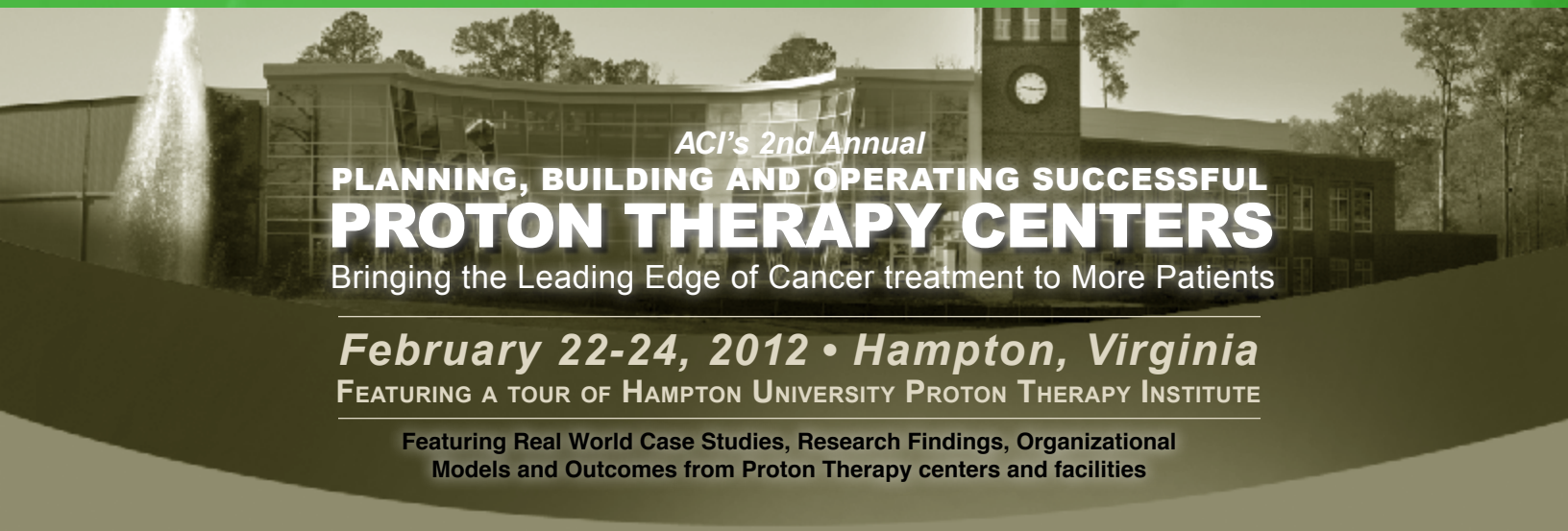
"After decades of research, development & clinical use, proton therapy is fulfilling its considerable promise for cancer patients. Hampton University is playing a vital role not only in letting people know about the world's most advanced cancer treatment, but in expanding access to it."
~Leonard Arzt, Executive Director of the National Association for Proton Therapy~

HURRY -- register before February 1st, mention NAPT and/or Len Arzt when you sign up and receive the special referral rate of $1695. (Regular registration fee is $1995 in January and $2390 after January 31st.)



ACI's 2nd Annual

PLANNING, BUILDING AND OPERATING SUCCESSFUL

PROTON THERAPY CENTERS

Bringing the Leading Edge of Cancer treatment to More Patients

February 22-24, 2012 • Hampton, Virginia

Featuring a tour of Hampton University Proton Therapy Institute

Featuring Real World Case Studies, Research Findings, Organizational Models and Outcomes from Proton Therapy centers and facilities

Topics include:

