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The McMorrow Healthcare Facilities Management Report

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ACI's Twelfth National Conference on...

Adding, Updating and Expanding

COMPREHENSIVE CANCER PROGRAMS AND SERVICES

For Hospitals and Health Systems

July 21-23, 2010 – Dallas, TX

Featuring a tour of Baylor University Medical Center's Charles A. Sammons Cancer Center-- North Texas' largest outpatient cancer center and first dedicated cancer hospital

A Three-Day Industry Forum Highlighting The Latest Trends, Best Practices, and Innovative Strategies For Cancer Center Operations In A Challenging Economy

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LEARN ABOUT:

- Implementing the most effective and successful business strategies to drive the growth and profitability of your cancer department
- Improving the delivery of cancer patient care, through the streamlining and integration of medical programs, staff, and resources for more efficient and cost effective clinical operations
- Identifying and implementing new practice models to enhance your cancer center's work processes, patient flow and overall revenue
- Creating a distinctive cancer program to increase patient volume and competitive advantage
- Strategies to ensure the long term success of your cancer service line through developing new revenue streams
- Providing a complete spectrum of cancer services including genetic counseling, nutrition, support groups, holistic treatments and more to increase patient volume
- Utilizing emerging cancer technologies and their potential impact on clinical outcomes, financial performance, facility design, and market strategies
- Oncology business management issues in the changing reimbursement environment
- Integrated treatment models for cancer treatment
- Implementing state-of-the art, outpatient cancer center services to provide high quality, convenient and cost-efficient care

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