



Cancer Center Business Summit Introduction

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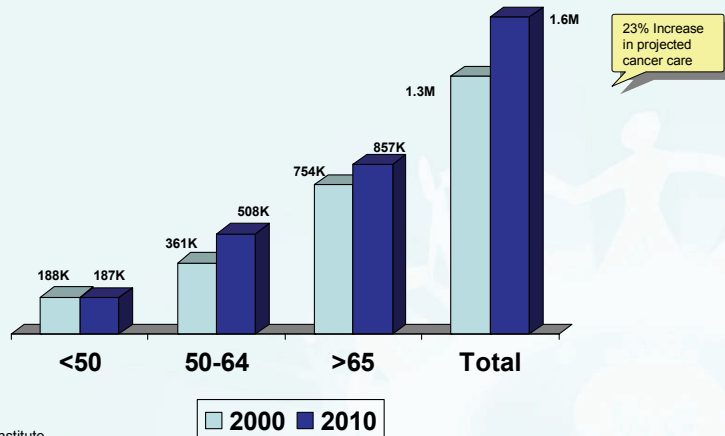
- Hematology & Oncology News & Issues



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Introduction

Growth in Market Demand



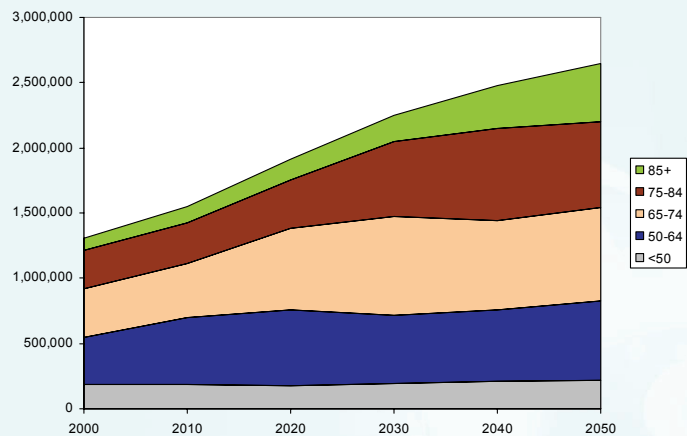
Source: National Cancer Institute



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Introduction

Demand Growth Driven by Demographics and...



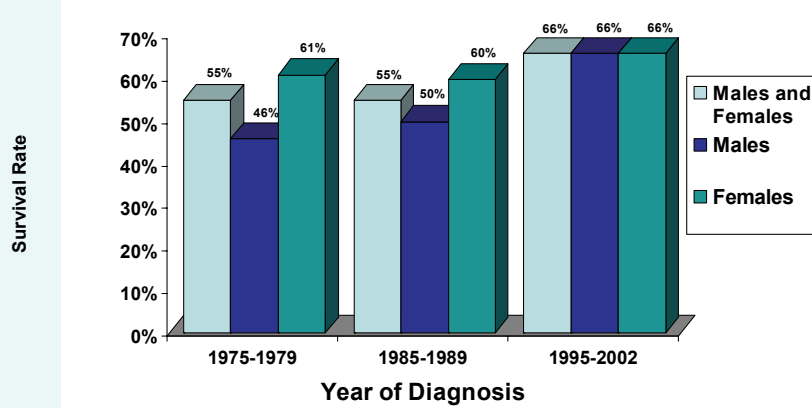
Source: Surveillance, Epidemiology, and End Results (SEER) Program (www.seer.cancer.gov) Public-Use Data (1975-2002), National Cancer Institute



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Introduction

Improved Survivorship Rates Five Year Relative Survival Rate by Gender



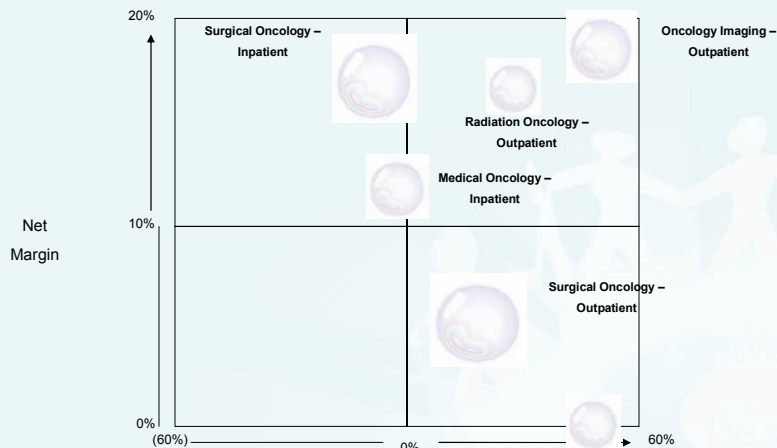
Source: Surveillance, Epidemiology, and End Results (SEER) Program (www.seer.cancer.gov) Public-Use Data (1975-2002), National Cancer Institute