- Planning and development of a Proton Center: What is required to make your proton therapy center vision a reality?
- Looking at the Proton Therapy Center as a business: Revenue, costs, ROI, loan terms, breakeven patients, long -term value
- Understanding the considerations involved in the planning and development of a Proton Therapy Center
- Building the business case for a Proton Therapy Center
- Financial aspects of a proton therapy project: proton reimbursement, present business models, financial aspects
- Impact on the building of the equipment and clinical workflow must be considered. Consequences of potential out-of-room immobilization concepts are discussed.
- Overcoming challenges of realizing a center, facing the issues, overcoming the hurdles confronted along the way, and lessons learned
- Ensuring patient safety and compliance with regulations
- Examining the most up-to-date and effective technologies to achieve more efficient workflow and improved patient care
- Successful Strategies for performance and quality outcomes measurement in Proton Therapy
- Seamlessly Integrating Proton Therapy with other oncology services
- Navigating the regulatory landscape involved in developing a Proton Therapy facility
- Coordinating the architectural design and construction considerations specific to a Proton Therapy center
- Marketing the benefits of your center for competitive advantage: proton public awareness and the role of the news media
- Emerging trends and future challenges in Proton TherapyProject experiences and clinical scenarios, and future advancements

Speakers include representatives from:

Lynda Mischel, Chief Operating Officer
UNIVERSITY OF PENNSYLVANIA HEALTH SYSTEM

Donald Kooy, President and CEO
MCLAREN REGIONAL MEDICAL CENTER

Michael E. Mermall, Partner
DRINKER BIDDLE & REATH LLP

Les Yonemoto, MD, Radiation Oncologist
PROTON KNIFE, LLC

Cynthia Keppel, PhD, Scientific and Technical Director
HAMPTON UNIVERSITY PROTON THERAPY INSTITUTE

Susan Ralston, Executive Director and Founder
THE PEDIATRIC PROTON FOUNDATION

AND MORE!

Pre-Conference Interactive Workshops • February 22, 2012

New Techniques and Design Considerations for Building Proton Therapy Centers

Presented by: VOA

Planning a Proton Therapy Facility

Presented by: PHILIPS

Planning an IMPT Facility

Presented by: VARIAN medical systems

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MEVION medical systems
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The National Association for Proton Therapy — the voice of the proton community
DOTmed
touch ONCOLOGY.com — Independent insight for medical specialists

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GREEN LIGHT FOR PROTON THERAPY

The U.S. Medicare health care program has given proton therapy the green light.

That's good news and a vote of confidence for the proton community and for those centers about to open or currently in development. It's also good news for cancer patients in need of more access to proton treatment across the U.S. In a mildly surprising decision, Medicare upped its reimbursement rates to nearly 15 percent for 2012. Medicare, as the single biggest payer for proton therapy, has some influence and can often set the standard followed by regional Medicare carriers, which negotiate local rates for the non-hospital-based free standing proton centers.

It was more than 60 years ago that scientists and physicists theorized that energized sub-atomic particles could be put to good use in fighting cancer. Today, proton therapy represents the most advanced form of radiation treatment available in the world. There are currently nine operating proton centers in the U.S., with many more currently in development or under construction. Some scientists have been known to refer to proton therapy as the "holy grail" of all radiotherapies because of the beam's ability to precisely target tumors and spare radiation effects to surrounding healthy cells and tissue. It has always been the dream of most radiation oncologists to have access to a proton beam. We are pleased to say proton therapy is no longer the best kept secret in cancer treatment. That it is fulfilling its promise and has a bright future.

We commend the Hampton University Proton Therapy Institute for hosting this 2nd annual ACI conference on Planning, Building and Operating Successful Proton Therapy Centers, co-sponsored by the National Association for Proton Therapy. Join us in Colonial Williamsburg at the Kingsmill Resort and Spa, February 22-24, 2012. Take in a tour of the newly opened Hampton University Proton Therapy Center, the largest of the free-standing proton centers in the U.S. The conference features many of the most highly regarded experts in the proton community. Don't miss this unique opportunity to ask questions and interact with the best the proton community has to offer. See you in Williamsburg, VA.

