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Oncology Administrators Agenda

Wednesday, November 4, 2020

11:30am	Exhibit Hall - https://homebase.map-dynamics.com/moascoap20/dashboard
12:00pm	Welcome and Introduction
12:02pm	<u>Proven Strategies for Engaging Patients & Marketing in the COVID-19 Era</u> Jennifer Thompson, President, Insight Marketing Group <ul style="list-style-type: none">• Identify ways to engage and educate patients on social media and digital platforms in today's environment;• Discuss why the patient experience matters more than ever and what should be done to enhance it;• Share what marketing tactics are working at other medical practices and how you can emulate best-in-class strategies to drive new patient growth.
12:45pm	Exhibit Hall - https://homebase.map-dynamics.com/moascoap20/dashboard
12:55pm	<u>Discover Your Leverage - Value-Based Contracting</u> Doral Jacobsen, MBA, FACMPE, Partner, Prosper Beyond, Inc. <ul style="list-style-type: none">• Identify steps necessary to create a practice value proposition• Define relevant tips and tricks to position your practice for successful negotiations• Prepare to tell your practice story and ask key questions during negotiation discussions with payers
1:45pm	Exhibit Hall - https://homebase.map-dynamics.com/moascoap20/dashboard
1:55pm	<u>COA's Telehealth Initiative</u> Sibel Blau, M.D. President/CEO, Quality Cancer Care Alliance Network Medical Director, Oncology Division-NWMS

2:45pm

Exhibit Hall - <https://homebase.map-dynamics.com/moascoap20/dashboard>

3:00pm

Event Concludes

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