



Value-Based Healthcare in Head and Neck Cancer

March 20-21, 2014

The University of Texas
MD Anderson Cancer Center
Dan L. Duncan Building (CPB), Floor 8
1155 Pressler Street
Houston, Texas 77030

THE UNIVERSITY OF TEXAS
MD Anderson
Cancer Center
Making Cancer History®



Value-Based Healthcare in Head and Neck Cancer

March 20-21, 2014

Program Chair:

Carol M. Lewis, MD, MPH
Assistant Professor
Head & Neck Surgery

Program Co-Chair

Randal S. Weber, MD
Chair & Professor
Head & Neck Surgery

Goal

The conference objective is to address a critical need to assemble multidisciplinary leaders, clinicians, and researchers dedicated to improving the value and quality of head and neck cancer care.

Educational Objectives

After attending the conference, participants should be able to

- Apply the principles of measuring value of healthcare and its importance in recent federal legislation to improve the value of individual practices. (*Knowledge, Competence, Performance*);
- Evaluate possible process changes in individual practices to identify, implement, and measure quality improvements such as payment incentives. (*Knowledge, Competence Performance*);
- Demonstrate an understanding of quality improvement initiatives on institutional, national, and specialty-specific levels. (*Knowledge, Competence, Performance*);
- Apply insight and improvement techniques to participate in the development and implementation of standardized national quality measures based on best practice. (*Knowledge, Competence*);
- Apply the appropriate, validated methods of evaluating patient clinical and functional outcomes before, during, and after treatment for head and neck cancer. (*Knowledge, Competence, Performance, Patient Outcomes*).

Target Audience

This conference will be beneficial to all clinicians caring for head and neck cancer patients.

Educational Methods

Lectures – Panel Discussions – Question and Answer Sessions

Evaluation

A course evaluation form will provide participants with the opportunity to comment on the value of the program content to their practice decisions, performance improvement activities, or possible impact on patient health status. Participants will also have the opportunity to comment on any perceived commercial bias in the presentations as well as to identify future educational topics.



MD Anderson Planning Committee

John Bingham, MHA

Vice-President
Performance Improvement

Amy C. Hessel, MD

Associate Professor
Head & Neck Surgery

Victoria S. Jordan, PhD

Director
Quality Measurement &
Engineering

Stephen Y. Lai, MD, PhD

Associate Professor
Head & Neck Surgery

Doris C. Quinn, PhD

Director
Process Improvement &
Quality Education

Constance C. Tierney, CMP

Manager
CME/Conference
Management

Accreditation/Credit Designation

The University of Texas MD Anderson Cancer Center is accredited by the Accreditation for Continuing Medical Education to provide continuing medical education for physicians.

The University of Texas MD Anderson Cancer Center designates this live activity for a maximum of 14.50 *AMA PRA Category 1 Credits™*. Physicians should only claim credit commensurate with the extent of their participation in the activity.

CME Certificates and Attendance Verification Certificates

Certificates awarding *AMA PRA Category 1 Credit™* or certificates documenting attendance will be distributed to participants when an individual departs the conference. To obtain a CME certificate, physicians must submit a completed evaluation questionnaire and a *CME Verification Form*.

Upon request, a record of attendance (certificate) will be provided on-site to other health care professionals for requesting credits in accordance with state nursing boards, specialty societies, or other professional associations.



