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## Exhibitor & Sponsor Prospectus

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As the country continues to re-open from COVID-19, conversations are focused on solving our nation's greatest health challenges. The Biden administration has jumpstarted a commitment to cancer care with the relaunch of his signature Cancer Moonshot mission, stating an ambitious goal to reduce the cancer death rate by at least 50% and improve the experience of people and their families touched by cancer.

While working to meet these goals, the cancer care community faces existential threats, including the recently passed Inflation Reduction Act (IRA), the growing dominance of vertically and horizontally integrated Pharmacy Benefit Manager (PBM) and insurer monopolies, the unaddressed trend of hospital and health system consolidation, and the impact of misguided public policies, such as the 340B program and reduction of Medicare payments.

This is the backdrop that community oncology and the Community Oncology Alliance (COA) find ourselves in as we recognize and celebrate our 20<sup>th</sup> anniversary in 2023, and it is what is informing the theme of the *Community Oncology Conference* which is **"COA 2023: Transform. Adapt. Evolve. The Next 20 Years of Community Oncology."**

The 2023 Conference agenda will reflect upon the value that community oncology has brought to patients and the entire U.S. cancer care system over the last two decades, providing quality, affordable, local, and cutting-edge treatments to patients close to where they live and work. Attendees will hear about how practices are tackling the latest challenges they face, as well as what is to come over the next 20 years, and how the entire independent, community oncology system can thrive in the decades ahead.

### **A Timely Agenda Delivered by World-Class Presenters**

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The annual *Community Oncology Conference* features two full days of learning and networking for oncologists, hematologists, nurses, pharmacists, administrators, employers, and other stakeholders in the oncology space. Planned by community oncology professionals for community oncology professionals, the 2023 *COA Conference* will enable you to move forward armed with the knowledge and tools to be your best.

Our agenda is always full and tucked into a very tight schedule, featuring sessions that are clinically motivated, business directed, and, of course, appealing to general audiences. While there, you will learn about the new Enhancing Oncology Model (EOM), amplifying equity in clinical research, federal and state policy updates, generating and sustaining practice revenue, as well as out of the box thinking on the next iteration of community oncology.

Agenda session highlights include:

- Current advances in triple negative and locally advanced breast cancer
- Updates in the **metastatic** treatment in upper GI
- Working directly with employers



# COA 2023: Transform. Adapt. Evolve.

## *The Next 20 Years of Community Oncology*

March 23-24, 2023

Gaylord Palms, Kissimmee, FL

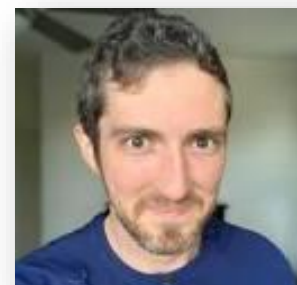
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- Integrative medicine in cancer
- Human resources' keys to success
- Enhancing equity in clinical research
- A look back at the advances in cancer care over the past 20 years

#### **Keynote Speaker: Will Flanary, MD, aka "Dr. Glaucomflecken"**

Our keynote speaker for 2023 is Dr. Will Flanary, known to millions of TikTok, Instagram, Twitter, and YouTube followers as "Dr. Glaucomflecken." Dr. Flanary is an ophthalmologist, as well as a multiple cancer survivor and comedian.



Hailed as the internet's "funniest" doctor, Dr. Glaucomflecken frequently makes and uploads medical satire skits on social media. He has the uncanny ability to make people laugh while offering commentary on the absurdities of our health care system and the people that inhabit it, including out-of-touch hospital bureaucracies, dysfunctional pharmacy benefit managers, and stereotypical colleagues.

In a health care system and policy arena that is all-too-often depressing, Flanary provides much needed laughter and spotlight on the ironies and dysfunction faced by professionals every day. His keynote is guaranteed to bring attendees **laughter** – something we can all benefit from.

### **Don't Miss the "Must Attend" Oncology Conference of the Year!**

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The 2023 *Community Oncology Conference* will be a completely live event. As we learned from the tremendous success of the 2022 Conference, we all yearn for that face-to-face contact and camaraderie coming out of COVID. The networking and relationship building that happens is simply irreplaceable. We can guarantee that we will deliver on that promise at the 2023 *Community Oncology Conference*.

