 Growing Your Radiation Therapy Program: How To Succeed and Avoid 10 Critical Mistakes (Theater)

- Paul Schilstra**, President and Co-Founder of primeASCENT

Marketing and Business Development are two important initiatives that radiation therapy centers must focus on to grow patient volumes as reimbursement continues to decline and competition increases. In addition, newly diagnosed patients increasingly use the internet and ratings by US News & World Report, etc., to determine where they will get the best treatment. In this presentation, the following will be discussed:

1. Six powerful forces that will drive change in cancer care.
2. What patients and referring physicians are looking for to determine where to get the best care.
3. Ten critical mistakes radiation therapy centers make in promoting their treatment programs.
4. Key elements of an effective marketing program, such as market segmentation, compelling value propositions with reasons to believe, marketing campaigns and the use of traditional and social media.
5. Key elements of an effective business development program to establish strong relationships with referring physicians.

LDR #029 Transitioning from a Traditional Manager to a Lean Coach (Sandringham/Windsor)

- Kathy Lash**, Director of Operations – Lean Coach, Department of Radiation Oncology, University of Michigan Medical School

University of Michigan Radiation Oncology Department has adopted Lean Thinking as a consistent approach to quality and process improvement. We have tested the hypothesis that the operational improvement method based on Lean Thinking could help streamline the treatment of our patients, reduce daily overtime of employees and improve safety. There must be a gradual but continuous culture change, ideas need to flow both ways, employees must be empowered, you must start small and build on success and the process of plan, do, check, act must never stop. Managers must be willing to change from a transitional manager to a lean coach.

GENERAL COURSE INFORMATION

WEDNESDAY, OCTOBER 5 (CONT.)

QA #030 Disruptive Innovation and Radiation Therapy (Raphael/Michelangelo)

- Benjamin Morris, MSED, R.T.(R)(T), Director, Skaggs Medical Center**

This lecture considers the impact of disruptive and technological innovations in radiation therapy. Disruptive innovation and associated terminology will be defined. Historical examples of disruptive innovations, both medical and nonmedical, will be reviewed with special attention given to the factors which motivated the innovations including the high cost of current technology, needs of underserved populations, and workforce availability/competence. The presentation will include a discussion on disruptive innovation's impact on job function, employee satisfaction, salaries, and educational requirements. Future, potential disruptive and technological innovations in radiation therapy will also be described.

COD #031 Coding 101 (Escorial/Alhambra)

- Deborah Churchill, RTT, President and Founder of Churchill Consulting, Inc.**

This seminar provides an introduction to coding and documentation requirements in radiation oncology. Although the presentation is clinically focused, the format is designed for administrators and coders to clearly understand the standard coding that will result for standard 3D and IMRT regimens.

Supporting coding is imperative; knowing the documentation requirements is key to supporting claims. Discussion will include the required documentation that must be available in the medical record.

The presentation will follow the codes that result in order of patient encounter, building the case based on standard treatment procedures. Discussion will include the usually and customary codes that result paralleled by the associated documentation requirements. Discussion will include the utilization and documentation guidelines associated with each code.

9:30-9:45am | Mezzanine
Break

9:45-10:45am

Concurrent Workshops

COD #032 The Present and Future of Radiation Oncology: Legislation, Regulations and Reimbursement Updates (Theater)

- Jim Hugh, MHA, CHBME, ROCC, Senior Vice President of American Medical Accounting & Consulting (AMAC)**

Hospitals, freestanding centers, ASCs and physicians while treating cancer patients must keep current on all the changes affecting their ability to comply with regulations and retain their existing income. It is difficult for providers to keep current in reimbursement and documentation issues. They depend upon consultants in the industry to supply them with the tools to ease the bureaucratic burden. In many instances, the cancer centers are dependent upon internal mechanisms to keep them current and up-to-date, but many times these systems fall short of their expectations. The discussion of current and future coding, documentation, and payments changes will be covered in this session. We will present to the physicians, clinical staff, administrators and coders the changes in 2011 and beyond.

