



**Membership Quarterly Meeting Minutes  
June 9, 2016**

**9:30 am**

**Welcome and Introductions**

There were 31 members in attendance for Richmond.

Polycom sites: Big Stone Gap, Danville, Fairfax, Newport News, Norfolk

**9:40 am**

**Social Media: Moving the Cancer Conversation Forward**

Brian Kaminski with Rational 360 presented on the impact of social media to organizations, coalitions, and individuals. Specific information presented included:

- How to increase website and social media traffic, growing your presence and following
- Managing your resources with the budget you have
- How to conduct digital town hall meetings
- Twitter chats
- Thunderclap and Twibbon
- How to use social media to take action
- Social media as a form of digital advertising

**11:00 am**

**Break**

**11:15 am**

**CACV Business Meeting**

- Approve Minutes from December
  - The meeting minutes were approved by Dr. Daniel, and seconded by \_\_\_\_.
- Colorectal Roundtables Next Steps and Thank you
  - Riguey King presented the summary of information regarding the success of the Roundtables. The documented prepared by Debbie Bridwell was reviewed by the task force. Though there has been no decision as to what will happen with the task force, it was agreed that the task force will provide assistance to whatever projects the group or regions decide.
- Financial report
  - Bunny Caro-Justin, CACV Treasurer, presented on CACV's current financial standing. Currently CACV has \$48,879 in the account, in May 2015 there was \$34,616, which reflects about a 29% increase year to date. Bunny personally thanked our Roundtable sponsors and membership who contributed about \$4,000 to go to the Roundtable efforts.
- Ad Hoc Committees
  - The committees will now exist on a need only bases. As of now there will be two functioning committees, nominating and programs. Other committees will be created as special projects arise.
- HPV Announcement
  - VDH, ACS, and local champion formed a team to travel to Atlanta to come up with an action plan on addressing the HPV and immunization stigma and rates state in Virginia. There is a definite need to educate providers as well as work on

provider messaging. Currently, of those who applied to go, two are no longer part of the team. Debbie Bridwell will continue to participate and give the task force updates as they come in.

- Metastatic Breast Cancer Announcement
  - This November the Governor will sign a Proclamation declaring November Metastatic Breast Cancer Awareness Month. CACV proposed that we create an Ad Hoc committee to specifically work on planning and overseeing an event to educate and promote the signing. Rachel will send out a poll to see what times members are available to participate via conference call.
- By-Laws
  - The by-laws were not approved due to an error in section 6.2 “election”. No specific month was listed which could create confusion in board terms. The by-laws will be reviewed again and sent out via email to the membership for final approval.
- Google for Nonprofits
  - Rachel made a brief announcement about the status of Google for Nonprofits. CACV currently has 3 email addresses. We are now working on approval for Ads and other helpful Ads with the service.

**12:15 pm**

**Break for Lunch**

**12: 45 pm**

**Introduction to Clinical Trials Presentation**

- Dr. James Daniel, CACV Board Chair, announced the panelist in the order of which they presented.

**1:00 pm**

**Clinical Trials: Turning Cancer into a Chronic Disease with a Normal Life Expectancy**

- Phase I Clinical Trials: Dr. Danielle Shafer, VCU Massey Cancer Center
  - Dr. Shafer discussed the purpose of Phase I Clinical Trials which is to find a safe dose, to determine toxicity of the new treatment, and to assess for early efficacy signals.
  - Dr. Shafer also discussed the types of Phase I Clinical Trials and their direct medical benefits.
  - The major barrier is that doctors think of clinical trials as a last resort, and they should honestly be thought about a lot sooner.
- Quality of Life Clinical Trials: Dr. Danielle Noreika, VCU Massey Cancer Center
  - Dr. Noreika presented on the importance of incorporating quality of life outcomes in clinical trials.
  - Of 173 cancer trials 52% specified QoL outcomes in protocol.
  - Dr. Noreika also discussed the difference between patient reported outcomes and provider reported outcomes.
  - In research there are multi domain HRQoL questionnaires and they have been used as outcomes usually secondary outcomes, and then there are of course symptom outcomes which are no longer used as primary outcomes.
- Impact of Health Care Reform on Academic Clinical Oncology Practice and Clinical Research: Dr. Robert Dreicer, University of Virginia School of Medicine
  - Dr. Dreicer presented on the history of external forces on academic clinical practice.

- In 2014 at most “large” academic medical centers subspecialization became the norm, in smaller centers, there was a struggle to cover the disease spectrum with “experts”.
- Payment for episodes of care in oncology is coming and fast, which could increase potential for major implications for drug, imaging and biomarker development.
- Clinical investigation is rapidly evolving the old paradigm of learning in the coop groups while not dead.

**2:30 pm**

**Adjournment - PLEASE TURN IN YOUR EVALUATION!!**

**Next Quarterly Meeting: September 8, 2016**