



ROI Research Committee Co-chairman Reshma Jagsi, M.D.

ROI Research Underway

The ROI held its kickoff strategy planning session for the National Research Needs Assessment in Radiation Oncology on August 10, 2010, for a first of its kind ROI study of the research gaps in radiation oncology. After extensive vetting and interviewing by the ROI Research Committee, co-chaired by Stephen Hahn, M.D., and Reshma Jagsi, M.D., D.Phil., ROI's Board of Trustees chose the Yale New Haven Health Center to conduct the study. The Yale Center has conducted several studies in the radiation space and has an extensive network of experts from which to draw for specialized expertise. Nicholas Dainiak, M.D., will be the principal investigator for the Yale Center.

The initial strategy will be to cast a broad net to stakeholders and thought leaders for perspectives on key issues from radiation oncologists, biologists, physicists, referring physicians, patients and payers. Issues and sub-topics identified will be prioritized by criteria set by a cross-section of participants in the field, such as the magnitude of impact a topic may have, its prevalence and the degree of improvement that research in a given topic area could have.

WHAT THE STUDY WILL ACHIEVE

By developing a research agenda from many perspectives represented by the radiation oncology team, this study will be an inclusive way to find common ground identifying both the issues and the sequence in which to tackle them. Using this methodology, ROI will be able to design and contract out future research based on the best recommendations of many experts in radiation oncology.

Research from this agenda will build a much-needed body of knowledge about radiation oncology. There has been a dearth of data about the effectiveness of cancer treatment with radiation, which this landmark ROI research

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ROI hires first director

THE ROI has hired Tracy Casteuble as its inaugural director, a position to which she brings 15 years of research and analysis experience.

Casteuble received her bachelor's degree from the University of Virginia in Charlottesville, Va., and her M.B.A. from George Mason University in Fairfax, Va. Prior to joining the ROI, she directed research programs at the American Society of Association Executives and the Healthcare Distribution Management Association Foundation.

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LETTER FROM THE PRESIDENT

BY THEODORE S. LAWRENCE, M.D., PH.D., FASTRO



Welcome to the Fall 2010 issue of ROI's *The Visionary*! Once again, our goal is to enhance and promote the critical role of radiation therapy in the treatment of cancer by supporting research and education that demonstrates the life-saving and quality-of-life benefits of radiation therapy. Since the last edition of the *The Visionary*, activity within ROI has been moving ahead on many fronts. Also, as this issue coincides with the *ASTRO Annual Meeting Guide*, we want to be sure you know about the ways ROI will be present and active at the meeting.

A major step for ROI was hiring its first full-time director, who will be devoted to accelerating progress on research initiatives for the profession and driving movement through committees and leadership. I extend a warm welcome to our new ROI director, Tracy Casteuble, who began her duties on April 1, 2010.

A key initial goal of ROI's leadership has been to select the research firm that will conduct ROI's first major initiative, the National Research Needs Assessment in Radiation Oncology. Read more about this in our cover story.

The Board also discussed the report prepared by the ROI Registry Task Force. One item of particular importance prior to the establishment of a registry is the development of a "data dictionary," allowing all involved parties the capability to use common data elements, which will permit uniform EMR extraction of basic demographic information on cancer patients.

In addition, the Board approved the Development Master Plan prepared by the Development Committee, which calls for doubling the ROI endowment to \$16 million by 2014. The committee has identified several fundraising programs designed to meet this goal and is eager to put their plan into action.

This is an exciting time for the ROI as research efforts move from plans to products. I would like to remind you that no other organization except our own will support efforts to gather and disseminate evidence that radiation therapy is an effective and safe therapy. I encourage each of you to visit the ROI website often (www.roinstitute.org) to stay abreast of ROI's activities and to make a contribution to this mission that is critical to the health of our patients and the future of our field.

Visit us
on the web at
www.roinstitute.org
or call
1-800-962-7876

ROI Mission Statement

The Radiation Oncology Institute will enhance and promote the critical role of radiation oncology in the world cancer community by supporting research and education on the life-saving and quality-of-life benefits of radiation therapy.

Joe Jachinowski talks to us

WHAT IS SOMETHING ABOUT YOU NOT EVERYONE KNOWS?

I'm an avid guitar player who doesn't play well or often enough. I'm an avid fisherman who doesn't get a line wet often enough. I'm an avid pilot who doesn't log enough stick time. I'm an avid skier who doesn't get enough powder runs in—actually, I do pretty well at this one. The real juicy stuff I save for strangers in a strange land.

WHAT HAVE YOU LEARNED ABOUT GIVING?

For many years of one's career and life, much emphasis can be placed on attaining some goal: financial security, professional recognition or personal achievement. The nature of this goal seeking is a necessary focus on self. Giving, whether it is of a financial nature or of a time nature, turns that focus inside out and it indeed can be very rewarding. Outside of the pleasure my immediate family brings, the donations I have made to my university, the ROI and coaching have been high on my life list of rewarding feelings.

WHY DID YOU DECIDE TO GO INTO THE RADIATION ONCOLOGY FIELD?

As a young engineer, I chose to enter into radiation oncology because it provided an opportunity to not only engage in very leading-edge technology development but to have the satisfaction of knowing that one's work product was contributing to making other lives better. And the "frosting on the proverbial cake of life" was the opportunity to work with all the great and dedicated people this field attracts.



WHAT ARE YOUR HOPES FOR THE FUTURE OF RADIATION ONCOLOGY?

In many ways radiation oncology still feels like it is in its infancy. Our techniques and technologies for accurate targeting and sculpting of dose distributions still have a way to progress. I believe that we have to become far more data driven in the design of our treatment protocols and in improving the overall quality of treatments and the treatment experience for patients.