LDR #033 Planning + Patient Safety = CERTIFIED Medical Dosimetrist: The Importance as an Administrator to Employ a CERTIFIED Medical Dosimetrist (Raphael/Michelangelo)

- Francine Constable, Oncology Manager & Chief Dosimetrist, Dale and Frances Hughes Cancer Center**

The highly technical nature of radiation oncology treatment planning not only makes apparent the need for certification in medical dosimetry, but also demonstrates the importance of continuing education of those individuals currently employed in the field as medical dosimetrists. Amid the growing focus on patient safety and radiation therapy treatment errors, it is timely to examine what certification in medical dosimetry can mean in quality improvement to your department.

As administrators, planning for the future in medical dosimetry should include mandatory certification for employment as medical dosimetrists as well as promoting certification in those not certified in medical dosimetry. Despite the importance of governmental policy and national initiatives, change in health care quality must occur in the context of local communities and departments.

GENERAL COURSE INFORMATION

WEDNESDAY, OCTOBER 5 (CONT.)

LDR #034 Professional Development and Leadership (Sandringham/Windsor)

Anna Marinilli, MHA, R.T.T., Site Administrator, Radiation Oncology, Commonwealth Atrius Cancer Center

In self development and Leadership, reflection is required to determine how best to proceed to allow growth and satisfaction. Understanding the traits of successful leaders and then using these skill to become a respectful and successful leader is key; recognizing strengths and weaknesses in other leaders an in your own behavior will allow appropriate professional development.

Leading and developing these skills entails understanding accountability, responsibility, work ethic, values and one's attributes. The overview will include what unique qualities stand out among you and your peers and whether or not your expectations match your job performance level. The steps you can take to become stronger as a person as well as within your current role as leader within your organization will be reviewed. The role of self-development and leadership is a carefully planned out process that one engages in, and actively contributes to, on a daily basis. Key attributes, definitions, fundamental leadership rules, and behavioral styles are some of the points that will be presented. No one is excluded from learning more about themselves and continuing the journey of leading, learning, and growing for success.

QA #035 Performance Measurements: Making Data Work for You (Escorial Alhambra)

Deborah Churchill, RTT, President and Founder of Churchill Consulting, Inc.

The seminar will discuss the importance of performance measurements, focusing on how to use the information to make strategic changes in your organization.

Design refers to the rational, deliberate process of creating a quality service as viewed by those who receive it and provides opportunities to build into the service or product the dimensions of improvement.

Measurement involves both routine, ongoing data collection for processes or functions performed by individuals or multi-disciplinary teams or groups, as well as time-specific, focused data collection.

Assessment of the data helps you draw conclusions about current performance and decide whether to pursue an opportunity for improvement or resolution of a problem.

Improvement activities should be prioritized in terms of their potential to enhance patient care. Successful processes usually involve planning an improvement, testing a new approach, collecting data about its effects, and then taking action to standardize the improvement or repeating the process if results are not satisfactory.

Redesign of an existing function or process to have the improvement will lead back to design.

Learn how to create meaningful measurements and how to use the outcomes to improve processes and initiate change.

10:45-11:15am | Mezzanine

Break/Exhibits/ Vendor Drawing

11:15am-12:30pm | Versailles

#036 General Session, Billing Panel

- Moderator: **Craig McNabb, MBA, BSN, Billing and Compliance Auditor, Radiation Oncology Services of America**
- **Ron DiGiaino, MBA, President & CEO of Revenue Cycle, Inc.**
- **Deborah Churchill, RTT, President and Founder of Churchill Consulting, Inc.**
- **Susan Vannoni, President & CEO, Radiation Oncology Consulting**
- **Joel Cherlow, MD, PhD, Medical Director, Department of Radiation Oncology, Saddleback Memorial Hospital**
- **William Noyes, MD, Assistant Clinical Professor of Radiology, University of North Dakota School of Medicine**

12:30pm

Adjournment of the 2011 Annual Meeting

- **Carolyn Gilleland, Co-Chair 2012 Program Committee & SROA President**

See you next year!

BOSTON, MASS.

