

STRATEGIC HEALTHCARE STRATEGIES

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The Uneasy Oncology Administrator Environment

How to work through the transition

Legal Disclaimer

This presentation is for information purposes only and is not intended as legal advice.

Oncology is a Relatively New Specialty

- Started in the hospital setting
- Transitioned to out patient facilities
- 80% of all out patient cancer care now supplied by community cancer centers

Industry in Transition

- Medicare Reform
- Transition from AWP to ASP
- Physician Supervision / incident to changes
- Stark
- HIPAA
- Pharmaceutical Reform
- Current Healthcare Reform

Current Trends

- Community based free standing cancer centers- physician owned
- Hospital owned
- Joint Ventures

Joint Ventures

- Community oncology physicians join forces
- Physicians and Hospitals
- Physicians and Investment/Management groups
- Oncology Physicians and other specialties (Radiation, Urology, Surgeons, Multi Specialty groups)

What is your structure?

Is your group considering a merger, sale or closing?

COA Community Oncology Cancer Care Practice Impact Report 3/31/2011

- 1042 clinics / practices have been impacted over the past 3 ½ years
- 199 Clinics closed
- 315 Acquired by Hospitals
- 111 Merged/Acquired by another entity
- 369 Practices struggling financially

COA Community Oncology Cancer Care Practice Impact Report 3/31/2011

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|---|--|
| <ul style="list-style-type: none">• Colorado-<ul style="list-style-type: none">• 34 Sites• 4 Clinics Closed• 14 Acquired by Hospital• 15 Struggling Financially• New Mexico<ul style="list-style-type: none">• 5 Sites• 5 Struggling Financially | <ul style="list-style-type: none">• Oklahoma<ul style="list-style-type: none">• 18 Sites• 2 Clinics Closed• 1 Acquired by Hospital• 15 Struggling Financially• Texas<ul style="list-style-type: none">• 41 Sites• 13 Clinics Closed• 4 Acquired by Hospital• 14 Merged/Acquired by another Entity• 10 Struggling Financially |
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Change is Scary!

The Oncology Administrator is
a dying breed

How do we survive?

Our rolls are changing

What does the industry want
from us?

Becoming the

“Goddess of All Things”

Administrators Skills

- Flexibility
- Well rounded
- General clinic Knowledge
- Understand the uniqueness of our specialty

Administrators Skills Cont

- Firm Financial Understanding
 - Drug Cost
 - Inventory Control
 - Equipment Cost
 - General Office Expenses

Administrators Skills Cont

- HR Jeannie
- Empathetic
- Legal Expert
- Billing Queen
- Patient Advocate
- Lobbying

Survival For Your Group

- Consider all your options-
 - Possible Partners
 - Possible Structures
 - Financial analysis of all possibilities
 - Quality of life analysis of all possibilities
 - Continue to be the advocate for your physicians and your staff

Survival For Your Group Cont

- Employment Model- Physician Specific Questions
 - What would salaries look like if RVU driven?
 - What would salaries look like if paid at a percent of Medicare?
 - Who will be the Medical Director?
 - Who will represent your group at various committees?
 - What will their roles be in management decisions?

Survival For Your Group Cont

- Mergers are like a marriage, breaking up is like divorce.
 - Talk about common goals and values
 - Stress the need for complete honesty
 - Outside mediation

WHAT ABOUT ME?

Survival For Yourself

- Find someone to talk to
 - You need someone to confide in
 - Due to need for confidentiality you can not always talk with your peers
 - This process is stressful
 - Outside perspective is helpful
- Take care of yourself

Survival For Yourself Cont-

- Prepare for Change
- Understand your market
- Understand your new environment
- Get to know the people you will be working with
- Understand the corporate culture and expectations
- Understand how the change affects your role

Survival For Yourself Cont-

- Ask Questions
 - What will your title be?
 - What responsibilities will you have?
 - How many people will you be supervising?
 - Who will you report to?
 - Dissect your job description and ask what departments will handle what task.
- Make a list – Pro / Con
 - About the job
 - About how it affects your personal life

Survival For Yourself Cont-

- Long-term or transitional position?
- Decide what you want to do
 - What are you willing to do?
 - What is best for your career?
 - What is best for your family?
- Can you live with it?

CAN YOU SEE THE WRITING ON THE WALL?

How to Prepare for Change

- Update your resume.
- Know your stuff.
- What is your current role?
- What are your strengths?
- Is relocation a possibility?

How to Prepare For Change Cont-

- Get to know the market
- Look at job postings in your area- how do you measure up?
- Be realistic- What do you need to work on?
 - Education
 - Experience
 - Volunteer
 - Join a committee
 - Network

Use Your Network

- Talk with drug reps about potential leads
- Call friends with in the new organization
- Call your friends
 - Job Leads
 - Considering a position
 - Get honest assessment of strengths and weakness

Resources

- Website resources for Healthcare Management
 - MGMA- www.healthcareers.com
- Website resources specific to Medical Oncology
 - www.indeed.com/
 - www.accc-cancer.org/careers/
 - www.usoncology.com/./careers
 - www.21stcenturyoncology.com/careers

Social Networking Resources

- www.linkedin.com
- www.facebook.com
- www.myspace.com
- Alumni websites

Website Tips

- Job Posting Websites use Key Word search technology to narrow down candidates.
- Be sure to include words that are in the posted job description in your resume.
- Take the time to complete the long application, if you don't they may not consider you.

Think Outside the Box

- Consider different areas in our specialty
 - Medical Oncology
 - Radiation Oncology
 - Pediatric Oncology
 - Hospital Administrator of Oncology
- Find a way to use your skills to continue to be an advocate.

BECOME THE

GODDESS OF ALL THINGS

Questions?