Thursday, March 20, 2014

7:00 am

Registration

7:45

Welcome and Introductory Remarks

Randal S. Weber, MD; Carol M. Lewis, MD, MPH

8:00

A Framework for Crossing the Cancer Quality Chasm

John Bingham, MHA

8:30

Keynote: The Value Proposition

Thomas W. Burke, MD

Measuring the Components of Value

Moderator: Thomas W. Burke, MD

9:15

The Affordable Care Act and Its Impact on Cancer Care

Ron Walters, MD

9:45

Measuring Costs: Time Drive Activity-Based Costing (TDABC)

Thomas W. Feeley, MD

10:15

Break

Quality Outcomes

Moderator: Amy C. Hessel, MD

10:45

Measuring Outcomes: 60 Years of Survival Outcomes at MD Anderson

Alma Rodriguez, MD

11:05-
12:25 pm

Quality of Life/Functional Outcomes Panel

- Jan S. Lewin, PhD
- David Rosenthal, MD
- Ehab Y. Hanna, MD
- Amy Y. Chen, MD, MPH

12:40-1:25

Lunch Keynote

Lee N. Newcomer, MD

IOM Dimensions of Quality: Safe, Timely, Efficient, Effective Equitable, Patient- Centered Care

Moderator: Ehab Y. Hanna, MD

1:40

Head and Neck Center Quality Initiatives Project

Randal S. Weber, MD

2:05

Access and Process Metrics: The ‘Time to’ Project

Carol M. Lewis, MD

2:30

Continuity of Care: A model for reducing resource utilization

Amy C. Hessel, MD

2:55

Risk Reduction and Safety: The Role of the Quality Officer

Stephen Y. Lai, MD, PhD

3:20

Break

3:50

The Role of Information Technology and Communication

Craig Owen

4:15

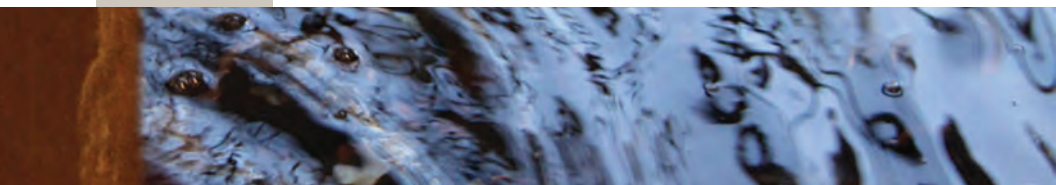
Patient-Centered Care: MyMDAnderson

Lyle D. Green

4:30-5:30

Proffered Papers Session: Institutional Quality Improvement

- Louise Davies, MD, MS
- Christine Gourin, MD, MPH
- M. Boyd Gillespie, MD, MSc





Friday, March 21, 2014

8:00-
8:45 am

Keynote
Kenneth I. Shine, MD

By What Method: Tools and Methods Applied to Head and Neck Cancer

Moderator: Stephen Y. Lai, MD PhD

8:45

**Panel: Institutional, National, and Specialty-
Specific Initiatives**

- Brian Nussenbaum, MD
- Jonathan C. Irish, MD, MSc
- Amy Y. Chen, MD, MPH
- Brian O'Sullivan, MD

10:00

Quality Improvement through Guideline Compliance
Arlene Forastiere, MD

10:30

Break

Moderator: Randal S. Weber, MD

11:00

National Surgical Quality Improvement Project (NSQIP)
Thomas A. Aloia, MD

11:25

Specialty-Specific NSQIP
Carol M. Lewis, MD, MPH

12:15 pm

A Culture of Safety: Checklists/ Order Sets/Pathways

Charles F. Levenback, MD

12:40

Extending Quality- and Value-Based Care to the Region

Mark Zafereo, MD

12:40

Lunch

Moderator: John Bingham, MHA

1:30

**System Engineering: The Science and Tools of
Process Improvement**

Victoria S. Jordan, PhD

1:55

Quality College: How Do We Change/Create a Culture

Doris C. Quinn, PhD

2:20

Improving Efficiency Through Value Mapping

Laura Kaufman, MSN, BSN

2:45-3:00

Wrap-up



MD Anderson Faculty

Thomas A. Aloia, MD

Associate Professor
Surgical Oncology

John Bingham, MHA

VP, Performance Improvement
Office of EVP, Physician-in-Chief

Thomas W. Burke, MD

EVP & Physician-in-Chief
Office of EVP, Physician-in-Chief

Thomas W. Feeley, MD

Division Head & Professor
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Physician Relations

