



CPAN at 10

A decade of Education, Advocacy, and IMPACT



Ten years ago, the Community Oncology Alliance (COA) created the Patient Advocacy Network (CPAN) to provide a powerful advocacy voice and forum for patients, survivors, caregivers, and others served by independent community oncology. The idea behind CPAN was simple: every individual who interacts with community oncology has a unique story to tell, formed by their individual experiences with community oncology. These stories are the heart of community oncology.

With a national community of committed CPAN advocates with stories to tell, COA could help bring the experiences of real patients directly to the policymakers making critical decisions about the future of cancer care.

From the day CPAN first launched, to the expansion of more than 23 chapters around the country today, I've never forgotten that our most powerful asset is the cancer survivors and more who make up our amazing advocate army. As a 15-year cancer survivor, I've made it my life's work to bring people together in support of cancer care that puts patients

2009

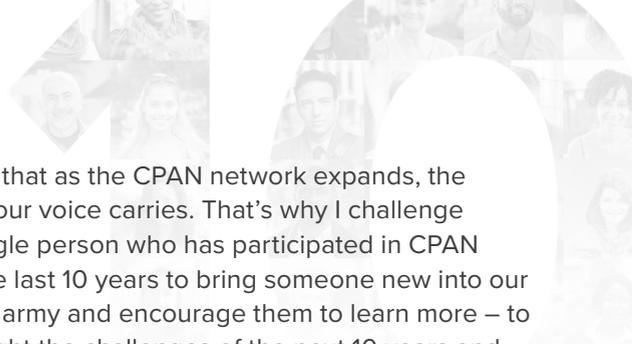
CPAN Founded

2011

First national COA Community Oncology
Conference patient advocacy track debuts
First CPAN chapter launched in Georgia

2012

Inaugural National Patient
Advocacy Forum
First CPAN Hill Day



first. I am confident that by working together, we will overcome all of the obstacles that stand in our way.

The nationwide network of CPAN advocates is strong and continues to grow. We have seen tremendous growth over the last ten years, from a handful of patients in our first year to chapters across the country in 2019. Thanks to technology moving forward, it is easier than ever for anyone, wherever in the country they happen to be, to connect with and participate in CPAN efforts.

As long as trends like health care consolidation and pharmacy business manager (PBM) business practices continue to challenge us, CPAN advocates will be here to respond with compelling reasons why community oncology must continue to play a primary role in the nation's cancer care network.

We know that as the CPAN network expands, the stronger our voice carries. That's why I challenge every single person who has participated in CPAN during the last 10 years to bring someone new into our advocate army and encourage them to learn more – to help us fight the challenges of the next 10 years and to remind policymakers about the importance of local cancer care.

Thank you to our amazing network of advocates who have made such a difference in our first 10 years. With your help, 2019 will be our best year yet!

Sincerely,

Rose Gerber

Rose Gerber

2015

Launch of community oncology patient education video series

2017

CPAN launches virtual chapters, online education opportunities, and more

2018

CPAN chapter leaders participate in Biden Cancer Summit

2019

CPAN celebrates 10 years of advocacy.
We're just getting started!



No matter how strong our policy positions or how good our arguments, COA makes the most compelling case when we remember to focus on the real people that are community oncology – the patients, survivors, caregivers, physicians, clinicians, and countless others. That’s why CPAN spends so much time on national and state activities that help those closest to community oncology discover their advocacy voice and make it heard.

Participating in CPAN is critical to COA’s near- and long- term success. If you’re new to advocacy or are already a seasoned expert, CPAN provides something for everyone who cares about community oncology and wants to make a difference. Whether it is training or education, or in-person support, CPAN is here to help you tell your story.

