



FLORIDA SOCIETY OF CLINICAL ONCOLOGY FAX BLAST –May 14, 2009

FLASCO WEBSITE: www.flasco.org

FLASCO CLINICAL TRIALS NETWORK WEBSITE: www.fctn.org

MESSAGE FROM THE PRESIDENT: Gerald Robbins, MD

FLASCO will be exhibiting at the upcoming 2009 ASCO Annual Meeting – our exhibit will be at the ASCO booth along with other State Societies. If you are attending, please stop by and say hello to Dorothy and Jaime!

LEGISLATIVE COMMITTEE: Erin Dunbar, MD Chairman

SB 1122, which would require managed care companies to honor an insured's assignment of benefits, has passed the legislature and now awaits action by the Governor. This was the major FMA Legislative Priority. There was strong opposition from big insurance and this opposition continues. The FMA has discussed this bill with the Governor's staff who have indicated that they have serious concerns. The managed care companies have been attempting to persuade the Governor to veto this bill.

If you are in favor of this legislation, you might want to consider sending a letter to Governor Crist.

The Honorable Charlie Crist
Office of the Governor
State of Florida
The Capitol
400 S. Monroe St.
Tallahassee, FL 32399-0001

FMA Talking Points: http://informz.net/medone/data/images/talking_points_on_sb_1122.pdf

FMA Sample Letters: http://informz.net/medone/data/images/sb_1122_combined.pdf

MEMBERSHIP COMMITTEE: Julio Hajdenberg, MD, Chairman

New FLASCO Members

FLASCO would like to extend a warm welcome to the following new members:

Mark Honor, PA-C	Moffitt Cancer Center	Affiliate Membership
Thomas Niederman, MD	University Cancer Institute	Regular Membership
Bonnie Raines	University Cancer Institute	Affiliate Membership

DRUG AND INDUSTRY UPDATES:

Tarceva (erlotinib)

OSI, Genentech and FDA notified healthcare professionals of new safety information added to the WARNINGS AND PRECAUTIONS sections of the prescribing information for Tarceva. Gastrointestinal perforation (including fatalities), bullous, blistering and exfoliative skin conditions including cases suggestive of Stevens-Johnson syndrome/toxic epidermal necrolysis, in some cases fatal, and ocular disorders, including corneal perforation or ulceration have been reported during use of Tarceva. The new safety information comes from routine pharmacovigilance activities of clinical study and postmarketing reports. Tarceva monotherapy is indicated for the treatment of patients with locally advanced or metastatic non-small cell lung cancer after failure of at least one prior chemotherapy regimen. In combination with gemcitabine, Tarceva is also indicated for the first-line treatment of patients with locally advanced, unresectable, or metastatic pancreatic cancer.

Read the complete MedWatch 2009 Safety summary, including a link to the OSI Dear Healthcare Professional Letter, at: <http://www.fda.gov/medwatch/safety/2009/safety09.htm#Tarceva>

CMS UPDATES:

Medicare Wage Index Report

In the Fiscal Year (FY) 2010 Hospital Inpatient Prospective Payment System Proposed Rule, we discuss that Acumen, LLC's final report addressing wage index issues in section 106(b)(2) of the Medicare division of the Tax Relief and Health Care Act of 2006 is divided into two parts. The first part, now available on Acumen's Web site, analyzes the strengths and weaknesses of the data sources used to construct the MedPAC and CMS indexes. The second part, which is expected to be released after the publication of the FY 2010 final rule, will focus on the methodology for computing the wage index and covers issues including the definition of wage areas and methods of adjusting for differences among neighboring wage areas. Acumen's Web address is: <http://www.acumenllc.com/reports/cms> .

2009 Physician Quality Reporting Initiative & Electronic Prescribing Incentive Program (e-Prescribing)

National Provider Call with Question & Answer Session

The Centers for Medicare & Medicaid Services' (CMS) Provider Communications Group will host a national provider conference call on the 2009 Physician Quality Reporting Initiative (PQRI) and Electronic Prescribing Incentive Program (e-Prescribing). This toll-free call will take place from 2:30 p.m. – 4:30 p.m., EDT, on Wednesday, May 20, 2009.

Section 132 of MIPPA authorizes a new and separate incentive program for individual eligible professionals who are successful electronic prescribers (e-Prescribers) as defined by MIPPA. This new incentive is separate from and is in addition to PQRI.

The topics covered on this national provider call will include:

- An update on the Quality Data Code (QDC) Error Report;
- Tips for satisfactorily reporting a Measures Group in the 2009 PQRI; and
- Frequently Asked Questions on e-Prescribing.

Following this presentation, the lines will be opened to allow participants to ask questions of CMS PQRI subject matter experts.

