Invited speakers include the most highly regarded experts in the proton community, including:

- **Provision Center for Proton Therapy**
- **Seattle Cancer Care Alliance Proton Therapy**
- **A ProCure Center in Seattle, Washington**
- **Indiana University Health Proton Therapy Center**
- **Bloomingtin, Indiana**
- **Mayo Clinic Proton Beam Therapy Program**
- **With Locations in Rochester, Minnesota and Phoenix, Arizona**
- **Proton Therapy Center, Knoxville**
- **In Partnership with the University of Tennessee Medical Center**
- **McLaren Proton Therapy Center**
- **Flint, Michigan**
- **Francis H. Burr Proton Center**
- **Massachusetts General Hospital**
- **Midwest Proton Radiotherapy Institute**
- **Indiana University**
- **University of Florida Proton Therapy Institute**
- **MD Anderson Cancer Center's Proton Center**
- **Houston, Texas**
- **ProCure Proton Therapy Center, Oklahoma City**
- **Located at the INTEGRIS Cancer Campus**
- **Robert’s Proton Therapy Center**
- **University of Pennsylvania Health System**
- **Hampton University Proton Therapy Institute**
- **CDH Proton Therapy Center**
- **A ProCure Center, Warrenville, Illinois**
- **ProCure Proton Therapy Center**
- **In partnership with Princeton Radiation Oncology Group and CentralState Healthcare System, Somerset, New Jersey**
- **And Many More!**

**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
- Understanding the clinical applications and future Advancements
- 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 Therapy
- Project experiences and clinical scenarios, and future advancements

**Conference Sponsors:**

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The conference focused on planning, developing, building and operating Proton Therapy facilities to bring the leading edge of cancer treatment to more patients. Participants learned how the planning, building and operating of a successful proton therapy centers can help to meet and exceed the demands of today’s oncology patients, gain competitive advantage and improve the quality of care. The goal of this event was to bring industry leaders together, highlight the best practice achievements, as well as discuss the current issues/challenges faced by healthcare executives.

An outstanding speaker platform, included representatives from: The University of Pennsylvania Health System, UF Proton Therapy Institute, M.D. Anderson Cancer Center and more.

The conference included a tour of The Roberts Proton Therapy Center at the University of Pennsylvania.

The 2nd National ACI conference on Planning, Building and Operating Successful Proton Therapy Centers, co-sponsored by the National Association for Proton Therapy, was held February 22-24, 2012 in Williamsburg Virginia. The event nearly tripled the previous year attendance, demonstrating the burgeoning interest in this nascent industry. This event is the foremost gathering for executives who run or want to run one of the most advanced, and expensive, medical technologies on the planet.

The event included a tour of the newly opened Hampton University Proton Therapy Institute, the largest of the free-standing proton centers in the U.S. The conference featured many of the most highly regarded experts in the proton community, including; 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 and more.

The event was overwhelming rated very highly by a majority of delegates, many citing the quality of speakers, outstanding tour, and excellent location.

ACI held its THIRD National Conference on “Planning, Building and Operating Successful Proton Therapy Centers” February, 20-22 in San Diego, California. This event featured record attendance and an outstanding audience of oncology administrators representing hospitals and healthcare facilities nationally and internationally. The conference received an overall rating of Excellent from conference attendees.

The goal of this event was to deliver an audience of hospital and healthcare administrators who are planning to develop and build a proton therapy center. Many delegates commented on the level of overall optimism the conference conveyed for the future of proton therapy.

Speakers represented national and international facilities--speaking on the current success and future potential of their proton centers.

Who Will Attend?
The conference is ideally suited for administrators and 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, and Hospital Networks.

Key titles include:
- Administrator, Vice President
- Director of Oncology
- Oncology Services
- Radiation Oncology
- Radiology Administration
- Molecular Imaging
- Imaging Services
- Cancer Center
- PACS
- CIO
- COO
- Chief Medical Officer

Also: Hospital President, CEO

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PROTON THERAPY CENTERS
January 22-24, 2014 • Atlanta, Georgia

PROTON THERAPY CENTERS
February 16-18, 2011 • Philadelphia, Pennsylvania

PROTON THERAPY CENTERS
February 22-24, 2012 • Hampton, Virginia

PROTON THERAPY CENTERS
February 20-22, 2013 • San Diego, California
The workshop will begin with case study presentations delivered by prominent individuals who operate proton centers or are far along in the process of building a center. Case study presentations will focus on the challenges of realizing a center and the many issues, hurdles confronted along the way, and lessons learned. 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, clinical practice, reimbursement, technology, design and construction.