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Background

Demand Presents Differing Inpatient and Outpatient Opportunities



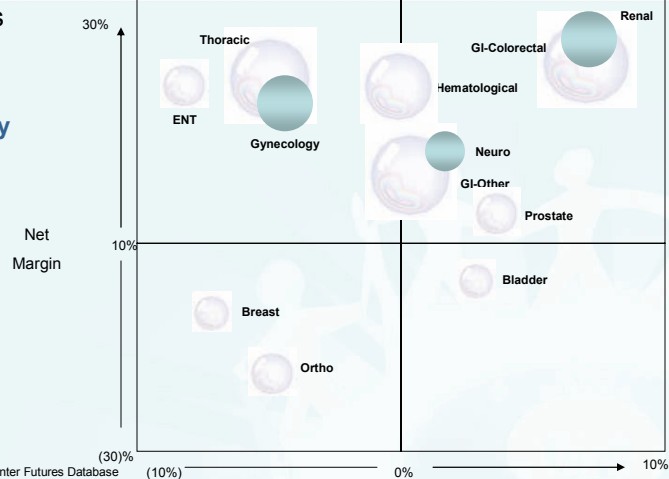
Source: The Advisory Board, Innovations Center Futures Database **Volume Growth, 2003-2008**



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Introduction

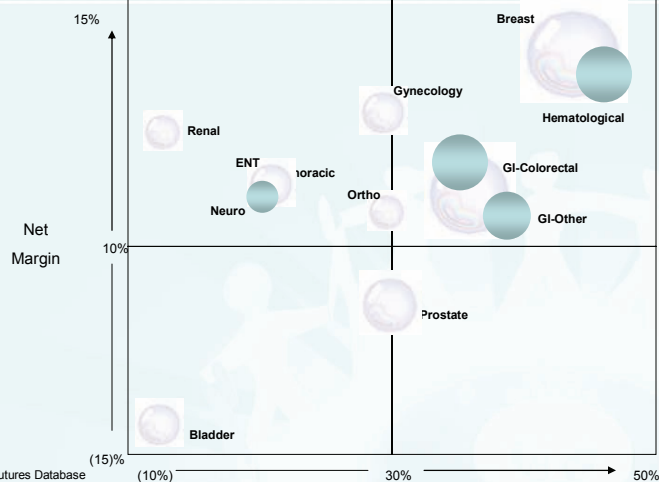
Differing Business Opportunities by Tumor Site
Inpatient Growth by Tumor Site



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Introduction

Differing Business Opportunities by Tumor Site
Outpatient Growth by Tumor Site



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Introduction New Business Opportunities: Market Trends

- Rise of consumerism – quality and cost imperatives
- New information technologies
- Shift from inpatient to outpatient/minimally invasive
- Reimbursement reductions for chemo drugs, drug administration, and imaging
- Health reform

Introduction Business Opportunities: New Technologies

- Gene therapy
- Vaccine therapy/Oral chemotherapy
- Molecular diagnostics
- Proton Beam therapy
- Robotic surgery
- Gamma knife
- Cyberknife
- Stereotactic radiosurgery
- IGRT
- Virtual colonoscopy
- 64-Slice CT
- EMR and HIT

Introduction New Business Opportunities: Consumer/Retail

- Community based clinical trials
- Psycho-social programs
- Alternative and complementary medicine programs
- Survivorship programs
- Concierge care/health coach programs
- Palliative care
- Home care
- Pain management
- Nutrition
- Fitness and rehab
- Family services
- Reference library

Introduction Differing Business Opportunities by Type of Providers

- NCI Designated Centers
- Academic Medical Centers
- Community Hospitals
- Community Cancer Centers
- Medical Groups
- Joint Ventures
- Networks

Introduction

- Converting opportunities to business success is a challenge in cancer care
 - Multi-modality
 - Multi-disciplinary
 - Multi-stakeholders
 - Multi-site
 - Multi-systems
 - Multi-expenses
 - Multi-risks

As we look to the future, what will be the best business models and practices to organize the multitude of stakeholders into high quality effective, efficient and sustainable cancer care programs that meet patient needs in a humane and responsible manner?