

COMMUNITY ONCOLOGY ADVOCACY SUMMIT: THE POWER OF ADVOCACY

WEDNESDAY, JULY 21, 2021

10:00 – 10:10 AM	WELCOME <ul style="list-style-type: none">• Lakshmi Aggarwal, MD, CPAN Medical Co-Chair, Fort Wayne Medical Oncology Hematology• Miriam Atkins, MD, FACP, CPAN Medical Co-Chair, Augusta Oncology• Rose Gerber, Director of Patient Advocacy & Education, Community Oncology Alliance (COA)
10:15 – 10:45 AM	SITE OF SERVICE MATTERS: CANCER CARE IN THE COMMUNITY VS. THE HOSPITAL <ul style="list-style-type: none">• Lucio Gordan, MD, Managing Physician, President, Florida Cancer Specialists & Research Institute
10:50 – 11:20 AM	LOBBYING & ADVOCACY 101: MAXIMIZING THE POWER OF THE PATIENT & CONSTITUENT VOICE <ul style="list-style-type: none">• Jeff Mortier, Partner, Farragut Partners• Sarah Walter, Partner, Farragut Partners
11:25 – 11:55 AM	SOCIAL MEDIA 101: ADDING YOUR VIEW TO THE DIGITAL DEBATE <ul style="list-style-type: none">• Nicolas Ferreyros, Director of Communications, Community Oncology Alliance (COA)• Drew Lovejoy, Senior Communications Manager, Community Oncology Alliance (COA)
12:00 – 12:30 PM	THE IMPACT OF MIDDLEMEN: HOW PBMS & INSURERS ADVERSELY IMPACT PATIENT CARE <ul style="list-style-type: none">• Loretta Boesing, Founder, Executive Director, Unite for Safe Medications• Madelaine A. Feldman, MD, FACR, President, Coalition of State Rheumatology Organizations
12:30 – 1:00 PM	BREAK
1:00 – 1:40 PM	STORYTELLING 101: THE POWER OF PERSONAL STORIES & ADVOCACY <ul style="list-style-type: none">• Rose Gerber, Director of Patient Advocacy & Education, Community Oncology Alliance (COA), Cancer Survivor• Ricky Newton, Chief Financial & Operating Officer, Community Oncology Alliance (COA), Caregiver & Cancer Survivor
1:45 – 2:15 PM	MEDIA RELATIONS 101: THE POWER OF NEWS MEDIA TO ACHIEVE ADVOCACY GOALS <ul style="list-style-type: none">• Aaron Cohen, Founder, Aaron Cohen PR
2:20 – 2:50 PM	DRUG PRICING REALITY CHECK: DISSECTING HYPE VS. REALITY OF POLITICAL PROPOSALS TO REDUCE DRUG COSTS <ul style="list-style-type: none">• Ted Okon, MBA, Executive Director, Community Oncology Alliance (COA)
2:55 – 3:00 PM	CLOSING REMARKS <ul style="list-style-type: none">• Rose Gerber, Director of Patient Advocacy & Education, Community Oncology Alliance (COA), Cancer Survivor

#AdvocacySummit

www.coadvocacy.org

