



Cancer Center Business Innovators Survey Results

Study co-authors:

Ronald Barkley, MS, JD

Executive Director, New Hampshire Oncology Hematology

&

Teri Guidi, MBA, FAAMA

President & CEO, Oncology Management Consulting Group



What is a Cancer Center Business Innovation?

- Combines resources, such as manpower, capital, clinical processes, facility, equipment
- Typically in response to an environmental/market catalyst
- In a manner that results in a distinguishable business model, practice or feature
- That positions the organization for the future
- Innovation is sustainable, not just transient “gaming”
- Something occurs that stimulates the organization to move from status quo to a future state construct



What are the Environmental Market Catalysts?

Clear Consensus Response

- Declining reimbursement
- Increasing costs of new technologies
- Competitive threats
- Demand for the demonstration of quality, performance and value

Mixed Response

- Increasing volume demand
- Declining medical manpower pool
- Patient/consumer expectations



What are the Common Characteristics - Distinguishing Features?

Clear Consensus Response

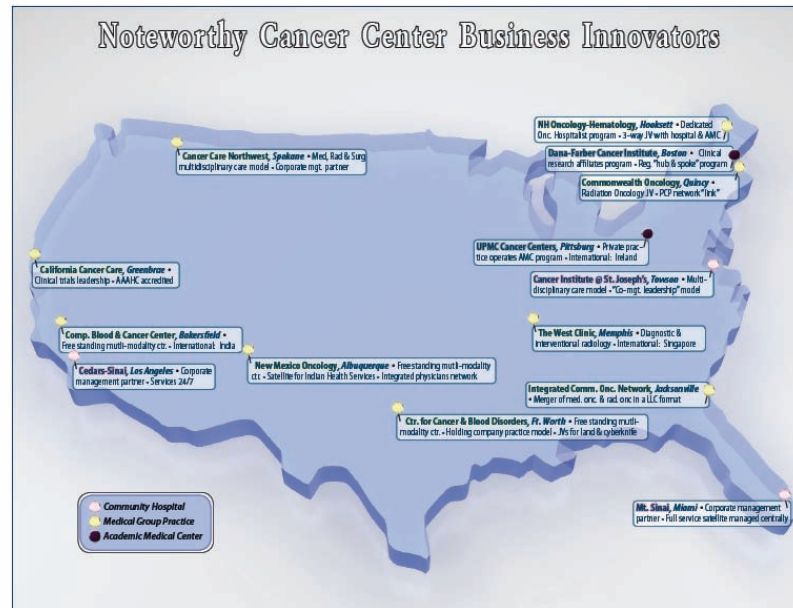
- Physician leadership
- Managerial leadership
- Sustainable capital structure
- Clinical excellence: evidence-based practice
- Economic incentives aligned among the providers and other important stakeholders
- Continuity of care across a broad spectrum of services
- Service Excellence: Patient-focused care

Mixed Response

- Sufficient number of providers, organized in care teams
- Multidisciplinary and multimodality approach to care delivery
- Cost control and financial management
- Highly visible/dominant in their market



What Did We Find?



Continuation of the Study of Innovative Best Business Practices

- 3-Year initiative to identify, evaluate and publish business practice performance standards for community-based oncology
- In conjunction with *Hematology Oncology News and Issues* (www.honionline.com)
- Hematology Oncology Practice Excellence (HOPE) initiative

Ron's Parting Thoughts on Cancer Center Business Innovation

- We're all pioneering new territory
- Sometimes pioneers discover new and wonderful uncharted lands
- At other times, pioneers end up with an arrow in their backside
- We're here together at the Summit to increase our odds of the former rather than the latter taking place



Contact Us

Ronald Barkley, MS, JD
Executive Director
New Hampshire Oncology
Hematology
200 Technology Dr.
Hooksett, NH 03106
Tel: 603.622.7438
r.barkley@nhoh.com

Teri Guidi, MBA, FAAMA
President &
Chief Executive Officer
Oncology Management
Consulting Group
241 Smithtown Rd.
Pipersville, PA 18947
Tel: 215.766.1280
tguidi@oncologymgmt.com