WHY WOULD A COMPANY WANT TO CONTRIBUTE TO ROI?

The ROI is a fantastic vehicle for the field of radiation oncology to use to ask and answer questions about our practices and to demonstrate the clinical and economic viability of radiation oncology in isolation compared to other "competing" treatment modalities. It is in the vested interest of all companies who profit from commercial transactions in radiation oncology to give some back so that we can collectively continue to advance the science and practice patterns of the field.

WHY DO YOU SUPPORT ROI?

Personally, the field of radiation oncology has provided me with a life experience that I will forever treasure. From the

people I have met, to the development advancements in which I have had the good fortune to participate, to the living I have made, being involved in radiation oncology has been a stimulating and fulfilling experience for the almost (gulp) 30 years that I have had the pleasure of being a part of it. It is an honor and a privilege to be able to "give back" by contributing to the ongoing development of the field with time and financial donations to the ROI.

Jachinowski is CEO of Still River Systems in Littleton, Mass. He is a Benefactor in the ROI Founder's Circle and a member of the ROI Board of Trustees.

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ROI hires first director

"I'm excited to welcome Tracy to the Radiation Oncology Institute," Theodore Lawrence, M.D., Ph.D., FASTRO, ROI president, said. "She brings a wealth of experience to the table that I'm confident will help propel forward the goals and mission of ROI."

Casteuble said ROI is at a point where it can provide crucial primary and secondary research and analysis to further the profession and the issues and programs that the American Society for Radiation Oncology (ASTRO) champions.

"I enjoy the start-up aspect of ROI's plans; that's the time when all ideas are fresh, momentum and energy is high, and the sense of mission is strong," she said. "It's a great, creative time to be involved and part of the excitement when long-planned and awaited dreams come to fruition. I'm really looking forward to it."

Casteuble will be based at ASTRO headquarters in Fairfax, Va., where she will be able to work closely with ASTRO's Development and Corporate Relations Department.

ROI at the 52nd ASTRO Annual Meeting

Faculty honorarium

Join your colleagues who have elected to donate their speaker honoraria as moderators, panelists or faculty to the ROI. Current Founder's Circle donors can apply this donation toward their pledge. For information on how to donate your honorarium, please contact Amy Stump in ASTRO's Education Department at 703-286-1576 or amys@astro.org.

2010 Faculty Honoraria Donors

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ROI Donor Lounge

Curious to know where your colleagues are going during the Annual Meeting? Chances are they are taking advantage of the special amenities offered for our VIP donors at the ROI Donor Lounge. Want to learn more about becoming a VIP donor or simply learn more about the benefits, current initiatives and upcoming products of the ROI? Simply stop by Room 25A on the Upper Level of the San Diego Convention Center where an ROI representative will be waiting to speak with you. We look forward to seeing you in San Diego!

Interviews for ROI Research Needs Assessment

As an important part of ROI's first major study, the ROI National Radiation Oncology Research Needs Assessment, principals from the research firm chosen to conduct the study, the Yale New Haven

Health Center, will meet with leadership and other stakeholders in radiation oncology at the Annual Meeting to gather crucial intelligence. The ROI Donor Lounge is a good place to find out about this important project and participate by taking a very brief survey sharing your views. For more information, contact ROI@astro.org.

ASTRO Annual Business Meeting

ROI Vice-president Colleen Lawton, M.D., FASTRO, will provide an ROI annual report to the ASTRO membership at their Annual Business Meeting. To learn more about ROI's progress, plan to attend this lunch meeting on Tuesday, November 2, from 1:15 p.m. to 2:45 p.m. in Ballroom 20 B/C/D in the Convention Center. (*ASTRO voting members only*)

5K Run for the Future to benefit the ROI

Take advantage of the spectacular San Diego waterfront and start your day off right with a 5K run. A specially designed course located conveniently behind the convention center has been prepared for our race participants to hit the pavement on Monday, November 1, from 6:30 a.m. to 7:30 a.m. To make the race more exciting, Premier Sponsor, Radiation Business Solutions (RBS) is extending a \$5,000 challenge to any race participant who can run faster than RBS employee, John Ramsay. The winner will be the recipient of a \$5,000 donation in their name to the ROI. If you are ready to take the challenge or to register for the race, please visit www.astro.org or contact Kathy Peters at 703-839-7342.



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ROI Research Underway

initiative will serve to rectify. In addition, results of the study will help better define the size of endowment needed to transform the agenda into much-needed research.

REGISTRY FOR RADIATION ONCOLOGY

In addition to the Needs Assessment project, there has been good progress made toward creating a pilot registry in radiation oncology, which would collect data about cancer treatments and results to compare the best patient outcomes with the treatments they received. The ROI Registry Task Force convened a meeting in St. Louis in March to discuss ideas for such a registry and created a proposal outlining ways to do it. The proposal was presented to the ROI Board of Trustees as well as to the ASTRO Board of Directors. The boards agreed that ROI and ASTRO should collaborate on creating two committees, the Steering and Data Dictionary committees, and then proceed to strategize on the development of the database and registry. The Steering Committee is co-chaired by Christopher M. Rose, M.D., FASTRO and Jatinder Palta, Ph.D. The data dictionary committee is co-chaired by Drs. Carl Bogardus and Sasa Mutic. The committees held their kick-off meeting on October 8.

Data from such a registry for radiation oncology would answer one of the profession's priority needs: Assessing the effectiveness of treatments by comparing outcomes and gaps in quality and identifying linkages between best practices and improved outcomes.

Stay tuned for further developments on these exciting projects!

Donate today!

Use your enclosed ROI donation envelope.