

The Changing Role of Society Publishing

Plenary 4

Chair: David Sampson, Vice President and
Publisher, Journals, American Society of Clinical
Oncology (ASCO)

ALPSP Conference, 16 September 2016



Presentation Lineup

- **Culture Trumps Strategy, David Sampson, *Vice President and Publisher, Journals, American Society of Clinical Oncology***
- **Have Your Cake, and Eat It, Leighton Chipperfield, *Director of Publishing and Income Diversification, Microbiology Society***
- **Scholarly Societies and Scholarly Communities, Kathleen Fitzpatrick, *Associate Executive Director and Director of Scholarly Communication, Modern Language Association***
- **Four Case Studies in Society Journals Publishing, Simon Inger, *Consultant, Simon Inger Consulting***

Culture Trumps Strategy

American Society of Clinical Oncology (ASCO)

David Sampson, Vice President and Publisher,
Journals, ASCO

ALPSP Conference, 16 September 2016



Disclaimer

Opinions expressed in this presentation are solely my own and do not express the views or opinions of the American Society of Clinical Oncology.

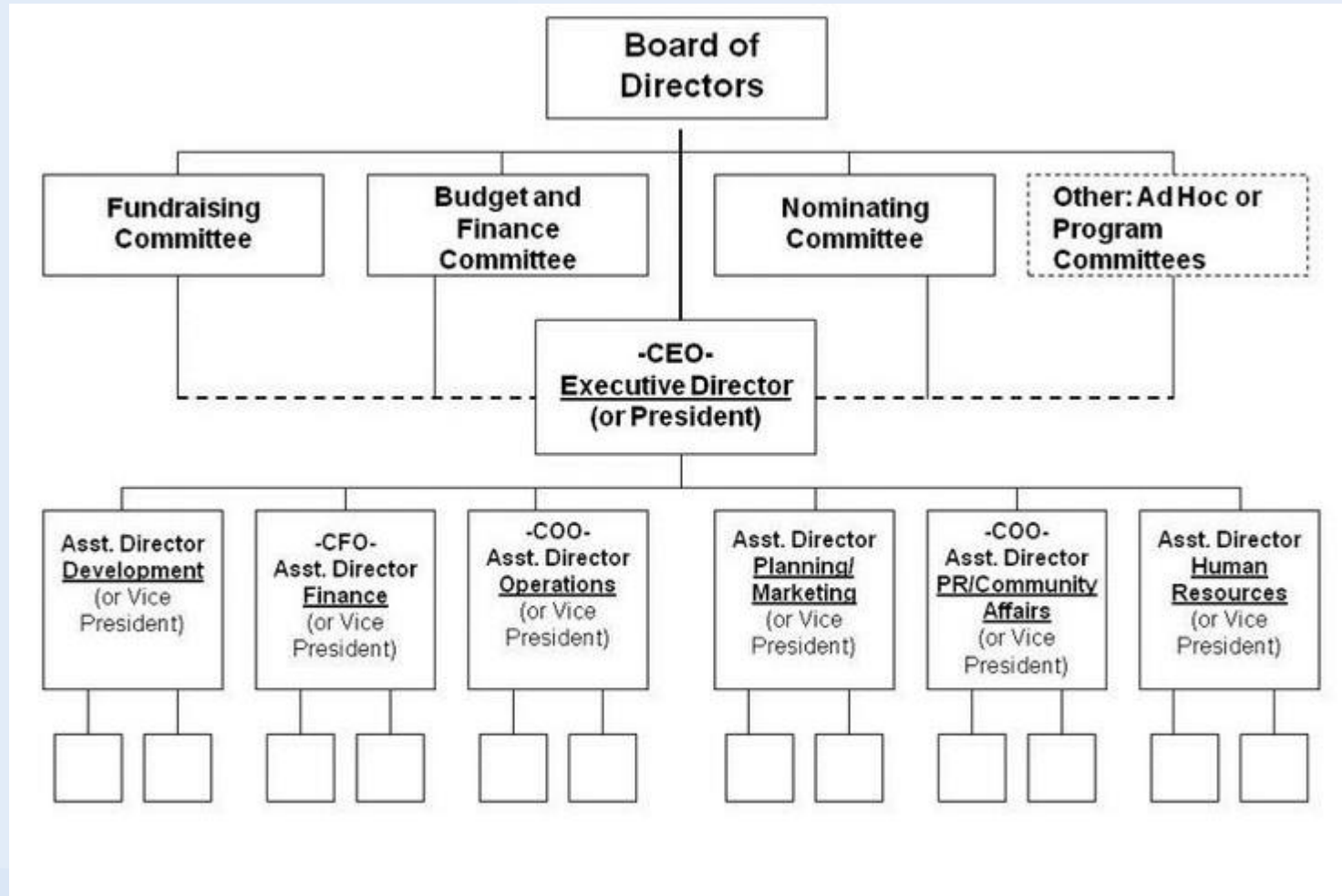
I fully expect you to disagree with some of my opinions.