As we celebrate CPAN’s many achievements during the past 10 years, we look forward to the future knowing that we still have many great things to accomplish together. With continued support from committed CPAN

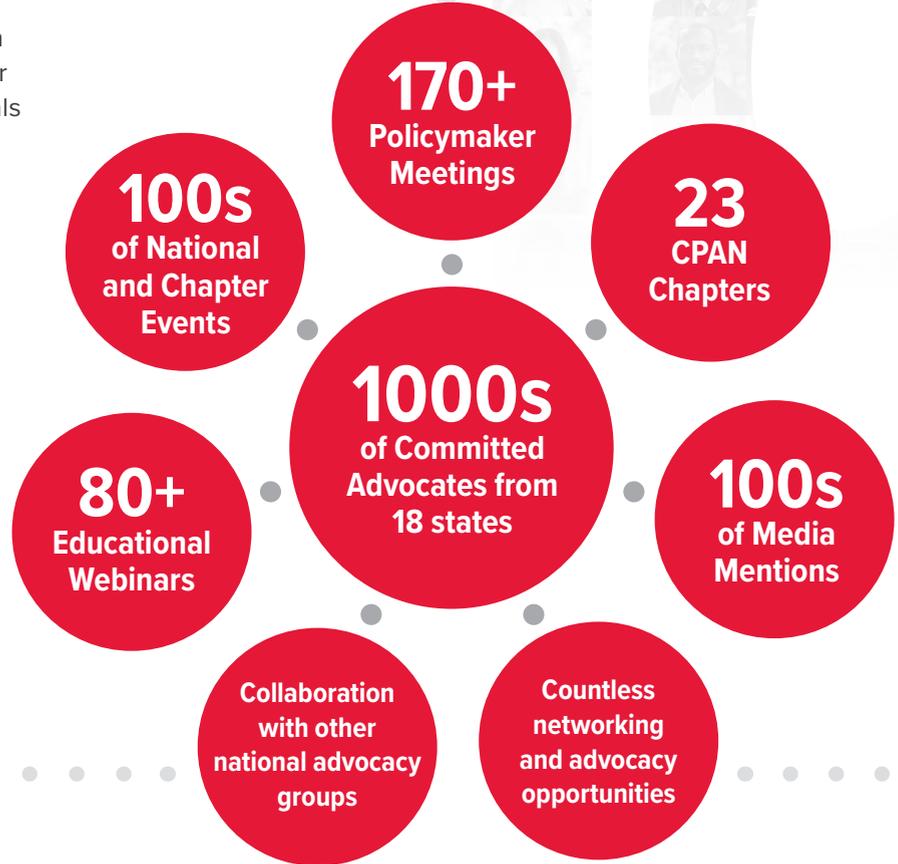


advocates and chapters, we will own the future of community oncology for patients and the dedicated individuals who surround them each day with support, love, and hope.

Sincerely,



Ted Okon



What's in a Story? The Power to Make Cancer Care Better

What is more powerful than a well-told story?

Emotional and heartfelt personal experiences have been the source of entertainment since the beginning of recorded human history. Today they are the subjects of bestselling books and blockbuster movies, and the too-good-to-be-true plots that keep us riveted to documentaries, podcasts, and feature articles. They captivate us, motivate us, and ultimately make us better understand why issues – and people – are so remarkable and important.

CPAN's greatest contribution to cancer care in the United States during the last decade is ensuring that amazing people with powerful stories – the people who are closest to community oncology and are in the best position to explain how it's working for them –

feel supported and prepared to help COA make a difference on Capitol Hill and inside the federal agencies every day.

Empowering people to share their powerful stories is just the beginning. CPAN also provides advocates everything they need to be successful as they share their story: powerful tools and resources, issue education, networking, educational events, and much more.

CPAN's passionate advocates are our secret weapon, bringing unique and compelling experiences to ensure community oncology's future will continue to be bright and available to others.



“We appreciate you so much – being here and walking the halls of Congress. You are compelling, you are the most persuasive advocates that we could hope for.”

Representative Cathy McMorris Rodgers (R-WA), addressing CPAN advocates during 2018 Hill Day.



“My personal experience with the cancer care system has opened my eyes to the importance of protecting and promoting community practices around the country. Community oncology brings humanity to cancer care. That’s why I advocate.”

Betty Apt, Patient Advocate

Empowering & Educating Advocates

Many of the personal stories CPAN advocates share every year are directly related to policy issues that threaten community oncology and patient care. Over the last 10 years CPAN has worked with issue experts to provide engaging, interactive training sessions for our growing grassroots army of advocates. The goal is to provide them with the knowledge, skills, and resources to make a difference.