The National Association for Proton Therapy (NAPT) is a non-profit organization supported by proton center members and is the Voice of the Proton Community. The NAPT promotes education and public awareness for the clinical benefits of proton beam radiation therapy. Founded in 1990, NAPT is an advocate for the advancement of proton therapy. It serves as a resource center for patients, physicians and health care providers, universities, academic medical centers, hospitals, cancer centers, the Centers for Medicare and Medicaid Services (CMS) and other health care agencies, the U.S. Congress and staff, and the news media. We are strong advocates for patient access to proton therapy as a superior form of radiation treatment for cancerous tumors that can result in less morbidity and minimum to no side effects.

Leonard Arzt
Executive Director
THE NATIONAL ASSOCIATION FOR PROTON THERAPY (NAPT)

Contact:
Leonard Arzt
301-587-6100
lenarzt@proton-therapy.org

PRE-CONFERENCE WORKSHOPS – FEBRUARY 22, 2012

These highly interactive pre-conference sessions have been designed to translate winning strategies from leading experts and develop them into tangible benefits that you can take away and implement within your own company. Take advantage of these resourceful workshops to enhance your conference experience and expertise in Proton Therapy.

9:30AM – 10:00AM
WORKSHOP REGISTRATION

10:00AM – 12:00PM
PLANNING A PROTON THERAPY FACILITY PHILIPS

12:00PM – 1:00PM
BOX LUNCHES

1:00PM – 3:00PM
NEW TECHNIQUES AND DESIGN CONSIDERATIONS FOR BUILDING PROTON THERAPY CENTERS

VOA will conduct a pre-conference interactive workshop session demonstrating to the audience how the design of proton therapy centers has undergone significant changes in recent years. Organized in two sections, the workshop will begin with case study presentations delivered by individuals overseeing proton centers currently in the process of design and construction. Case study presentations will focus on the changes taking place in proton center design with presenters sharing insights as to new technologies, approaches, opportunities, and techniques, ultimately showing how proton center design has evolved. Next, a panel of experts will discuss the current state of some of the most significant areas for consideration in developing a center; financing, operating, FDA approval process, clinical practice, reimbursement, technology, design, and construction. Workshop participants will include the following:

Moderator: John Jessen, AIA, Managing Principal,
VOA ASSOCIATES

VOA

3:00PM – 5:00PM
PLANNING AN INTENSITY MODULATED PROTON THERAPY (IMPT) FACILITY:
PRESENTED BY VARIAN MEDICAL SYSTEMS

VARIAN medical systems

This two-hour workshop is designed to address all relevant topics when planning a proton therapy facility. This classroom-style session will provide more insight into 'Intensity Modulated Proton Therapy' (IMPT). Different phases of an IMPT project are also discussed. Interactive discussion is encouraged, so participants will be able to address the specific needs of their organization.

The age-old challenge for radiotherapy is destroying the cancerous tumor, while limiting damage to surrounding healthy organs & tissues. IMPT is a step towards meeting that challenge. This interactive pre-conference workshop will address the challenges faced when planning an IMPT facility. It is subdivided into five 20-minute sessions addressing specific topics, followed by 20-minutes questions and answers.

Workshop leaders have had extensive experience, from planning through treatment phases, in proton therapy facilities both in the US and abroad.

Workshop Agenda:

3:00PM-3:20 PM
Varian's ProBeam™ proton therapy system with Dynamic Peak™ integrated scanning technology: scalable design, production and developments.
3:20PM-3:40PM
Financing a Proton Therapy Center
3:40PM-4:00PM
Designing and Building a PT Center—Land development and building considerations
4:00PM-4:20PM
Installation and integration of the proton system, commissioning timeframes and system turnover
4:20PM-4:40PM
Software Solutions
4:40PM-5:00PM
Question and Answer Session

Workshop Leaders:

Sam Adams, BS, Director of Proton Therapy Sales, Eastern Region
Varian Medical Systems, Inc.

