Value-Based Head and Neck Cancer Care

The University of Texas
MD Anderson Cancer Center
R. Lee Clark Clinic
Hickey Auditorium
Floor 11
1515 Holcombe Boulevard
Houston, Texas

November 3-4, 2016
Value-Based Head and Neck Cancer Care  
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Our Goal

Over the past decade, quality improvement initiatives for head and neck cancer have been growing with projects addressing departmental, institutional, regional, and national needs. Value-Based Head and Neck Cancer Care is dedicated to value- and quality-focused research in head and neck cancer care. Our conference goal 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 participating in the activity, the participant 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)*;
- Demonstrate an understanding of the importance of patient perspective in the value of healthcare and apply methods of soliciting and implementing patient input in clinical practice. *(Knowledge, Competence, Performance, Patient Outcomes)*.

Target Audience

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

Educational Methods

Lectures – Panel Discussions – Question and Answer Sessions – Poster Sessions – Breakout 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.

CALL FOR ABSTRACTS

Improve the meeting by submitting an abstract! Abstracts will be chosen for podium or poster presentations. Please submit no later than August 12, 2016 by emailing VHNCC@mdanderson.org.

Abstracts should follow standard format (Background/Objective, Methods, Results, Conclusions) and not exceed 500 words. Please indicate the corresponding author and provide their institution and department, address, telephone number, and email address. Registration for the conference must be submitted at the same time as the abstract; register at www.mdanderson.org/conferences.

Submitted abstracts will be reviewed by the program committee and the best submissions chosen for podium or poster presentations; the corresponding author will be notified in the beginning of September 2016. Technical questions regarding submission should be directed to the Department of CME/Conference Management at 713-745-5000.

Program Chair:
Carol M. Lewis, MD, MPH  
Assistant Professor  
Head & Neck Surgery
Program Planning Committee

Carol M. Lewis, MD, MPH, Chair
Assistant Professor
Head & Neck Surgery
MD Anderson
Houston, Texas

Jared Draper, MD, PhD
Associate Professor, Radiation Oncology Department
MD Anderson
Houston, Texas

Beth M. Beadle, MD, PhD
Associate Professor
Radiation Oncology Department
MD Anderson
Houston, Texas

John Bingham, MHA
Associate Professor of Surgery
Otolaryngology - Head & Neck Surgery
Geisel School of Medicine at Dartmouth
Hanover, New Hampshire

Louise Davies, MD, MS
Associate Professor of Surgery
Otolaryngology - Head & Neck Surgery
Geisel School of Medicine at Dartmouth
The Dartmouth Institute
Hanover, New Hampshire

Christine G. Gourin, MD, MPH
Professor
Otolaryngology - Head & Neck Surgery
Johns Hopkins School of Medicine
Baltimore, Maryland

Amy C. Hessel, MD
Associate Professor
Head & Neck Surgery
MD Anderson
Houston, Texas

Victoria S. Jordan, PhD, MBA
Executive Director
Quality Measurement & Engineering
Performance Improvement
MD Anderson
Houston, Texas

Stephen Y. Lai, MD, PhD
Associate Professor
Head & Neck Surgery
MD Anderson
Houston, Texas

Jeremy G. Meade, MS
Associate Director
Quality Measurement & Engineering
MD Anderson
Houston, Texas

Kelley Gilpin
Program Manager
Academic Affairs - Industry Support
CME/Conference Management
MD Anderson
Houston, Texas

Brian Nussenbaum, MD
Chair & Professor
Head & Neck Surgery
MD Anderson
Houston, Texas

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

Felisha Estelle
Senior Conference Coordinator
CME/Conference Management
MD Anderson
Houston, Texas

Accreditation/Credit Designation

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

The University of Texas MD Anderson Cancer Center designates this live activity for a maximum of 13.50 AMA PRA Category 1 Credits™. Physicians should claim only the credit commensurate with the extent of their participation in the activity.