Conference call details:

Date: May 20, 2009

Conference Title: 2009 Physician Quality Reporting Initiative and Electronic Prescribing Incentive Program-National Provider Call

Time: 2:30 p.m. EDT

In order to receive the call-in information, you must register for the call. It is important to note that if you are planning to sit in with a group, only one person needs to register to receive the call-in data. This registration is solely to reserve a phone line, NOT to allow participation. If you cannot attend the call, replay information is available below. Registration will close at 2:30 p.m. EDT on May 19, 2009, or when available space has been filled. No exceptions will be made, so please be sure to register prior to this time.

1. To register for the call participants need to go to: <http://www2.eventsvc.com/palmettogba/052009>
2. Fill in all required data.
3. Verify your time zone is displayed correctly the drop down box.
4. Click "Register".
5. You will be taken to the "Thank you for registering" page and will receive a confirmation email shortly thereafter.

Note: Please print and save this page, in the event that your server blocks the confirmation emails. If you do not receive the confirmation email, please check your spam/junk mail filter as it may have been directed there.

Educational products are available on the PQRI dedicated web page located at, <http://www.cms.hhs.gov/PQRI> , on the CMS website, in the Educational Resources section, section, as well as educational products are available on the e-prescribing dedicated web page located at <http://www.cms.hhs.gov/ERxIncentive>. Feel free to download the resources prior to the call so that you may ask questions of the CMS presenters.

For those of you who will be unable to attend, a replay option will be available shortly following the end of the call. This replay will be accessible from 5:30 p.m. EDT 5/20/2009 until 11:59 p.m. EDT 5/27/2009. The call in data for the replay is (800) 642-1687 and the passcode is 90613260.

A new Medicare Secondary Payer Fact Sheet (April 2009), which provides a general overview of the MSP provisions for individuals involved in the admission and billing procedures at provider, physician, and other supplier settings is now available in downloadable format from the Medicare Learning Network at:
http://www.cms.hhs.gov/MLNProducts/downloads/MSP_Fact_Sheet.pdf

Posted decision memo on Screening Computed Tomography Colonography (CTC) for Colorectal Cancer and new tracking sheet for Positron Emission Tomography (FDG) for Cervical Cancer.

Screening Computed Tomography Colonography (CTC) for Colorectal Cancer

Posted final decision memo: <https://www.cms.hhs.gov/mcd/viewdecisionmemo.asp?id=220>

Positron Emission Tomography (FDG) for Cervical Cancer

Posted new tracking sheet: <https://www.cms.hhs.gov/mcd/viewtrackingsheet.asp?id=232>

MLM UPDATES:

New:

MM6303 – Requirements for Specialty Codes

<http://www.cms.hhs.gov/MLNMattersArticles/downloads/MM6303.pdf>

ACCC UPDATES:

ACCC Selects Five Sites for Prostate Cancer Best Practices Project

Two of the five sites selected to participate in ACCC's Prostate Cancer "Best Practices" Project are from Florida.

- **Florida Hospital Cancer Institute, Orlando, Fla.**
- **Tallahassee Memorial Hospital, Tallahassee, Fla.**
- **Good Samaritan Hospital, San Jose, Calif.**
- **OncoLogics, Inc., Lafayette, La.**
- **Saint Joseph's Hospital, Atlanta, Ga.**

Congratulations to these institutions. For those not selected, and for all ACCC members, educational materials and a webinar will be available in late summer 2009.

ACCC's project will provide these five organizations with on-site education about the process and structures that "model" community-based prostate-specific cancer programs have used to initiate and grow successful prostate cancer programs. Later, the institutions will evaluate clinical and financial outcomes through ongoing data collection and analysis.

The Prostate Cancer "Best Practices" Project is funded by an educational grant from Sanofi-Aventis U.S.

BUSINESS Q & A: (Source: The Phipps Wealth Management Group)

Q: As a client of yours, can the new relationship with Bank of America help me in my practice?

A: Probably. Bank of America has a health care group that does only medical practices. Their goal is to make the medical corporation more profitable.

For more information you may contact: 561-276-1635 Direct - 877-276-1635 Toll Free – fax: 561-922-3275 - E-mail: jeffrey_phippsr@ml.com - <http://fa.ml.com/PhippsGroup/>

EDUCATIONAL OPPORTUNITIES

Bristol Myers Squibb – Development in Chronic Leukemia – on demand conference

This 24 hour a day on-demand conference features Michael J. Mauro, MD. To participate, please type in the following URL address: <http://developmentsincml.com> – please complete the registration page and when prompted, please enter the following password: **ondemand**.

Roche would like to extend the offer for FLASCO members to participate in an educational webcast series, updating you on current issues affecting the management of Colorectal Cancer (CRC). There is free CME course for physicians.

Information on the Webcasts as follows:

Educational Intervention 1

Webcast 1: Individualized Therapy for Colorectal Cancer: Ready for Prime Time?

Available NOW!!