Sarah Hutchinson, MBA, Chief Operating Officer
Advanced Particle Therapy, LLC

Roland Udenze, AIA, NCARB, RIAI, Executive Architect
THC

Brendan Lyden, MBA, Manager, Installation and Commissioning Group
Varian Medical Systems, Inc.

Adam Earwicker, MBA, Manager for Proton and Console Software
Varian Medical Systems, Inc.

5:00PM – 7:00PM
WELCOME NETWORKING RECEPTION SPONSORED BY MEVION

MEVION medical systems

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CONFERENCE DAY ONE – FEBRUARY 23, 2012

8:00AM – 8:30AM
REGISTRATION, CONTINENTAL BREAKFAST & EXHIBITS

8:30AM – 8:45AM
WELCOME & CHAIRPERSON'S OPENING ADDRESS

8:45AM – 9:45AM
KEYNOTE PRESENTATION: THE HAMPTON UNIVERSITY PROTON THERAPY INSTITUTE AN OVERVIEW OF THIS SITE AND PROCESS, FROM IDEA TO FULL CLINICAL OPERATION

With plans to treat over 1,700 patients per year with breast, lung, prostate, pediatric & other cancers, the Hampton University Proton Therapy Institute is the largest free-standing proton center in the world. The Institute began in 2005 as a vision of Hampton University President Dr. William R. Harvey after hearing of this exciting cancer treatment modality from an alumnus. Dr. Harvey selected Dr. Keppel as the first member of the team appointed to investigate & evaluate Hampton's ability & interest in establishing a proton center in Virginia. At 98,000 sq. ft. and a total of five treatment rooms, HUPTI opened to patients in the fall of 2010. An overview of this center will be presented, from initial idea to the current clinical status.

Cynthia Keppel, PhD, Scientific and Technical Director
HAMPTON UNIVERSITY PROTON THERAPY INSTITUTE

9:45AM – 10:30AM
PARTICLE THERAPY WORKFLOW OPTIMIZATION SOLUTIONS

There are only nine proton therapy centers currently operating in the US with several more in different stages of preparation. Given that proton therapy is such a scarce resource, optimization of proton therapy workflows and machine usage is central to the goal of serving larger numbers of patients and to the overall success of these facilities. Presented from the medical physicist perspective, this talk will highlight how Hampton University Proton Institute used STRATEGIQ professional services to integrate technology with clinical and business processes. It will show the key points to a successful implementation of oncology information system (MOSAIQ) in a proton therapy environment.

Presentation topics to be covered include:
- Best practice recommendations
- Maximize usage of Oncology Information System
- Streamline workflows
- Be a chartless department
- Maximize efficiency of proton therapy radiation oncology department

Vahagn Nazaryan, Medical Physicist / Research Assistant Professor
HAMPTON UNIVERSITY PROTON THERAPY INSTITUTE

10:30AM – 11:00AM
MORNING REFRESHMENT BREAK & EXHIBITS

11:00AM – 12:00PM
PROTON RADIATION AND THE TREATMENT OF THE PEDIATRIC PATIENT

The pediatric patient is one of the most technically difficult patients to treat; it requires more time, personnel and expertise than adult patients. They are also the patients with the most to benefit from proton beam irradiation. This presentation will examine the role of proton radiation in pediatric cancer and the resources needed in their treatment.

Attendees will learn how to:
- Identify opportunities and obstacles in the development of a pediatric proton therapy program
- Recognize the pediatric diagnoses best suited for proton treatment slot allocation
- Understand the expansive personnel resources necessary for comprehensive pediatric care at a US proton center

Andrew Chang, Radiation Oncologist
HAMPTON UNIVERSITY PROTON THERAPY INSTITUTE *Dr. Andrew L. Chang is a board certified Radiation Oncologist who trained at Loma Linda University Medical Center, the first clinical proton radiation therapy center in the world. He subsequently pursued a fellowship in Pediatric Oncology at St. Jude Children's Research Hospital in Memphis, Tennessee. He served as the Director of Pediatric Radiation Oncology at the Midwest Proton Radiotherapy Institute in Bloomington, Indiana where he saw pediatric patients from around the world and developed it into one of the leading pediatric proton treatment facilities in the world. He is actively involved in research in proton radiation*

therapy, with a specific focus on pediatric patients and pediatric brain tumors. Dr. Chang is a board member of the Pediatric Proton Foundation and working to develop the pediatric proton program at the Hampton University Proton Therapy Institute.