COA will make recorded sessions available online through our interactive platform as enduring materials to all registered attendees with speakers' permission.

#### **Developed *By* Community Oncology *For* Community Oncology!**

The annual *Community Oncology Conference* continues to be developed *by* community oncology providers, administrators, staff, and patients to address their needs in the real world. Session content comes from careful consideration by COA's leaders, members, and networks.



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The 2023 *Community Oncology Conference* Co-Chairs are:

- **Stephen (Fred) Divers, MD**, Genesis Cancer & Blood Institute & American Oncology Network, LLC (AON), Hot Springs, AR
- **Debra Patt, MD, PhD, MBA**, Texas Oncology & US Oncology, Austin, TX
- **Stephen Schleicher, MD, MBA**, Tennessee Oncology, Nashville, TN
- **Alti Rahman, MHA/MBA, CSSBB**, Oncology Consultants, Houston, TX
- **Kathy Oubre**, Pontchartrain Cancer Center, Covington, LA
- **Jeff Vacirca, MD, FACP**, New York Cancer & Blood Specialists & OneOncology, Long Island, NY

This is the only Conference dedicated to educating and informing each facet of cancer care, with content for physicians, advanced care providers, oncology nurses, pharmacists, patients, payers, employers, as well as other stakeholders in our industry that complete the care circle.

### Conference Learning Objectives

Attendees at the 2023 *Community Oncology Conference* will:

- Receive updates on triple negative and locally advanced breast cancer
- Learn about current advances in lung cancer
- Review advances in metastatic treatment of upper GI cancers
- Understand the importance of conventional, integrative, and natural medicine in cancer
- Current advances in GU
- Dealing with cyber attacks and other disasters
- Integrating health equity in your practice
- Solving the data interoperability problem

## 2023 Sponsorship Opportunities

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The ability to share your time and talents is what will make the 2023 *Community Oncology Conference* a tremendous success. COA cannot host the Conference without your ongoing support.

The 2022 Conference was the first in-person event in two years, and more than 1,800 attendees made it the largest and most successful in-person Conference to date with overwhelmingly positive feedback.





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#### Why Sponsor the 2023 *Community Oncology Conference*?

In a few words, this is the one Conference that...

- Is developed by hematologists, oncologists, advanced practice practitioners, pharmacists, nurses, practice administrators & patient advocates
- Is the one meeting each year that everyone looks forward to
- Is always well attended with active audience participation
- Is the only Conference focused exclusively on the real-world of independent community oncology
- Is so popular that the exhibit hall rapidly sells out early on

We are anticipating that the 2023 Conference will be bigger and better than ever with numerous meaningful opportunities to support programming, reach attendees, and make an impact. Don't miss your chance to support this important gathering of the best and the brightest from every sphere of independent community oncology.

#### Have Questions or Want to Discuss Exhibitor or Sponsorship Opportunities?

Specifics on Exhibitor deliverables and sponsorship opportunities can be found within the Exhibitor/Sponsor contract. If you are interested in supporting the 2023 Conference, you may reach out to Mary Kruczynski at [maryk@COAcancer.org](mailto:maryk@COAcancer.org) to obtain a copy of the contract offerings or to ask any questions.

#### **About the Community Oncology Alliance:**

*The Community Oncology Alliance (COA) is a non-profit organization dedicated to advocating for community oncology practices and, most importantly, the patients they serve. The mission of COA is to ensure that cancer patients receive quality, affordable, and accessible cancer care in their own communities.*

*Since 2002, COA has been the only organization dedicated solely to independent community oncology where the majority of Americans with cancer are treated. Individuals from all levels of the cancer care delivery team – oncologists, hematologists, pharmacists, mid-level providers, oncology nurses, patients and survivors – volunteer their time on a regular basis to lead COA and serve on its committees.*

*COA hosts professional networks for members to share best practices and intelligence on the issues their practices face. These include extremely active networks for practice administrators (COA Administrators' Network), pharmacists (Community Oncology Pharmacy Association), patients, survivors, and advocates (COA Patient Advocacy Network), advanced practice providers (COA Advanced Practice Provider Network), fellows (COA Fellows Initiative), the Oncology Medical Home (OMH), and soon to be participants in the Enhancing Oncology Model (EOM).*

Learn more at [www.CommunityOncology.org](http://www.CommunityOncology.org)