Educational Interventions 2 and 3

Webcast 2: A pre-ASCO Webcast -*Available May 2009*

Webcast 3: A post-ASCO Webcast continuation - *Available July 2009*

Educational Intervention 4

Webcast 4: Performance Measures: Trying It All Together - *Available October 2009*

Educational Intervention 5 & 6

Webcasts: Reach the Experts Teleconference (An individualized question/answer session between learners and the experts)

Educational Intervention 7

Webcast: Publication and dissemination of an extensive, learner-stratified, Commitment-to-Change measured outcomes report.

To register for these webcasts or to view the presentation, please go to www.meddigest.com/CRC

US Oncology Live Webcast: “Cancer in the Elderly”

US Oncology is hosting a live, CME accredited, webcast session on June 18, 2009, from 12:15pm to 1:00pm EST, on the following topic: “From life expectancy to chance of surviving in elderly patients: the concept of frailty.” This session will be hosted by expert Jean-Pierre Droz of Centre Leon-Berard, Lyon France.

Celgene – Leukemia and Lymphoma Society Educational Opportunity

Celgene is cosponsoring a telephone educational program with the Leukemia and Lymphoma Society and they would like to invite FLASCO members to participate. The guest speaker for this event is Dr. Seema Singhai. The objectives of the program are as follows: (1) Current and emerging treatment options for myeloma (2) The role of transplantation as a treatment option for myeloma (3) Possible symptom and side effect management (4) The role of clinical trials in the advancement of myeloma treatment.

Date: May 14, 2009, 12:00pm to 1:30pm

To register by phone, please call (866) 992-9950 x304. For more information on this program, go to <https://www.rmei.com/LLSmyeloma/index2.php>.

Sanofi-Aventis Promotional Speaker Events at ASCO

In conjunction with the ASCO Meeting in Orlando, sanofi-aventis is sponsoring 4 Promotional Speaker Programs that will take place beginning on Friday, May 29, with 2 on Saturday, May 30 and one on Sunday, May 31. Each dinner will be led by a Key Opinion Leader and focus on different tumor types. The topics that will be presented are Colon & Gastric, Women in Oncology ESBC, Breast Cardio-toxicity TCH and Academic Lung.

Here are the dinner, topic and Speaker specifics for all 4 dinners:

Friday, May 29, 2009, 8:00pm: Colon/Gastric

SPEAKERS: Dr. Rocha Lima (Univ. of Miami), Dr. Ajani (MD Anderson)

Saturday, May 30, 2009, 6:00pm – 7:30pm: Women in Oncology/ESBC

SPEAKER: Dr. Kim Blackwell (Duke)

Saturday, May 30, 2009, 8:00pm: Breast, Cardio-toxicity, TCH

SPEAKERS: Dr. Ewer (MD Anderson), Dr. Pegram (UM)

Sunday, May 31, 2009, 7:30pm: Academic Lung

SPEAKER: Dr. Santos (University of Miami)

All dinners will be held at: Tommy Bahamas Pointe Orlando
9101 International Drive, Suite 1200
Orlando, FL

To register for any of the above programs, please call 866-381-5174 from 8:00am – 6:00pm CST.

CORPORATE MEMBERSHIP/SPONSORSHIP: (January 1 – December 31, 2009)

FLASCO Members extend a big thanks to all of our 2009 Corporate Members/Sponsors (Companies listed below have either paid 2009 dues or have submitted letters of intent)

PLATINUM

AMGEN
Bayer/Onyx
Cephalon Oncology
Eli Lilly
Oncology Supply/ION
Sanofi-Aventis
Celgene
Eisai, Inc.
Ortho Biotech
Genentech
GlaxoSmithKline
The Phipps Wealth
Management Group
Novartis
Astra Zeneca
Pfizer

GOLD

Abraxis Oncology
Bristol Myers Squibb
Genomic Health
Wyeth
Roche
Millennium

SILVER

OSI Pharmaceuticals
US Oncology

BRONZE

Genzyme

FLASCO 2009 MEETINGS:

October 3, 2009 – FLASCO Business of Oncology Summit - Tampa

November 6-7, 2009 – FLASCO Fall Meeting – Tampa Airport Marriott Hotel

March 5-6, 2010 – FLASCO Spring Meeting and Annual Session – Tampa Airport Marriott Hotel

OTHER MEETINGS/WEBCASTS

May 30th, 2009: SAVE THE DATE: “*Should Oncologists Shift Incentives from Drug Margins to Quality?*” – this innovative Physician Exchange Forum will be hosted by US Oncology in association with the Proceedings of the ASCO Annual Meeting in Orlando. The program will be held at 6:30 pm ET at the Westin Imagine Hotel near the Orange County Convention Center in Orlando. For more information contact Jim Gruber at jim.gruber@usoncology.com or call 770.356.1029.

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