CME Certificates and Attendance Verification Certificates

Certificates awarding AMA PRA Category 1 Credits™ 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, November 3, 2016

7:00 am
Registration and Continental Breakfast

7:45
Welcome
Carol M. Lewis, MD, MPH; Randal S. Weber, MD

8:00
Opening Remarks
Ronald A. DePinho, MD

8:15
Keynote: Transparency of Patient Experience Data
Russell Howerton, MD

9:00
Breakout Sessions

Session 1: Update on Quality Improvement Tools, Practical Applications, Identifying Resources
Victoria S. Jordan, PhD, MBA

Session 2: How to Publish Quality Improvement Projects (SQUIRE Guidelines)
Louise Davies, MD, MS

10:00
Break

10:30
Panel: Value From the Physician’s Perspective
Beth M. Beadle, MD, PhD; Christine G. Gourin, MD, MPH; Ehab Y. Hanna, MD; Amy C. Hessel, MD; Brian Nussenbaum, MD

Noon
Lunch (provided)

Keynote: The Role of National Registries
Lisa E. Ishii, MD

12:45 pm
Regent and the American Head and Neck Society Data Module: A Collaborative Effort
Randal S. Weber, MD

1:15
Integrated Information Systems
Chris Belmont, MBA, BS

1:45
Applying NSQIP to Institutional Quality Improvement
Thomas A. Aloia, MD

2:05
Performance Measurement
Carol M. Lewis, MD, MPH

2:25
Break

2:55
Panel: Value from the Payor’s Perspective
Thomas W. Feeley, MD; James R. Incalcaterra, PhD; Jonathan C. Irish, MD, MSc; Lee N. Newcomer, MD, MHA

4:15
Oral Presentations (Chosen from abstracts)

5:15
Poster Reception

6:30
Adjourn
<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Speaker(s)</th>
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<tbody>
<tr>
<td>7:00 am</td>
<td>Registration and Continental Breakfast</td>
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<tr>
<td>8:00</td>
<td><strong>Keynote: Data Driven Outcomes Improvement</strong></td>
<td>Marc Probst, MBA</td>
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<td>8:45</td>
<td><strong>Panel: Value From the Patient’s Perspective</strong></td>
<td>Gary Bentz; Steven S. Chang, MD; Katherine A. Hutcheson, PhD</td>
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<td>10:00</td>
<td>Break</td>
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<tr>
<td>10:20</td>
<td><strong>Establishing Metrics</strong></td>
<td>Ronald Walters, MD</td>
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<td>10:50</td>
<td><strong>Choosing Wisely Initiatives</strong></td>
<td>Eric J. Thomas, MD, MPH</td>
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<tr>
<td>11:20</td>
<td><strong>Quality Improvement in Radiation Oncology</strong></td>
<td>Howard W. Bergendahl, MS, JD</td>
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<td>11:50</td>
<td><strong>Role of the Quality Officer</strong></td>
<td>Stephen Y. Lai, MD, PhD</td>
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<td>12:10 pm</td>
<td>Networking Lunch (Provided)</td>
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<td>1:15</td>
<td><strong>Oral Presentations</strong> (Chosen from abstracts)**</td>
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<tr>
<td>2:30</td>
<td>Adjourn</td>
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**MD Anderson Faculty**