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Professor
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Doris C. Quinn, PhD

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Office of EVP, Physician-in-Chief

David Rosenthal, MD

Professor
Radiation Oncology

Ron Walters, MD

Associate VP, Medical Operations
& Informatics
Professor
Office of EVP, Physician-in-Chief

Randal S. Weber, MD

Chair & Professor
Head & Neck Surgery

Mark Zafereo, MD

Assistant Professor
Head & Neck Surgery

Guest Faculty

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Head & Neck Surgery
Emory University School of Medicine
Atlanta, Georgia

Louise Davies, MD, MS

Assistant Professor
White River Junction VA Medical Center
White River Junction, Vermont

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Director of Clinical Research Program in
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Toronto, Ontario, Canada

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Senior Vice President
Oncology, Genetics & Women's Health
UnitedHealthcare
Minnetonka, Minnesota

Brian Nussenbaum, MD

Christy J. & Richard S. Hawes III
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Head & Neck Surgery
Washington University School
of Medicine
St. Louis, Missouri

Brian O'Sullivan, MD

Professor
Dept. of Radiation Oncology
Princess Margaret Hospital
University of Toronto
Toronto, Ontario, Canada

Kenneth I. Shine, MD

Executive Vice Chancellor
University of Texas System
Austin, Texas



Registration Information

On-site registration will open at 7:00 am on Thursday, March 20, 2014. The conference will begin at 7:45 am and the conference will adjourn at 3:00 pm on Friday, March 21, 2014.

Advance registration is encouraged as space and materials are limited. Please see registration form for applicable fees.

The deadline for advance registration is March 7, 2014.

There are three ways to register:

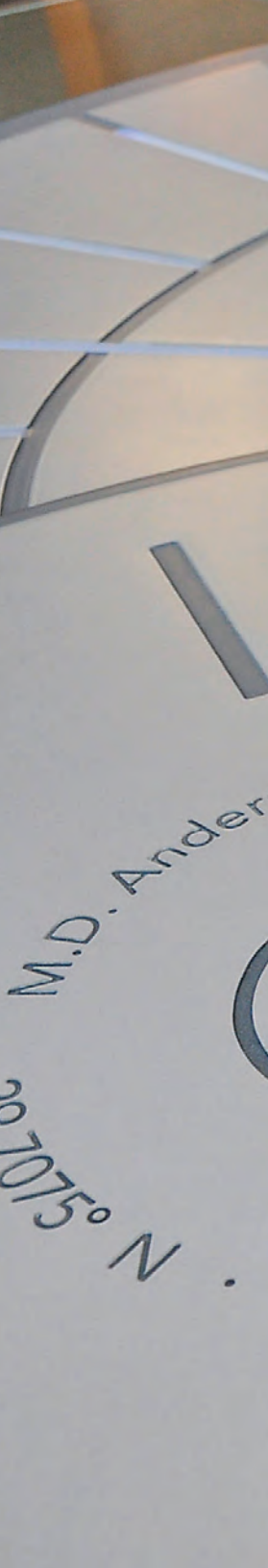
- **On-line** at www.mdanderson.org/conferences
- **Mail to:** CME/Conference Management – Unit 1381, The University of Texas MD Anderson Cancer Center, P.O. Box 301439, Houston, TX 77230-1439
- **Fax to:** 713-794-1724

We accept the following forms of payment:

- Check (payable through U.S. banks only)
- Money Order
- Credit Cards (MasterCard, VISA, and American Express)
- Cash (on-site registration only)

A receipt and confirmation letter will be sent to you within ten working days of receipt of your fee.

The conference registration fee includes tuition, syllabus, continental breakfasts, breaks, and lunches. Please refer to the registration form for specific information regarding fees.