OCTOBER 28-31, 2012

Noon-3:00pm

Exhibits Breakdown

12:45-3:00pm

Board of Directors Meeting

(Board of Directors & Invited Guests)

Future Annual Meetings



October 28 – 31, 2012

Hyatt Regency Cambridge
Boston, MA

September 13-17, 2014

Hyatt Regency San Francisco
San Francisco, CA

September 21-25, 2013

Intercontinental Hotel
Buckhead, GA

October 17-21, 2015

Hyatt Regency San Antonio
San Antonio, TX

SROA MEMBERSHIP

The Society for Radiation Oncology Administrators (SROA) is the authority for radiation oncology operation. It is committed to providing education, advocacy and information to radiation oncology administrators.

SROA provides professional development opportunities to administrators of radiation oncology centers that are freestanding, based in hospitals or academic centers.

Society activities include an annual education conference, networking and publications. The organization currently has more than 700 members worldwide.

SROA members enjoy a variety of benefits including:

- Online Career Center
- Complimentary Online Subscriptions to Radiation Oncology News for Administrators, the Society's official newsletter, and Enterprise Imaging & Therapeutic Radiology Management
- Current News Articles
- Discounted registration fees for the SROA Annual Meeting
- Discounted product pricing
- Call To Action Broadcast E-mails
- Web Links to Resources for Radiation Oncology Administrators
- Online Member Network including:
 - Member Listserv
 - Member Directory: A searchable online member directory
 - Online Publications: Oncology News for Administrators Online Archive
 - Access to Benchmarking Survey Participation and Results
 - Access to Administrator's Toolkit

Contact Us

SROA
5272 River Road
Suite 630
Bethesda, MD 20816
Phone: 301-718-6510
Fax: 301-656-0989
SROA@paimgmt.com
www.sroa.org



Visit **WWW.SROA.ORG** to
become a member today!

Check our website in January for the 2012 Call for Abstracts & Annual Meeting information

CONTACT UPDATE FORM

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

First Name

Middle Initial

Last Name

Generation (Jr, Sr, II, III, IV)

Degree (list in order all degrees)

Institution Name

Street Address

City

State or Providence

Zip (Zip + 4) /Postal Code

Country

Home Telephone

Work Telephone

Fax Number

Email Address

Home Address

City

State or Providence

Zip (Zip + 4) /Postal Code

Alt. Email Address



COMMITTEE REQUEST FORM

DEAR SROA MEMBER:

Committee participation is critical to our success and a great way for all members, especially new members, to get involved and influence the activities of our organization. Please consider a position as a member on one of our committees. Our organization is in need of hardworking and dedicated individuals who are willing to contribute their talents to further the goals of the organization. I encourage all members to join a committee now. All are welcome to attend the committee meetings. See the final program for committee room assignments.

SROA STANDING COMMITTEES

- Advocacy Committee
- Awards Committee
- Membership Committee
- Constitution and Bylaws Committee
- Benchmarking and Best Practices Committee
- Reimbursement and Economics Committee
- Communications Committee

COMMITTEE APPOINTMENT REQUEST FORM

- If you are interested in committee participation, return this completed form to the SROA office. Mail to SROA, 5272 River Road, Suite 630, Bethesda, MD 20816; or fax to (301) 656-0989.

Name _____

Address _____

City _____ State _____ Postal Code _____

Phone _____ Fax _____

Email _____

Practice Setting: Community University Freestanding Other

Committee Choices In Order Of Preference:

1. _____ 2. _____

☆ All SROA Members are invited to attend a Committee Meeting on Monday, October 3, at 10:45am.

MEETING NOTES



A series of horizontal dashed lines for writing, spanning the width of the page and positioned to the right of the palm tree illustration.

See you next year!

BOSTON, MASS.
OCTOBER 28-31, 2012

2011 CORPORATE SPONSORS

Please join the SROA Board of Directors in thanking our generous corporate sponsors for their support of the 28th Annual Meeting. We encourage you to thank them by visiting participating vendors at the SROA meeting and at the ASTRO Exhibit Hall.

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