- Thomas A. Aloia, MD  
  Associate Professor  
  Surgical Oncology
- Beth M. Beadle, MD, PhD  
  Associate Professor  
  Radiation Oncology
- Chris Belmont, MBA, BS  
  Vice President and Chief Information Officer  
  Office of the Chief Information Officer
- Gary Bentz  
  CW Community Partner  
  Nursing Administration
- Ronald A. DePinho, MD  
  President  
  President’s Office
- Howard W. Bergendahl, MS, JD  
  President  
  The Bergendahl Institute, LLC  
  Avon Lake, Ohio
- Steven S. Chang, MD  
  Director  
  Head & Neck Cancer Program  
  Josephine Ford Cancer Institute  
  Detroit, Michigan
- Louise Davies, MD, MS  
  Associate Professor of Surgery  
  Otolaryngology - Head & Neck Surgery  
  Geisel School of Medicine at Dartmouth  
  The Dartmouth Institute  
  Hanover, New Hampshire
- Christine G. Gourin, MD, MPH  
  Professor  
  Otolaryngology - Head & Neck Surgery  
  Johns Hopkins Outpatient Center  
  Baltimore, Maryland
- Thomas W. Feeley, MD  
  Professor  
  Anesthesiology & Perioperative Medicine
- Ehab Y. Hanna, MD  
  Professor  
  Head & Neck Surgery
- Amy C. Hessel, MD  
  Associate Professor  
  Head & Neck Surgery
- Katherine A. Hutcheson, PhD  
  Associate Professor  
  Head & Neck Surgery
- James R. Incalcaterra, PhD  
  Director  
  Value Measurement & Analysis  
  Financial Planning & Analysis
- Victoria S. Jordan, PhD, MBA  
  Executive Director  
  Quality Measurement & Engineering Performance Improvement
- Stephen Y. Lai, MD, PhD  
  Associate Professor  
  Head & Neck Surgery
- Carol M. Lewis, MD, MPH  
  Assistant Professor  
  Head & Neck Surgery
- Ronald Walters, MD  
  Associate Vice President  
  Medical Operations & Informatics  
  Professor  
  Office of EVP, Physician-in-Chief
- Randal S. Weber, MD  
  Chair & Professor  
  Head & Neck Surgery

**Guest Faculty**

- Russell Howerton, MD  
  Chief Medical Officer and  
  Vice President of Clinical Operations  
  Wake Forest Baptist Health  
  Medical Center Boulevard  
  Winston-Salem, North Carolina
- Jonathan C. Irish, MD, MSc  
  Professor  
  Department of Otolaryngology & Head & Neck Surgery  
  University of Toronto  
  Toronto, Ontario, Canada
- Lisa E. Ishii, MD  
  Associate Professor  
  Otolaryngology – Head & Neck Surgery  
  Johns Hopkins School of Medicine  
  Lutherville, Maryland
- Lee N. Newcomer, MD, MHA  
  Senior Vice President  
  Oncology, Genetics & Women’s Health  
  UnitedHealthcare  
  Minnetonka, Minnesota
- Brian Nussenbaum, MD  
  Christie J. & Richard S. Hawes III Professor  
  Department of Otolaryngology  
  Head & Neck Surgery  
  Washington University School of Medicine  
  St. Louis, Missouri
- Marc Probst, MBA  
  Vice President and Chief Information Officer  
  Intermountain Healthcare  
  Salt Lake City, Utah
- Eric J. Thomas, MD, MPH  
  Associate Dean for Healthcare Quality  
  Department of Internal Medicine  
  Griff T. Ross Professor in Humanities & Technology in Healthcare  
  Professor, General Internal Medicine  
  The University of Texas Health Science Center  
  Houston, Texas
Registration Information

On-site registration will open at 7:00 am on Thursday, November 3, 2016. The conference will begin at 7:45 am on Thursday, November 3, 2016, and will adjourn at 2:30 pm on Friday, November 4, 2016.

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

The deadline for advanced registration is October 14, 2016.

There are three ways to register:

- **Online:** Register on-line at www.mdanderson.org/conferences
- **By Mail:** Mail registration form to CME/Conference Management – Unit 1781, The University of Texas MD Anderson Cancer Center, P.O. Box 301407, Houston, TX 77230-1407
- **By Fax:** Fax completed form 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 payment.

The conference registration fee includes tuition, final program pages, continental breakfasts, breaks, lunches, and poster reception. 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 **October 14, 2016**. 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 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 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 **Houston Marriott Medical Center Hotel**, located at 6580 Fannin Street, Houston, TX 77030.
- Early hotel reservation is suggested.
- The hotel phone number is 713-796-0080.
- When you make reservations be sure to mention the **MD Anderson Value-Based Healthcare** group name or reference # **M-468CXKA** to be assured of receiving the special meeting rate of $115.00 single or double. Please add 17% (Texas) state and local taxes.
- Reservations and deposits received after **October 12, 2016** 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).
- Taxi cabs 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 Medical Center Hotel 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.

Physician Payments Sunshine Act
MD Anderson complies with the Physician Payments Sunshine Act as part of the Affordable Care Act (ACA). Accordingly, we may be required to collect information on transfer of value provided to any covered recipient under the ACA.

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.