Refund/Cancellation Policy

The registration fee, minus a \$50 administrative handling fee, is refundable if a written request is received on or before March 7, 2014. No refunds will be granted after that date. The request for a registration refund must include the tax identification number of the company or institution if registration was paid by a company or institution check.

The Department of CME/Conference Management reserves the right to cancel activities prior to the scheduled date, if low enrollment or other circumstances make it necessary. Each registrant will be notified either by mail, e-mail, or the contact numbers as given on the registration form. In case of activity cancellation, liability of the Department of CME/Conference Management is limited to the registration fee. CME/Conference Management Services will refund the full registration fee. The Department of CME/Conference Management reserves the right to limit the number of participants in a program and is not responsible for any expenses incurred by an individual whose registration is not confirmed and for whom space is not available.

For additional information, contact CME/Conference Management at 713-792-2223 or toll free at 866-849-5866.

Special Assistance

Contact the Department of CME/Conference Management at 713-792-2223 or toll free at 866-849-5866 if you have any special dietary or ADA accommodation needs.

Accommodations

- A block of rooms has been reserved for conference attendees at the **Hilton Houston Plaza/Medical Center**, located at 6633 Travis Street, Houston, TX 77030
- Early hotel reservation is suggested.
- The hotel phone number is 713-313-4000
- http://www.hilton.com/en/hi/groups/personalized/H/HOUMCHF-VBH-20140317/index.jhtml?WT.mc_id=POG
- When you make reservations be sure to mention the **Value-Based/Head & Neck** group name to be assured of receiving the special meeting rate of \$142.00 for a king guest room. Please add 17% (Texas) state and local taxes.
- Reservations and deposits received after **February 26, 2014** will be confirmed if space is available and at current hotel published guest room rates.



Ground Transportation

(prices are subject to change and variable depending on location of conference)

- Houston is served by two airports, George Bush Intercontinental (IAH) and William P. Hobby (HOU).
- Taxicabs are available at an estimated cost of \$50-\$60 to or from William P. Hobby Airport or George Bush Intercontinental Airport.
- SuperShuttle operates a shuttle bus between George Bush Intercontinental Airport and the Houston Marriott at the Texas Medical Center for \$27 one-way and \$54 round-trip. For more information, call 713-523-8888 or toll free at 800-258-3826, or online at www.supershuttle.com.

The University of Texas MD Anderson Cancer Center has implemented a process whereby everyone who is in a position to control the content of an educational activity must disclose all relevant financial relationships with any commercial interest that could potentially affect the information presented. MD Anderson also requires that all faculty disclose any unlabeled use or investigational use (not yet approved for any purpose) of pharmaceutical and medical device products. Specific disclosure will be made to the participants prior to the educational activity.

Agendas are subject to change because we are always striving to improve the quality of your educational experience. MD Anderson may substitute faculty with comparable expertise on rare occasions necessitated by illness, schedule conflicts, and so forth.

Photographing, audio taping and videotaping are prohibited.

Please let us know what specific topics, issues or questions you wish to see addressed or emphasized in this activity. Fax or e-mail CME/Conference Management. All responses will be forwarded to the Program Chair for consideration.



M.D. Anderson Cancer Center
The University of Texas

CONFERENCE REGISTRATION -(1053)/111805

Value-Based Healthcare in Head and Neck Cancer March 20-21, 2014

Last Name		First	MI	Highest Degree	
Department (include box no.)				Specialty	
Institution		Physician		☐ Yes ☐ No	
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or fax to 713-794-1724

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GENERAL CONFERENCE REGISTRATION FEES

Physicians

- ☐ Postmarked on or before March 7, 2014 ... \$275.00
☐ Postmarked after March 7, 2014..... \$325.00

Students/Fellows/Residents

- ☐ Postmarked on or before March 7, 2014 ... \$150.00
☐ Postmarked after March 7, 2014..... \$200.00

MD Anderson Faculty/Staff

- ☐ Exempt

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