

Exhibitor & Sponsor Prospectus

As we continue to navigate the COVID-19 public health emergency, community oncology has once again proven its value. Against great odds, practices have shown that they can safely maintain the highest quality of cancer care, keeping patients in need up-to-date with treatment, surveillance, and long-term care.

Community oncology teams are nimble in a crisis and able to adapt to emerging challenges without sacrificing patient care. Indeed, independent practices demonstrated their irreplaceable value as the backbone of the nation's cancer care system during this pandemic, continuing to provide safe, personal, affordable, and accessible cancer care to patients, close to where they live and work.

The theme of the 2022 Community Oncology Alliance (COA) *Community Oncology Conference* is "The Value of Community Oncology Shines! The Path Forward." The agenda will reflect on the success of oncology practices and professionals from across the country, shining a bright light on their strategies for success, while also charting a path forward for the cancer care system of the future.

COA 2022: A Timely Agenda and World Class Speakers

The annual *Community Oncology Conference* features two full days of learning and networking for oncologists, hematologists, nurses, pharmacists, administrators, and all oncology leaders. Planned by community oncology professionals for community oncology professionals, the 2022 *COA Conference* will guarantee to prepare you to succeed in the year ahead.

On the packed agenda you will find sessions featuring the latest in clinical updates, life sciences, legislative policy, practice administration, pharmacy operations, and more. Additionally, the Conference showcases our unique approach to engaging with the self-insured employer space.

Join us for a lively discussion of public policy and regulation, the latest clinical developments, and successful practice operations and business strategies. Highlights will include:

- Updates from Washington insiders, including the future of mandatory reform models.
- Reforms to Medicare, telehealth policy, and drug pricing policy.
- Moving the needle in comprehensive genomic profiling.
- Managing the increasing volume of oral therapies in the clinic.
- Biosimilars; reality or promise unfulfilled?
- The oncology practice of tomorrow.
- Tackling disparities in cancer care.
- The power of state-based legislation.
- Engaging with employers in direct contracting strategies.

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

The 2022 *Community Oncology Conference* will be a live event featuring a strong virtual component for those unable to attend live. We are very excited to offer this new format and to display the best and brightest that community oncology has to offer.

Attendees will be able to access the virtual Conference quickly and easily. Similar to the 3,400+ attendees in 2021, the addition of the virtual platform will enable us to reach thousands more interested in community oncology than ever before and are looking for record attendance numbers for 2022.

The 2022 *Community Oncology Conference* will take place live and online on our own custom-built Conference web platform. If presenters agree, COA will make recorded sessions available online as enduring materials to all registered attendees.

Keynote Speaker: Trey Mancini, 2021 Roberto Clemente Award Nominee



Our keynote speaker for 2022 is Trey Mancini, Baltimore Orioles first baseman. Trey recently participated in the 2021 Home Run Derby, finishing second behind New York Mets first baseman Pete Alonso.

It was a remarkable performance following surgery and chemotherapy for stage 3 colon cancer, last year. We look forward to learning more from his amazing journey and how he stole the show!

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.

The 2022 *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
- **Jeffrey Patton, MD**, Tennessee Oncology & OneOncology, Nashville, TN
- **Alti Rahman, MHA, MBA, CSSBB**, Oncology Consultants, Houston, TX
- **Barry Russo**, The Center for Cancer & Blood Disorders & OneOncology, Fort Worth, TX
- **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.

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Conference Learning Objectives

Attendees at the 2022 *Community Oncology Conference* will:

- Understand a new approach in advancing care in the community.
- Review the latest in comprehensive genomic profiling.
- Interact with site of care practice modifications reflective of a pandemic.
- Get the inside scoop on the blueprint for health care in a new administration.
- Discuss increasing drug costs and what can stakeholders do to address them.
- Discuss consequences of, and solutions for, socioeconomic disparities in cancer care.
- Look at the advances and barriers in biosimilar adoption.

2022 Sponsorship Opportunities

The ability to share your time and talents is what will make the 2022 *Community Oncology Conference* a tremendous success. COA cannot host the Conference without your ongoing support. Specifics on Exhibitor deliverables and sponsorship opportunities can be found within the Exhibitor/Sponsor contract. If you are interested in supporting the 2022 Conference, you may reach out to Mary Kruczynski at maryk@COAcancer.org to obtain an exhibitor/sponsor contract.

Why Sponsor the 2022 *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.
- Drew more than 3,400 virtual attendees from every level & facet of community oncology during a pandemic in 2021.
- Kept attendees' attention for an average viewing time of **four** hours each day.
- Is the only Conference focused exclusively on the real-world of community oncology.
- Is consistently rated as the best, not-to-be-missed oncology Conference during the year!

Have Questions or Want to Discuss Exhibitor or Sponsorship Opportunities?

Contact Mary Kruczynski at maryk@COAcancer.org to request a contract or to ask any questions.

About the Community Oncology Alliance (COA):

The Community Oncology Alliance (COA) is a non-profit organization dedicated to advocating for community oncology practices and, most importantly, the patients they serve. COA is the only organization dedicated solely to community oncology where the majority of Americans with cancer are treated. The mission of COA is to ensure that patients with cancer receive quality, affordable, and accessible cancer care in their own communities. More than 1.5 million people in the United States are diagnosed with cancer each year and deaths from the disease have been steadily declining due to earlier detection, diagnosis, and treatment. Learn more at www.CommunityOncology.org.