Pharmacy Benefit Managers (PBMs) Abuses

Why this Matters: As the middlemen who control the nation's supply of prescription drugs, pharmacy benefit managers are a powerful monopoly that profit when they limit patients' access to vital treatments. What's worse is they constantly challenge the patient-physician relationship, stealing the practice of medicine away from oncologists and empowering bureaucrats to make critical decisions about patient care. PBMs make cancer care costlier, less convenient, and even more dangerous.

How CPAN Made a Difference: In 2018, 72 advocates, including 10 pharmacists, spoke with their elected officials on Capitol Hill about the risks PBMs pose to patients. Representing nearly two dozen CPAN

chapters across the country, CPAN leaders and advocates made strong arguments for Congress to increase transparency around PBM business practices. Many PBM horror stories also appear prominently on COA websites.

The Harm of Prior Authorization

Why this Matters: Similar to PBMs, an insurance practice called prior authorization is also keeping community oncology patients from necessary care and treatments. Health insurers and pharmacy benefit managers use this bureaucratic policy to determine if they can deny or change a treatment prescribed by an oncologist. Frequently misused, this practice interferes with oncologists' and patients' ability to make health care decisions – with often disastrous results.

How CPAN Made a Difference: CPAN educates advocates about the broken prior authorization system so they can align their stories with this pervasive issue. CPAN armed advocates with fact sheets, PowerPoint presentations, and handy “policy pocket cards” to bring their message directly to policymakers – that clinical decision making must be returned to oncologists, not insurers.

How 340B is Driving Consolidation and Increasing Cancer Care Costs

Why This Matters: The 340B program is a well-meaning policy that is producing serious unintended consequences for community oncology patients. Originally meant to help institutions serving underserved populations, some hospitals have been abusing the program's savings to increase their profits and gain market share. These practices force independent oncology practices to close and raise prices for everyone.

How CPAN Made a Difference: In 2017, COA activated advocates to launch an integrated advocacy push around the Centers for Medicare & Medicaid Services' (CMS) proposal to reform the 340B drug discount program. Chapters held dozens of educational events, unleashed a focused media relations campaign – via letters to the editors and opinion editorials highlighting local 340B data – and built a groundswell of support for the program's reform. Advocates also delivered 900 comments to CMS in support of reform, which contributed to an initial decision to reduce 340B payments to hospitals.



“The COA Patient Advocacy Network (CPAN) remains a steadfast voice dedicated to preserving the great care community oncology provides across the country.”

Michael Diaz, MD – COA President – Medical Oncologist –
Florida Cancer Specialists & Research Institute

Let's Build CPAN's Advocate Army for the Next Decade!

Thanks to a committed army of CPAN advocates, we're making a difference every day that's helping community oncology do what it does best. Looking back proudly on what we have achieved together, success in our next decade will take even more effort to bring more people into our community of devoted advocates. The bigger our advocate army, the louder our voice, the better our future!



If you're already a CPAN Advocate, here's how you can help:

- **Stay involved** – As a CPAN expert, we need your voice and continued leadership, which inspires us to continue to enhance our offerings and effort.
- **Introduce CPAN to others** – If everyone who participated in CPAN in 2018 convinced just three people to get involved, we would grow CPAN membership enormously!
- **Use your CPAN skills to advocate outside of CPAN events** – CPAN events are great opportunities for advocacy, but did you know that there are many more steps you can take throughout the year to make your voice heard on behalf of community oncology?



“Not even the threat of a hurricane can stop our advocates from uniting! When we come together to share information about our experiences – as survivors and advocates – we move toward a stronger voice in advocacy. We arm each other with the tools to speak with our policymakers so we can make a positive impact on the future of community oncology.”

Michelle Burns – CPAN Chapter Advocacy Leader – Augusta, Georgia

We're Just Getting Started!

If you're ready to join us and become part of the only community entirely dedicated to preserving and advancing local cancer care:

- Start a CPAN chapter locally in your community
- Sign up to be an advocate
- Share your story
- Learn more about the issues online



Join CPAN!

Questions? Contact Rose Gerber, Director of Patient Advocacy & Education at roseg@coacancer.org



www.COAAadvocacy.org