Moderator:
John Jessen, AIA, Managing Principal,
VOA ASSOCIATES
Case Study Presentations (approximately 20-30 min. each)

11:00AM-12:00PM 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.

- 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.

12:00AM-1:15PM LUNCHEON FOR DELEGATES & SPEAKERS

1:15PM-2:15PM IMPLEMENTATION OF AN ONCOLOGY INFORMATION SYSTEM IN A PROTON CLINIC
The why, how, benefits and pitfalls. Key topics to be covered include:

- Why plan for an OIS
- The benefits of pre-planning
- What to be aware of during implementation
- Open systems environment

Beverly A. Riley, Administrative Director, Radiation Oncology
MD ANDerson CANcer CENTER
Beverly Riley is the Administrative Director for Medical Dosimetry at MD Anderson Cancer Center in Houston Texas. MD Anderson’s dosimetry department has 50 dosimetrists. Beverly has worked in Radiation Oncology for nearly 20 years and for MDACC for 12 years where she opened their Proton Therapy Center and lead the dosimetry team there for 6 years. Beverly has a Bachelor of Science degree in Radiation Sciences, certificate in Public Health and currently pursuing an MBA.

2:15PM-3:15PM 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.
### Conference Day Two • January 24, 2014:

#### 3:15PM-3:30PM  **AFTERNOON REFRESHMENTS**

#### 3:30PM-4:30PM  **CLINICAL OPERATION OF PROTON BEAM THERAPY SYSTEM AT THE UNIVERSITY OF TEXAS MD ANDERSON CANCER CENTER, PROTON THERAPY CENTER HOUSTON**

To present current status and outcome of operating the proton beam therapy system at the University of Texas MD Anderson Cancer Center Proton Therapy Center Houston (PTCH) from the perspective of physics, dosimetry and maintenance. PTCH has operated at a high performance level and has treated a large number of patients with a variety of disease sites. There is a substantial amount of work and time in physics and dosimetry to treat complicated disease sites.

**Key topics to be covered include:**
- Configuration of the system
- Operation time, throughput and equipment clinical availability
- Time required for whole treatment processes
- Efficiency improvements

**Kazumichi Suzuki, Associate Professor PhD**  
**THE UNIVERSITY OF TEXAS MD ANDERSON CANCER CENTER**

#### 4:30PM-4:45PM  **CHAIRPERSON’S CLOSING - END OF CONFERENCE DAY ONE**

#### 5:00PM-7:00PM  **NETWORK RECEPTION - SPONSORED BY PROTON SYSTEMS**

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**Conference Day Two • January 24, 2014:**

#### 8:00AM-8:45AM  **REGISTRATION, CONTINENTAL BREAKFAST & EXHIBITS**

#### 8:45AM-9:00AM  **WELCOME & CHAIRPERSON’S ADDRESS**

#### 9:00AM-10:00AM  **PLANNING AND OPERATING A PROTON CENTER – LESSONS LEARNED AND WHAT DOES THE FUTURE HOLD?**

Issues to be covered in this presentation include:
- The complexity and risk of planning and operating a proton center are great
- Key learnings and observations will be presented based on planning and operating the 9th Proton Center in the U.S
- Specific areas will include initial feasibility plans, construction, patient ramp-up, operations and market reactions

**Attendees will learn about:**
- About the inherent risks and mitigating strategies involved in planning and operating a proton center
- How a proton center differs from a traditional healthcare service line and how its unique factors require a management philosophy and operating structure not often seen in traditional healthcare
- Learn how the proton therapy market is changing and what it will take to build a sustainable and successful model

**James R. Williams, Chief of Operations**  
**ACCELITECH**

*James R. Williams, Chief of Operations-Client Services, oversees the day-to-day operations and growth initiatives for Accelitech’s network of cancer centers. His efforts include developing the corporate infrastructure, systems, and processes that will lead to best-in-class practices and market leadership positions for the network. He is a skilled healthcare executive with more than 20 years of experience with start-ups and turnarounds within a variety of healthcare spaces. Prior to joining Accelitech, he served as the President for The CDH Proton Center, a ProCure Center. There, he successfully completed the construction and launching of the nation’s ninth Proton Therapy Center. He established industry leading patient ramp up and complexity while creating a national and international hub with patients from more than 22 states and six countries.*

#### 10:00AM-10:30AM  **MORNING REFRESHMENT BREAK & EXHIBITS**  
- **SPONSORED BY NATIONAL BRONZE AND METAL, INC.**
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 about:
- 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
Hampshire 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.