Susan Ralston, Executive Director and Founder
THE PEDIATRIC PROTON FOUNDATION *Susan Ralston is the Executive Director and Founder of the Pediatric Proton Foundation. She will round off the presentation with her prospective from a parent/patient viewpoint and access considerations. She will also review results of current patterns of care as it relates to pediatric proton therapy.*

12:00PM – 1:15PM
LUNCHEON FOR DELEGATES AND SPEAKERS SPONSORED BY IBA PARTICLE THERAPY

1:15PM – 2:00PM
OUR VISION AND OPERATING MODEL FOR A PROTON RADIOTHERAPY CENTER: UNIVERSITY OF PENNSYLVANIA HEALTH SYSTEM CASE STUDY

Attendees will learn about:

- Rationale for adding a Proton Therapy Facility to expand our cancer services
- Where will the proton therapy patients come from? Which cancers?
- PTC partnerships: Physician groups, CHOP, Walter Reed
- What will happen to our conventional radiotherapy service line?
- How many patients will come from outside our traditional catchment Area?
- Is coverage and reimbursement stable?
- How RPTC got funded
- What Kind of figures and numbers are we talking about? (Revenue, Costs, ROI, loan terms, breakeven patients, long-term value of this asset) Looking at the PTC as a business

Lynda Mischel, Chief Operating Officer
UNIVERSITY OF PENNSYLVANIA HEALTH SYSTEM *Lynda J. Mischel is the Chief Operating Office for the Department of Radiation Oncology and Proton Therapy at the University of Pennsylvania Health System. She is responsible for the development and implementation of the Roberts Proton Therapy Center as well as 7 academic and community radiation oncology sites.*

2:00PM – 2:45PM
FINANCING THE DEVELOPMENT OF A PROTON THERAPY CENTER

The capital-intensive nature of developing a proton therapy treatment center requires identifying potential capital sources and creating a financeable deal structure early in the process. We will discuss traditional sources of debt and equity capital, as well as other potential capital providers. We will also examine various possible loan structures and their terms. Further, we will cover other structural issues that can either help or hinder the financeability of a proton therapy center.

Attendees will learn how to:

- The challenges in obtaining financing for the development of proton therapy center
- Potential sources of development capital, financing structures and loan terms
- Ways to enhance the financeablity of a proton therapy project
- Case study in financing a proton therapy center

Michael E. Mermall, Partner
DRINKER BIDDLE & REATH LLP *Michael E. Mermall is a partner in the Chicago office and a member of the Real Estate Practice Group.He focuses on real estate finance and has extensive experience in other aspects of real estate transactions, including acquisitions and dispositions, development and leasing of office, industrial, residential and retail properties. Michael's practice is highlighted by work that includes representation of both lenders and borrowers in commercial real estate transactions, including work-outs of structured finance transactions, deed in lieu of foreclosure arrangements, term and bridge loan transactions, CMBS, permanent, mezzanine and participating loan transactions and other highly structured real estate finance transactions. He has represented real estate developers, users and lending institutions in all aspects of real estate matters. Additionally, Michael has experience in the formation of real estate joint ventures, representing investors of preferred and pari passu equity and the formation of private real estate investment funds.*

2:45PM – 3:30PM
PLANNING AND DEVELOPING A PROTON CENTER IN A COMMUNITY HOSPITAL SETTING

This presentation will cover McLaren Regional Medical Center's pre-launch experience, including planning, construction, structuring, arranging financing, procuring equipment for, operating and managing the Project from groundbreaking through the commissioning process.

