

What We've Learned & Next Steps



**Kristina Blackburn, BSN,
RN, OCN**
Coastal Cancer Center



Rose Gerber, MS
Community Oncology Alliance



Chelsea Klock, RN
Hematology-Oncology
Associates of CNY



Rebekah Ormond
Clearview Cancer Institute





What I've Learned and Next Steps – From the National Level

Five Key Points to Remember

- Advocacy is for everyone...the communication approaches are different
- Advocacy is built on trust and respect for each contributor's role
- Advocacy outcomes improve with collaboration
- Advocacy is not a one-time event and it's not just the cool stuff!
- Advocacy continues during challenging times



Rose Gerber, MS
Director of Patient Advocacy & Education
Community Oncology Alliance





What I've Learned



Chelsea Klock, RN, OCN
CPAN Chapter Advocacy Leader





CPAN Chapter Hematology-Oncology Associates of Central NY

Advocacy brings together different groups: Patients, pharmacists, nurses, and CEOs



Jennifer Pichoske MS, FNP-C, AOCNP, Chief Executive Officer Jonas Congelli, RPh, former Chief Strategy Officer and CPAN Advocates on Capitol Hill



Deputy Mayor of Syracuse Sharon Owens (middle) is holding a bag of drugs worth \$100,000 that were wasted due to PBMs



CPAN Chapter Event Hematology-Oncology Associates of Central NY

My nursing reach has expanded through my CPAN leadership



Clinical Trials event with Ajeet Gajra, MD, MBBS, FACP, Chief Science Officer

Practice Based Events



Sit in my Chair with NY Senator John Mannion



CPAN Chapter Event Hematology-Oncology Associates of Central NY

Through CPAN, I can engage with patients beyond my clinical role



National Survivors Day Community Event



COA Conference Patient Advocacy Track



What I've Learned



Rebekah Ormond
CPAN Chapter Advocacy Co-Leader

CCI
CLEARVIEW
CANCER INSTITUTE



CPAN Chapter Launch Event, 10/8/2025 Clearview Cancer Institute, Huntsville, AL





CPAN Chapter Launch Event - Clearview Cancer Institute

Show of support from our Senior Leadership and Oncologist



Sri Bathini, MD
Medical Oncologist



Michelle Brown, MBA, MSN, CRNP
Chief Operations Officer



CPAN Chapter Event - Clearview Cancer Institute

Understanding the Value of Community Oncology - 12/8/2025





CPAN Chapter Event - Clearview Cancer Institute

Pharmacy Benefit Managers – What Patients Need to Know 3/9/2026





Chelsey Karr, CRNP - My CPAN Chapter Co-Leader –

- Together we identified and brought six Clearview Cancer Institute patients/survivors to this COA Conference





What I've Learned



**Kristina Blackburn, BSN, RN, OCN
CPAN Chapter Advocacy Leader**





CPAN Chapter Launch Coastal Cancer Center, Myrtle Beach, SC



Emily Touloukian, DO
Medical Oncologist, President
Chief Executive Officer
COA Patient Advocacy Network Medical Co-Chair



CPAN creates multiple opportunities for our patients



In April 2025, Nancie was nominated by Kristina Blackburn to attend the Empower and Advocate Conference hosted by the **Community Oncology Alliance Patient Advocacy Network** in Buena Vista, Florida.



Surrounded by survivors and advocates, she gained insight into the critical need for accessible oncology care and the importance of strong community-based treatment centers like Coastal Cancer Center.





