

FLASCO: The Voice of Oncology in Florida



FLASCO 1ST ANNUAL PHARMACEUTICAL BUSINESS OF ONCOLOGY CONFERENCE April 8, 2010

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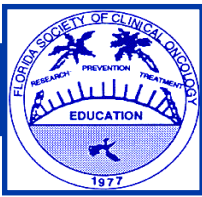
Dorothy Phillips
Executive Director
1 (800) 444-1410 x4410
Dorothy.green@cancer.org

The Florida Society of Clinical Oncology (FLASCO) invites all experienced professionals from marketing, sales, medical affairs, clinical research, policy and government affairs, and other business areas within the pharmaceutical and biotech industries to our 1st Annual Pharmaceutical Business of Oncology Conference, being held April 8, 2010 at the Tampa Airport Marriott 4200 George J. Bean Parkway Tampa, FL 33607.

PROGRAM OVERVIEW

Pharmaceutical and biotechnology professionals are given the rare opportunity to view the oncology space, its future and its current operational issues from the provider and payer perspective. Participants will improve their working knowledge of key business, policy, coverage, reimbursement, informational, and operational issues in oncology and will gather valuable insights material to developing effective strategies for navigating the various constituencies in cancer care. Through this interactive program, pharma and biotech professionals will learn from key stakeholders what they view to be the most pressing issues in oncology today and how to apply this knowledge to create mutually-successful working relationships.





Meeting Agenda

Thursday, April 8, 2010

7:30 am – 8:15 am Breakfast

8:15 am – 8:30 am Welcome
Thomas Marsland, MD
Florida Oncology Associates
Conference Chairman

8:30 am – 9:30am
Presentation: “State of the State: Oncology Practice Today”

Speaker:
Elaine Towle
Oncology Metrics

9:30 am – 11:00 am
Presentation: “Economics of Oncology in Florida: What does it mean to be a practice?”

Speakers:
Jeff Panoessa, MD
Gulf Coast Oncology Associates
What is happening to Oncology?

Leonard Kalman, MD
Advanced Medical Specialties
What it Takes to Run an Oncology Practice on a Daily Basis.

William Harwin, MD
Florida Cancer Specialists
Economics of Drug Treatment Decisions

Robert Cassell, MD
Cassidy Cancer Ctr—Winter Haven Hospital
Coding and Reimbursement

Richard Levine, MD
Space Coast Medical Associates
Diversification in Oncology including Economics of Clinical Research

11:00 am – 11:15 am Break

11:15 am – 12:00 pm
Presentation: “Pharmacy Budgeting, P & T and Information Systems: Institutional Decision Making in the Academic and Community Setting”

Speaker:
Phil Johnson, Pharm.D
Moffitt Cancer Center

Thursday, April 8, 2010 (Continued)

Noon – 1:00 pm LUNCH AND PRESENTATION
Presentation: “CAC process and LCD Development”

Speakers:
Robert Cassell, MD
Thomas Marsland, MD

1:15 pm – 2:30 pm
Panel Presentation: “Cost & Quality from the Payers Perspective”

Speakers:
Jonathan Gavras, MD, BCBS of Florida
Lawrence D. Mullany, MD, United Healthcare
Aetna Representative
Humana Representative
Av Med Representative
CIGNA Representative

2:30 pm – 3:30 pm
Presentation: “The Role of Orals – Today and Tomorrow”

Speakers:
Mike Reagan, ION
Thomas Marsland, MD
William Harwin, MD
Thomas Cartwright, MD

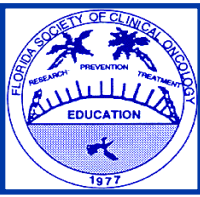
3:30 pm – 3:45 pm Break

3:45 pm – 4:30 pm
Panel Presentation: “Introducing a New Drug – How Does Your Practice Handle?”

Speakers:
Jeff Panoessa, MD
Leonard Kalman, MD
William Harwin, MD
Gerald Robbins, MD
Robert Cassell, MD
Richard Levine, MD
Thomas Marsland, MD

4:30 pm – 5:00 pm Open Microphone
Thomas Marsland, MD
Elaine Towle

5:00 pm Closing
Thomas Marsland, MD



REGISTRATION FEES & INFORMATION

Registration Fees for Industry Attendees is as follows:

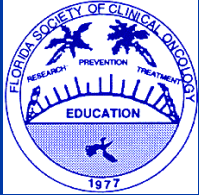
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|--|-------------------------|
| One Representative from Company: | \$1,000/each rep |
| 2 - 5 Representatives from Company: | \$750/each rep |
| 6 or more Representatives from Company: | \$500/each |

**FLASCO DIAMOND CORPORATE MEMBERS
WILL BE ENTITLED TO ONE COMP ATTENDEE
REGISTRATION FOR THIS CONFERENCE.**

**Registration forms are available on the
FLASCO website at www.flasco.org. All
registrations must be received by March 26, 2010.**

CONFERENCE OUTCOME MEASURES

**Professionals from marketing, sales,
medical affairs, clinical research, policy and
government affairs, and other business areas all
will be better able to serve their customers with
improved knowledge of real-world oncology
issues after completion of this program.**



2009 Corporate Members

FLASCO acknowledges the following companies as Corporate Members/Supporters of FLASCO:

Platinum

AMGEN
Astra Zeneca
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Celgene
Cephalon Oncology
Eli Lilly
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Novartis
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Ortho Biotech
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The Phipps Wealth Management Group

Gold

Abraxis Oncology
Allos Therapeutics
Bristol Myers Squibb
Genomic Health
Imclone Systems
Millennium
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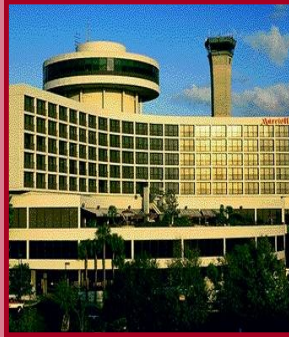
Silver

US Oncology
OSI Pharmaceuticals

Bronze
Genzyme

HOTEL RESERVATIONS

A block of rooms has been reserved at the Tampa Airport Marriott Hotel. The room rate is \$139 per night plus tax. Please call 800.564.3440 to make your hotel



reservation and mention that you are attending the Florida Society of Clinical Oncology (FLASCO) Meeting on April 8, 2010. The cut-off date for Reservations is **March 19, 2010**, after that the hotel will only accept reservations on a space and rate available basis.

FLASCO MISSION STATEMENT

The Florida Society of Clinical Oncology is a statewide non-profit organization committed to facilitating and promoting multidisciplinary efforts to improve patient care in Florida by:

- Fostering access to quality cancer care to the citizens of Florida.
- Assisting the cancer practitioners in providing the most cost effective quality care for their patients.
- Acting as an advocate for Florida cancer patients and their families.
- Coordinating the dissemination of information and providing an opportunity for oncologists, physicians, and other health care professionals to network and exchange information on cancer care.

FLORIDA SOCIETY OF CLINICAL ONCOLOGY

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