Attendees will learn how to:

- Structure a Realistic Business Model
- Plan and Develop a Proton Project in a Community Hospital Setting
- Vendor Selection Methodology
- Develop a Proton Project Under CON regulations
- Design Build Construction Process
- Create Awareness of Proton Treatment Therapy

Donald Kooy, President and CEO
MCLAREN REGIONAL MEDICAL CENTER

3:30PM – 3:45PM
AFTERNOON REFRESHMENT BREAK AND EXHIBITS

3:45PM – 4:00PM
TRANSPORTATION TO SITE TOUR

4:00PM – 5:00PM
SITE TOUR: HAMPTON UNIVERSITY PROTON THERAPY INSTITUTE

5:00PM – 5:15PM
TRANSPORTATION BACK TO CONFERENCE

5:15PM – 7:15PM
NETWORKING RECEPTION SPONSORED BY:

CONFERENCE DAY TWO – FEBRUARY 24, 2012

7:45AM – 8:00AM
CHAIRPERSON'S OPENING

8:00AM – 8:45AM
KEYNOTE: PROTONS TODAY AND TOMORROW

Yves Jongen is the founder of IBA and a true pioneer in proton therapy. Yves will review where protons have been, where they are today and how some of the emerging trends in technology and clinical methods will impact the future of proton therapy.

Attendees will learn about:

- Where protons got their start
- How protons are used today
- Where protons will be going in the future

Yves Jongen, Chief Research Officer
IBA PARTICLE THERAPY *Mr. Yves Jongen founded Ion Beam Applications SA and has been its Managing Director since 1991. Mr. Jongen serves as Chief Research Officer of Ion Beam Applications SA. He serves as Executive Director of Ion Beam Applications SA. Before the creation of IBA in 1986, he was a Director of the Cyclotron Research Center at the Catholic University of Louvain (UCL).*

Since founding IBA in 1986, Jongen has seen the particle-accelerator manufacturer grow to world-leader status. The firm currently boasts more than a 60% market share in sales of proton-therapy systems, giving Jongen a unique viewpoint on the development of this burgeoning industry.

8:45AM – 9:15AM
PRACTICAL PROTON THERAPY: OVERVIEW OF CURRENT PROTON THERAPY SYSTEMS

Proton Therapy, a technology that has been available since the 1950's, has experienced a dramatic increase in demand among healthcare providers and patients. However the immense size, enormous expense and complexity of traditional proton therapy systems has prevented its widespread adoption. Recent advancements in accelerator technology and delivery have eliminated many of the obstacles that had prevented hospitals and free-standing cancer centers from adding this premier technology to their facility. This presentation will provide an overview of current proton therapy systems focusing on the more accessible and fiscally responsible units now coming online.

Attendees will learn about:

- Clinical and financial benefits of smaller, more accessible proton units vs. larger traditional systems
- Benefits of multi-room, independent systems and staged installations
- Capital Costs and ROI of smaller systems

- Compact system configurations available now

Marc Buntaine, President and Chief Commercial Officer
MEVION MEDICAL SYSTEMS *Marc joined Mevion Medical Systems from Varian Medical Systems in 2005, where he was Director of Stereotactic Products. He previously founded Zmed, a company sold to Varian Medical in 2003. Prior to this, he served as President and CEO of Surgical Navigation Technologies, now a division of Medtronic, and before that he served as President of the USA division of Elekta. Marc joined Elekta from Bain and Company after receiving his MBA from Yale University.*

9:15AM – 10:00AM
PROTON THERAPY REIMBURSEMENT – A DYNAMIC & EVOLVING LANDSCAPE

The proton therapy reimbursement landscape is continuing to evolve as new centers come online and additional payors (including Medicare contractors) address this therapy as an option for their members and beneficiaries. We will begin with the basics of proton therapy reimbursement (e.g., key codes, potential sites of service and enrollment dynamics). Thereafter, we will take a dive into Medicare coverage and payment. We will also take a look at some of the publicly available commercial payor policies. Lastly, we will cover recent reimbursement trends, including the impact of comparative effectiveness research as well as recent proton therapy reimbursement litigation.