CULTURE



STRATEGY?

Nonprofit structure



Where is the power?

Profit



Shareholders

Directors

CEO

Officers

Non-Profit

Directors

CEO/Exec Dir

Officers



Strategic planning and strategy

- Strategic planning: Vision & Mission statements, Initiatives, Financials & Metrics
- Important...but often flawed
 - Striving for perfection
 - Resource-based
 - Forgetting that customers are in control
 - Five-year plans
 - *Disconnected from culture of organization or division*
- Societies don't answer to Wall Street so shouldn't approach strategic planning like a publicly traded company

ASCO overview

- American Society of Clinical Oncology founded 1964
- 40,000+ members; 30% international
- ~\$100M in revenues from meetings, membership, and content
- Content:
 - 5 journals (1 gold OA) by end of the year
 - A news tabloid published w/commercial publisher
 - A member magazine
 - Annual and thematic meetings
 - *Cancer.net* website for patients
 - Online and print education portfolio

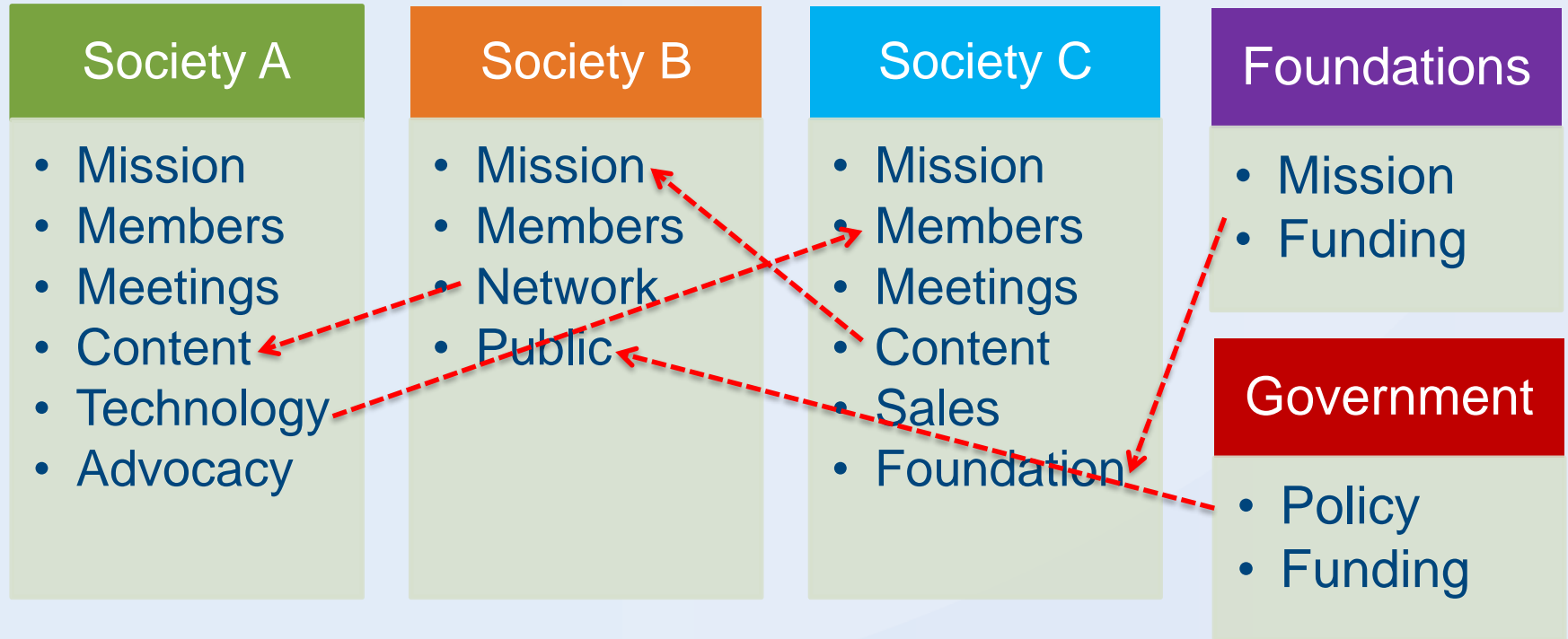