11:15AM-12:00PM PROTON TECHNOLOGY AND INTERFACE SYSTEMS MAINTENANCE EXCELLENCE PROGRAM AT THE UNIVERSITY OF TEXAS MD ANDERSON CANCER CENTER, PROTON THERAPY CENTER HOUSTON

To present the current Proton Technology and Interface Systems Maintenance Excellence Program for the University of Texas M.D. Anderson Proton Therapy Center. This hybrid program combines preventive maintenance and continual reliability improvements to ensure a predictive service model that maximizes the time the equipment is available for clinical use. This program requires the integrated efforts of the equipment manufacturers, on-site maintenance engineers, physics, IT and clinical staff.

- Front line data collection and analysis
- Continual Preventive Maintenance Optimization
- Work Management (Planning and Scheduling)

Denise Lippy, Vice President, Systems Operations
The Proton Therapy Center of Houston - University of Texas MD Anderson Cancer Center

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

1:15PM-2:00PM PROTON THERAPY: BUILDING A REPUTATION OF SERVICE EXCELLENCE

Presentation will provide insight into establishing core quality standards which define the culture and values of an exceptional proton treatment facility. Included are topics that cover: hiring staff, leadership culture, customer service (accessibility, engagement and responsiveness).

Key Issues to be covered, include:
- Hiring practices: how to identify the culture of excellence
- Professional development of staff
- Leadership by service to all customers (external and internal)
- Promoting self-referrals thru word of mouth testimonials.

Gary Barlow, Director,
Texas Center for Proton Therapy

2:00PM-2:45PM EQUIPPING YOUR PROTON CENTER

How effectively a center’s anticipated clinical model is matched to treatment room, accelerator, nozzle, patient positioning, beam delivery, and other integrated options has significant long term impact, and requires detailed and careful consideration. An overview of the critical technology, equipment, software and other choices necessary to a successful proton center will be discussed.

Attendees will learn how to:
- Identify clinical considerations effecting technology and equipment choice
- Identify critical technology options in equipping a proton center
- Prepare site-relevant requirements for equipment and software vendors
- Identify and manage integration issues

Cynthia Keppel, Partner
K&N Consulting
2:45PM-3:15PM  PARTICLE THERAPY WORKFLOW OPTIMIZATION SOLUTIONS

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.

- Best practice recommendations
- Maximize usage of Oncology Information System
- Streamline workflows
- Be chartless department
- Maximize efficiency of proton therapy radiating oncology department

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

3:15PM-3:30PM  AFTERNOON REFRESHMENT BREAK & EXHIBITS
- SPONSORED BY NATIONAL BRONZE AND METAL, INC.

3:30PM-4:45PM  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

4:45PM-5:00PM  CHAIRPERSON CLOSING

CLOSE OF CONFERENCE

About Active Communications International:

Active Communications International, Inc. (ACI) is a leader in conference planning and production. With offices in Chicago, London, Pune, Portland, Poznan and Milwaukee, we produce world-class events focusing on areas of most relevance to our served industry sectors. We are dedicated to deliver high-quality, informative and value added strategic business conferences where audience members, speakers, and sponsors can transform their business, develop key industry contacts and walk away with new resources.

Mission Statement
ACI's mission is to unite key industry influencers and leaders to build strong relationships and enable our clients to achieve operational efficiencies, maintain competitive advantage in the marketplace, and increase their profitability.

Quality
ACI invites senior-level executives and key industry leaders to share their insights and real-life working experiences with our audience. Our unique conference format offers an intimate and time-efficient educational development platform where our attendees can meet one-on-one with the people that can assist them in achieving their goals.

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