Attendees will learn about:
- The basic framework for proton therapy reimbursement
- Medicare payment and coverage
- A review of publicly available commercial payor policies
- Recent developments & trends

Matthew Garabrant, Senior Consultant
THE ADVISORY BOARD
Jason B. Caron, Member of the Firm, Health Care and Life Sciences Practice
EPSTEINBECKERGREEN

10:00AM – 10:30AM
MORNING REFRESHMENT BREAK & EXHIBITS

10:30AM – 11:15AM
INTERACTIVE PANEL DISCUSSION: MARKETING BENEFITS OF YOUR CENTER FOR COMPETITIVE ADVANTAGE: PROTON PUBLIC AWARENESS AND THE ROLE OF NEWS MEDIA: WHAT WORKS AND WHAT DOESN'T

Moderated by: Leonard Arzt, National Association for Proton Therapy

Panelists:
- Theresa Makrush, Director of Public Relations, SHEPHERD AGENCY
- Sarita Scott, Director of Public Relations, HAMPTON UNIVERSITY PROTON THERAPY INSTITUTE

11:15PM – 12:00PM
HOW TO ACHIEVE A HIGH THROUGHPUT FACILITY FROM THE TECHNICAL, CLINICAL, AND OPERATIONAL ASPECT

Les Yonemoto, MD, Radiation Oncologist
PROTON KNIFE, LLC

12:00PM – 1:15PM
LUNCHEON FOR DELEGATES AND SPEAKERS SPONSORED BY VERITAS MEDICAL SOLUTIONS

1:15PM – 2:00PM
SHIELDING DESIGN OPTIMIZATION SOLUTIONS FOR PROTON THERAPY FACILITIES

Suitability and effectiveness of advanced high-density modular shielding for construction of proton therapy facilities shall be detailed. Based on results of extensive neutron attenuation testing conducted on ProTom International's Radiance 330 proton synchrotron, innovative modular shielding materials have been confirmed as an effective alternative to typical concrete construction. Data shall be presented to validate neutron shielding effectiveness and illustrate configurations that benefit the overall facility design.

Presentation Highlights include:

- Understand why proton therapy facilities will benefit from using modular shielding solutions
- See how neutron attenuation results from proton-beam testing validate the shielding effectiveness of high-density modular shielding for use in proton facility construction
- Explore how layering of different shielding materials can be used to reduce barrier thicknesses
- Learn how a proton facility can utilize a direct-entry door as an alternative to maze-entry designs

Vahagn Nazaryan, Physics Consultant
VERITAS MEDICAL SOLUTIONS *Veritas is a Pennsylvania-based company specializing in pre-packaged radiation shielding solutions for radiotherapy centers all over the world. Its unique VeriShield modular shielding provides superior photon and neutron attenuation and vastly superior performance compared to concrete designs.*

2:00PM – 3:15PM
PROTON THERAPY JOINT VENTURES -- STRUCTURAL AND LEGAL ISSUES

This session would examine valuation, Medicare regulatory and Federal Income Tax issues that arise in structuring multi-party joint ventures to establish and operate a Proton Therapy Center. The speaker will discuss ownership and control issues and the advisability and content of valuation or fairness opinions and the common Medicare and tax issues likely to arise.