ASCO's culture

- Unparalleled customer service, esp. for members
 - Response time standards, surveys, call tracking, Net Promoter scores
- Growth is imperative – the S-curve
- **Connect internally and externally**
- Broaden the tent – new member constituencies
- Innovate and don't be afraid to fail...BUT
- Sunset (a.k.a. Kill) underperforming programs and products

ASCO's strategic planning and strategy

- Consultant worked with staff AND the board of directors
- Two year process
- 4 elements
 - Focus Areas – Quality, Value, Research, Education
 - How will ASCO succeed?
 - How will ASCO measure success?
 - How will ASCO invest to achieve success?

Societies (and nonprofits) connect!



Connect

- Joint clinical guidelines
 - Do you operate in a multidisciplinary field?
- Position and policy statements
- Meetings

Cancer Survivorship Symposium: Advancing Care and Research

A Primary Care and Oncology Collaboration

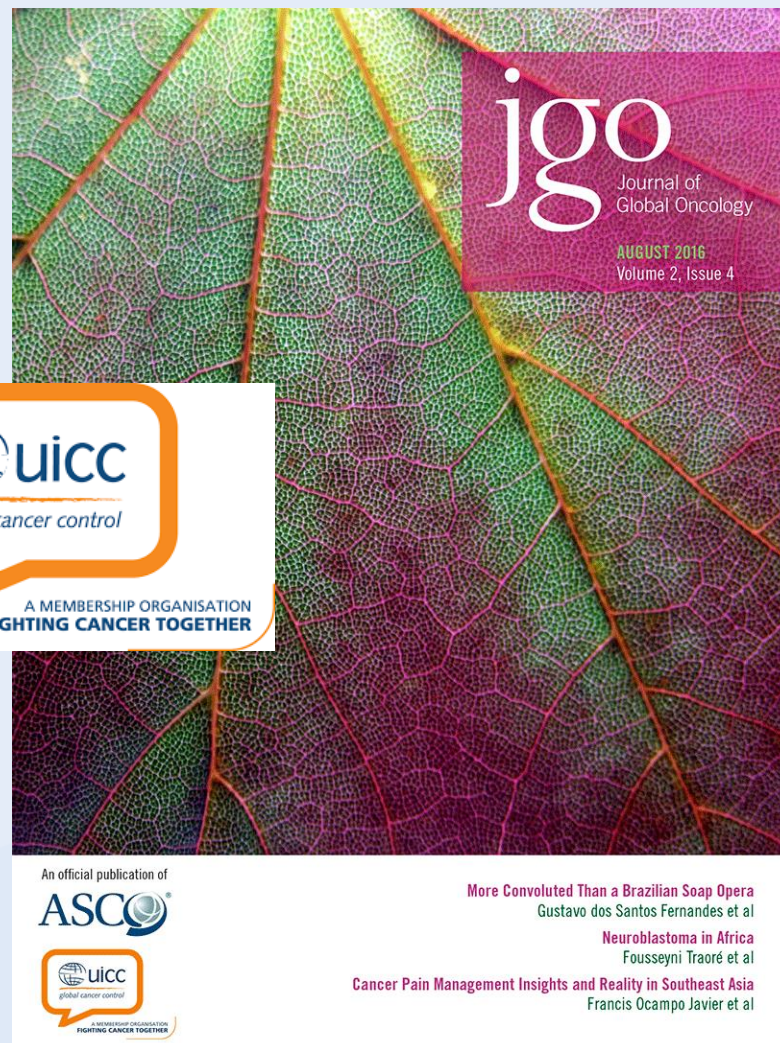
JANUARY 27-28, 2017
MANCHESTER GRAND HYATT
SAN DIEGO, CA

