



MOASC K.A.R.E.'s for their members by:

Knowledge: Keeping You in the Know. Access to the most up-to-date information.

Advocacy - Your Voice in government. Join more than 400 oncologists influencing change. There is strength in our numbers.

Relationships - Your Partner in Cancer Care. Connecting colleagues to exchange best practices, build and expand your professional network and professional development.

Education - To keep You Successful. Sessions on Administrative, Business and Clinical Issues. Weekly Electronic Newsletter. Training conferences and Webinars. Practice Management, Billing and Coding Assistance.

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 | <p><u>Proven Strategies for Engaging Patients & Marketing in the COVID-19 Era</u> Jennifer Thompson, President, Insight Marketing Group</p> <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 | <p><u>Discover Your Leverage - Value-Based Contracting</u> Doral Jacobsen, MBA, FACMPE, Partner, Prosper Beyond, Inc.</p> <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 | <p><u>COA's Telehealth Initiative</u> Sibel Blau, M.D. President/CEO, Quality Cancer Care Alliance Network Medical Director, Oncology Division-NWMS</p> |

2:45pm

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

3:00pm

Event Concludes

Thanks to our corporate sponsors for their continued support!

This is being sponsored in part, by:

AstraZeneca, BeiGene, Pfizer Oncology, Puma Biotechnology, AbbVie, Merck, Verastem, Astellas, Bristol Myers Squibb, Foundation Medicine, Johnson and Johnson, Agios Pharmaceuticals, Exact Science, Genentech, Immunomedics, Kite Pharma, Eli Lilly, Novartis, Oncology Supply, Pharmacyclics, Regeneron Healthcare, Sanofi-Genzyme, Stemline Therapeutics, Takeda and Walgreens.