T. J. Sullivan, Partner
DRINKER BIDDLE & REATH LLP *T. J. Sullivan is a health care transactional and tax partner with more than 20 years experience advising tax-exempt organizations on complex regulatory and business issues. Until 1996, T.J. was special assistant (health care) to the Internal Revenue Service assistant commissioner (employee plans and exempt organizations). At the IRS, he specialized in matters involving the tax treatment of hospitals, HMOs, clinics, and other tax-exempt organizations. T.J. coordinated development of IRS positions on health care matters, advised field agents during examinations and co-chaired the Exempt Organizations Health Care/College and University Industry Specialization Program (ISP) team. In 1993, he served on the White House Task Force on Health Reform. T.J. successfully represented the John Gabriel Ryan Association in a declaratory judgment action concerning health care joint ventures in the U.S. Tax Court and frequently represents clients in administrative proceedings before the IRS. He helped structure and rendered a tax opinion on one of the first proton therapy center joint ventures in the nation. In addition, he regularly assists providers, group purchasing organizations and trade associations in acquisitions, mergers and other transactions, as well as counseling them in connection with executive compensation and benefits matters.*

3:15PM – 3:30PM
AFTERNOON REFRESHMENT BREAK AND EXHIBITS

3:30PM – 4:15PM
LESSONS LEARNED: WHAT BUILDING THREE PROTON THERAPY CENTERS HAS TAUGHT US

ProCure has two operating proton therapy centers, another one that will open imminently and one that will open in a year. Others may benefit from some of the lessons we have learned. There are lessons that will insure that a project that gets started also gets finished.

Presentation Highlights include:

- The keys to successful project design and planning
- The economic myths associated with proton therapy
- Aspects of the adoption cycle for physicians, payers and patients
- How the proton therapy ecosystem is evolving

John Frick, Senior Vice President
PROCURE
Chris Chandler, Senior Vice President of Clinical Partnerships
PROCURE

4:15PM – 5:00PM
INTERACTIVE ROUND TABLE DISCUSSION:
EMERGING TRENDS AND FUTURE CHALLENGES CANCER CARE

This panel will bring together hospital executives representing various cancer departments/facilities around the nation. Panelists will discuss their experiences with such issues as: balancing clinical care and quality in today's cancer arena, measuring outcomes, EMR, pay for performance, and others! Interactive audience participation is strongly encouraged.

5:00PM
CHAIRPERSONS' CLOSING / CLOSE OF CONFERENCE

ACI's 2nd Annual

PLANNING, BUILDING AND OPERATING SUCCESSFUL

PROTON THERAPY CENTERS

February 22-24, 2012 • Hampton, Virginia

Featuring a tour of Hampton University Proton Therapy Institute

About the Hampton University Proton Therapy Institute

The Hampton University Proton Therapy Institute is the largest and most advanced freestanding proton therapy facility in the world. The Hampton University Proton Therapy Institute is comprised of five treatment rooms, with four gantry treatment rooms and one fixed-beam treatment room. Gantries are 90-ton full circle rotational machines designed to deliver the proton beam at any angle prescribed by the physician. The beam is accelerated to therapeutic energies by a cyclotron, and delivered via an evacuated beam line and magnet transport system. All treatment rooms feature multi-axis robotic positioning, gantry rolling floors, and a host of additional state-of-the-art technologies. The Hampton University Proton Therapy Institute includes a separate sixth research room, where scientific collaborations have been built with national laboratories and other institutions. Nearly 100,000 square feet in size, the Hampton University Proton Therapy Institute was expressly designed for a positive patient experience and features abundant natural lighting and a garden setting along a small lake. The Hampton University Proton Therapy Institute is equipped for beam delivery by the Ion Beam Applications, S.A. (IBA) company based in Louvain-la-Neuve, Belgium. The building was designed by VOA Associates and constructed by Armada-Hoffler.

WHO WILL ATTEND?

The conference is ideally suited for administrators & other health care professionals involved in the care of Oncology patients – Representing the Oncology. Oncology Imaging, Radiology Departments of Community Hospitals, Health Systems, Academic Medical Centers, & Hospital Networks.

Key titles include:

Administrator, Vice President
Director of Oncology
Cancer Center
Oncology Services
Radiation Oncology
Molecular Imaging
PACS
Oncology Imaging
Diagnostic Imaging
Imaging Services

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PAYMENT: ***ACI must receive payment 5 days after receiving booking form.***

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