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Connect – Content, Mission

- *Journal of Global Oncology*
- Internal – ASCO International Affairs, Conquer Cancer Foundation
- External
 - UICC (organizational partner)
 - Other funders
 - Novartis Oncology
 - National Cancer Institute
 - U.S. Civilian Research & Development Foundation (CRDF Global)
 - National Science Foundation



Connect – Technology, Members, Content

- *JCO Clinical Cancer Informatics*
- Internal – CancerLinQ, Membership, Education
- External
 - Cancer Informatics for Cancer Centers (CI4CC)



JCOTM Clinical Cancer Informatics

Connect –Patients, Survivors, Public

- *Cancer.Net* website and print resources for patients
- *Cancer Survivorship* newsletter
- Health & science literacy and the public (forthcoming)

ABOUT THIS NEWSLETTER

The American Society of Clinical Oncology (ASCO) is the world's leading professional organization representing physicians who care for people with cancer. ASCO is pleased to present this pilot issue of *Cancer Survivorship*, a Newsletter From the American Society of Clinical Oncology *Getting the Facts on Colorectal Cancer*. This newsletter builds on ASCO's expertise in providing trusted and reliable educational resources for survivors of cancer.

According to the National Cancer Institute, in cancer, a person is considered to be a survivor from the time of diagnosis until the end of life. However, ASCO recognizes that every individual's experience with cancer is unique and your definition of "cancer survivor" may differ. What does the term "cancer survivor" mean to you? Go to TXTK (url) to submit your comments.

Getting the Facts on Colorectal Cancer provides current reliable information about the issues relevant to survivors of colorectal cancer, including the latest in active treatment, survivorship care planning, health and wellness, how to reduce your risk of recurrence, and where to find additional resources.

This trial issue is published in collaboration with Harborside Press. For more information about ASCO and Harborside Press, please see page 20.

SURVIVORSHIP CARE PLANNING

Cancer survivorship care planning begins at the point of diagnosis. Your oncologist develops a document that includes information about the history of your cancer, the treatment you received, and the side effects you experienced. The first document you will likely receive is called a Treatment Summary and details the cancer treatments planned and those you received. The summary lists the names and contact information of all your health-care providers, including your primary care physician, surgeon, radiation oncologist, and medical oncologist. It should also list your specific cancer diagnosis and stage of disease; family history of colorectal cancer; persistent symptoms or side effects from treatment; and any necessary ongoing therapy.

The Treatment Summary (see page TK) is to be shared with other doctors, especially your primary care provider, so you can be monitored for cancer recurrence, secondary cancers, and any long-term and late effects from your treatment.

The second document is called a Survivorship Care Plan (see page 10) and is given to you by your oncology team once treatment is completed. This document includes information from your Treatment Summary, as well as any ongoing medical issues you may be experiencing that need addressing, schedules for follow-up visits and testing, and recommendations for early detection and management of treatment-related effects and other health problems.

The purpose of the Survivorship Care Plan is to define the responsibilities of your cancer-related and non-cancer-related health-care providers and coordinate their care to ensure all your health care needs are met. It is also an important tool that provides you with direction about your next steps after active treatment ends.

— Story continued on page 8.

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A Harborside Press® Publication

Societies – a culture of connecting

Society A

- Mission
- Members
- Meetings
- Content
- Technology
- Advocacy

Society B

- Mission
- Members
- Network
- Public

Society C

- Mission
- Members
- Meetings
- Content
- Sales
- Foundation

Foundations

- Mission
- Funding

Government

- Policy
- Funding

How will you connect?