CPAN Chapter Coastal Cancer Center

CPAN also creates opportunities to engage our clinical staff





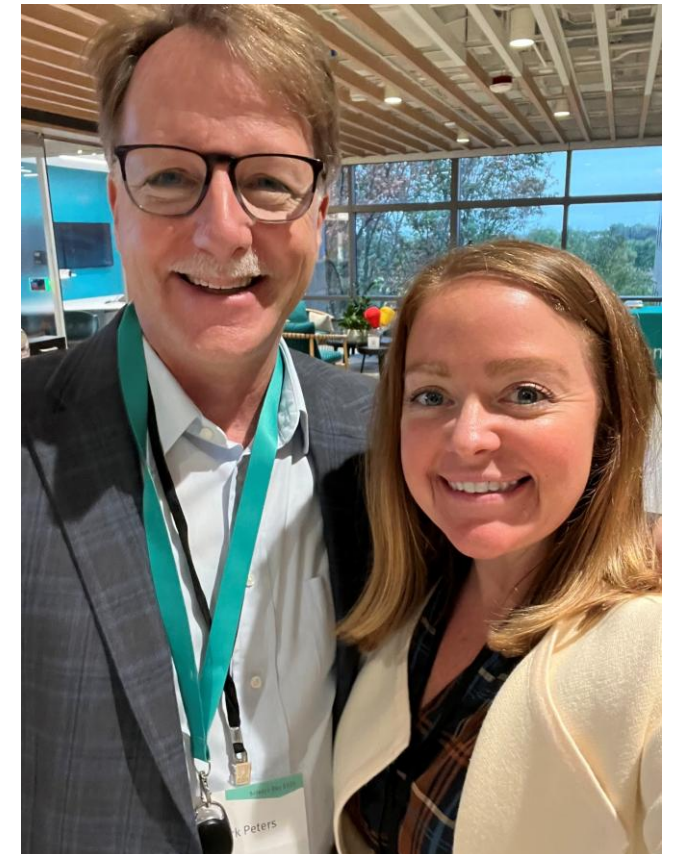
CPAN Creates Opportunities for CPAN Chapter Advocacy Leaders



COA Conference



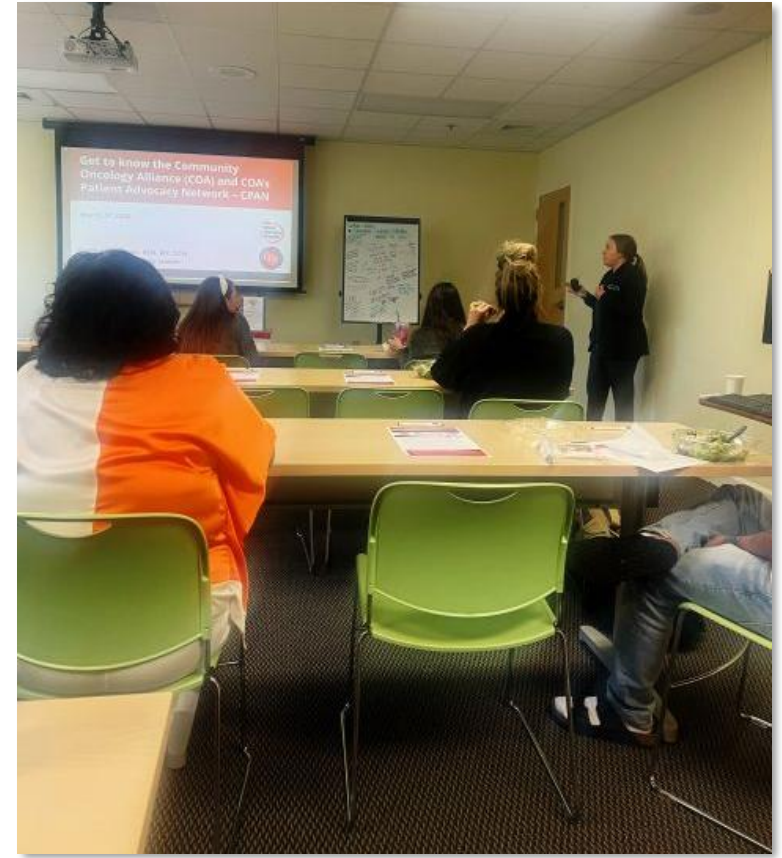
Representing CPAN – COA Industry Partner Genmab’s 4th Annual Science Day - September 2025



Mark Peters
Vice President, Global Patient Advocacy & Professional Relations, Genmab



CPAN Chapter Coastal Cancer Center CPAN Advocacy Educational Event – 3/31/2026





CPAN Coastal Cancer Center Chapter Advocacy Educational Events



The Value of Community Oncology



Open Enrollment



Our Collective Next Steps

May

- Multiple CPAN Chapter live practice based events across the U.S.

June

- COA Capitol Hill Day, June 10, 2026

Ongoing Education

- Quarterly Advocacy Chats
- Quarterly CPAN News Bulletin

CPAN Chapter Advocacy Leaders



Chelsea Klock, RN, OCN



Rebekah Ormond



Kristina Blackburn, BSN, RN, OCN



Thank You!

