

Tammy McCausland:

This is Tammy McCausland. Thank you for joining me today for SROA Soundboard, SROA's podcast for radiation oncology administrators. I'm joined here in conversation today with SROA President Brenda Marie Palo.

Brenda Marie Palo:

Hi, I'm very happy to be here with you today.

Tammy McCausland:

And President Elect, Debra Corbin.

Debra Corbin:

Good morning, Tammy. And thank you for having me today to discuss our upcoming virtual meeting.

Tammy McCausland:

Tell me, why the theme Navigating the Future selected for this year's annual meeting? (0:37)

Brenda Marie Palo:

Well, selecting our annual meeting theme, Navigating the Future was easy for us. We took our cue from what was happening all around us globally, as well as what we were coping with inside our practices and the society. With the pandemic at hand, our members had questions. It was clear we could offer guidance and tips through SROA Connect, to share resources and help each other to augment our clinical practices as needed to cope with this pandemic. For example, the use of telehealth services. We realized SROA could offer a beacon of hope for administrators in helping to navigate the future.

Tammy McCausland:

Why are you excited about the speaker and session line-up for this year's annual meeting? (1:26)

Debra Corbin:

Well, let me tell you, our speakers and our sessions are very well-aligned with topics that radiation oncology administrators are being asked to manage and navigate, whether they are in an organization that's academic, community-based, or free-standing. The line-up is great.

Brenda Marie Palo:

Our keynote features Excellence in the Patient Experience, featuring the Ritz-Carlton Leadership Center. The patient experience in the services we provide is important to all of us, since the future of our reimbursement could well depend on how well our patients receive the care they receive. In addition to our usual lineup of workshops offered at all of our meetings, we have planned for topic forums and our biggest struggle workshops for immediate answers on issues affecting our daily practices. We will also offer a virtual exhibit hall.

Tammy McCausland:

Why should SROA members attend this year's meeting, especially since it's virtual? (2:34)

Debra Corbin:

Well, Tammy, there is tremendous value in attendance. This year's meeting administrators have an opportunity to be engaged with their peers, as well as learn more about what's facing them as administrators, whether it's best practice staffing, physician engagement, we're going to have some leadership tools. And of course the big thing, the upcoming changes in our billing practice.

Brenda Marie Palo:

Well, this is our 37th annual meeting and it's historical for us. It is our very first virtual meeting. You won't want to miss it. Members, as well as non-members, could attend the meeting without the additional expense of travel. We will offer the usual and expected educational content, including the opportunity to connect with each other, to network with our peers, visit our vendors and consultants, and to be entertained. Plus, the added benefit of receiving CEU credits that you can complete from home.

Tammy McCausland:

What fun activities are planned for the virtual meeting? (3:51)

Brenda Marie Palo:

We have some interactive entertainment planned with Alakazoom, a virtual version of digital deception, which is a tech-savvy magic and mentalism act. At the end of each day, we will also offer networking rooms for an opportunity to network and catch up with each other. We have a wine-tasting room for those that want to sample while networking. Our speed mentoring will allow members to rotate around the room with different mentors to gain knowledge and expertise and to sign up for our mentor match program.

Tammy McCausland:

Debra, is there anything else you would like to add regarding this conference or about being a member of SROA? (4:33)

Debra Corbin:

Yes, I would like to say as radiation oncology administrators, we cannot afford to miss this opportunity to have access to several of our thought leaders in the field and to gain stronger insight to relevant topics that will prepare us for the changes and challenges that we're going to face in 2021.

Tammy McCausland:

Brenda Marie, do you have any additional things you would like to mention? (5:06)

Brenda Marie Palo:

Yeah, I guess I would like to tell members to get involved, work the Society, log into SROA Connect. Be sure to set up your member profile and add a headshot. Within SROA Connect, we can share our thoughts, ask questions, reach out and share resources with other administrators. Consider joining the editorial board, the SROA Board of Directors, join the Mentor Match program and show your support on social media. Basically, just get involved with the Society. Talk with your coworkers who may not yet be a member and encourage them to join. Let them know that SROA is the go-to place for all radiation oncology administrative needs.

Tammy McCausland:

Thank you for joining me today, Brenda Marie and Debra. It's been a pleasure to speak with you.

Debra Corbin:

I appreciate you having me, and I can't say enough about how excited I am for this upcoming meeting. And I hope all members and new people to the field of radiation oncology will join us virtually.