The struggle of today, is not altogether for today—it is for a vast future also.

~ Abraham Lincoln
Perspectives on Our Future in Pathology

• What is happening in healthcare?
• How will these changes affect our specialty?
• What are the implications for CAP and your role as committee members and leaders in the College?

Where have we been?

Residency Programs
Washington University
Duke University
St. Louis University
East Carolina University
Longwood Group
(Deaconess, Beth Israel, Brigham Women’s)
Mt. Sinai Hospital NY
UNC Chapel Hill
University of Miami

CAP Functions
Residents' Forum
House of Delegates
Futurescape
Pathology Practice Mgmt
National Meeting

St. Barnabus Health System
UPMC
UC Davis
SUNY
University of Vermont
New York University
University of Utah

Industry Events
Molecular Summit
Pathology Visions
APIII
War College
GE & Siemens Meetings
Changing demographics will impact our future practice

The nature of disease and disease treatment is changing

Source: U.S. Census Bureau

What does the consumer want?

- High quality
- Convenience & access
- Fast & accurate information
- Trust & confidence
- Time

What does the patient’s treating physician want?

Help!

- Fast and accurate results
- Understandable and useful information
- Direction on therapy
...and sometimes that primary care provider isn’t a physician

“Nurse practitioners with master’s degrees are already filling the primary care shortages and providing quality, cost-effective care, many times in places that physicians are unwilling to practice.”

Wendy Vogel
Nurse Practitioner, Oncology
Blue Ridge Medical Specialists, TN
WSJ, April 2, 2008

Traditional trial-and-error method of care is no longer acceptable

Patient presents with symptoms

Doctor makes a “most likely” diagnosis, may order tests to confirm, and prescribes a treatment plan (drugs and/or surgery)

Plan works or doesn’t work, +/- side effects?

Weight & age may affect drug selection & dosage or other intervention

Doctor revises treatment plan

Treatment plan success
...and the outcomes are disappointing and costly

<table>
<thead>
<tr>
<th>Category of Disease</th>
<th>% who respond to therapy</th>
</tr>
</thead>
<tbody>
<tr>
<td>Analgesics for pain (Cox-2 inhibitors)</td>
<td>80%</td>
</tr>
<tr>
<td>Asthma</td>
<td>60%</td>
</tr>
<tr>
<td>Cardiac Arrhythmias</td>
<td>60%</td>
</tr>
<tr>
<td>Schizophrenia</td>
<td>60%</td>
</tr>
<tr>
<td>Migraine (acute)</td>
<td>52%</td>
</tr>
<tr>
<td>Migraine (prophylaxis)</td>
<td>50%</td>
</tr>
<tr>
<td>Rheumatoid Arthritis</td>
<td>50%</td>
</tr>
<tr>
<td>Osteoporosis</td>
<td>48%</td>
</tr>
<tr>
<td>HCV</td>
<td>47%</td>
</tr>
<tr>
<td>Alzheimer’s Disease</td>
<td>30%</td>
</tr>
<tr>
<td>Oncology</td>
<td>25%</td>
</tr>
</tbody>
</table>

Source: Physicians’ Desk Reference; Patient response rates to a major drug in selected categories of therapy

Diagnostics saves lives and money

K-ras Testing

Do Not Treat

Treat with Erbitux

Treat with Erbitux

Treatment Success

Personalized Medicine: revolution or evolution?

Harvard Business Review

Realizing the Promise of Personalized Medicine

Industry recognizes the opportunity

Roche to Acquire Ventana for $3.4 Billion

Are diagnostics the new wonder drug on Wall Street?
Diagnostics innovation and invention are racing forward

Circulating Tumor Cells

Use of Imaging Tools

Clinical and Anatomic Pathology
Convergence

Are we keeping up with the trends?

Early Adopters—target for leadership and resource committees
Innovators—target for foundation grants
Consensus Adopters—Primary target for education and accreditation products
Cautious Adopters—Target for technology education
Late Adopters—Members at the sunset of their careers

Where is the specialty of pathology?
Are we delivering what the market wants and needs?

- Physicians not technicians
  - Skilled professionals
  - Flexible
  - Curious; lifelong learners
  - Good communicators

... it’s not about the tools
It's time to knock down the walls
Pathologists have a bright future in the house of medicine

- Researcher/Innovator
- Test Provider
- Interpreter
- Clinical Data Integrator
- Clinical Consultant
- Lab Director
- Business Developer
- Practice Leader

CAP is a key driver in the transformation of the specialty into this future

**Mission**

The CAP, the leading organization of board-certified pathologists, serves patients, pathologists, and the public by fostering and advocating excellence in the practice of pathology and laboratory medicine.

**Vision**

The CAP is the primary driver in the transformation of the specialty of pathology and pathologists. As the transformation agent, CAP will greatly strengthen and evolve its position into:

- The leading organization guiding pathologists
- The leader in promoting quality patient care
- The primary resource for information and education
- The most influential advocate for pathologists
...with strategies to ensure the continued relevance and strength of our specialty

- Advocacy/Policy
- Communication, Education & Tools
- Standards/Best Practices
- Financial Viability & Growth

Our directives focus on addressing key questions about the future of the specialty and the College

- What happens if CLIA ’88 is finally cracked open?
- Are we prepared to harness the emerging technologies?
- What is our role in personalized healthcare?
- Will the electronic health record adequately address our needs?
- How do we fulfill today’s education needs while preparing for the future?
- How do we strengthen pathology’s voice and ensure fair payment?
- Will future reimbursement models focus more on value than activity?
- With which organizations can we align to better achieve our mission?
- How do we strengthen our role as laboratory directors?
- Can we improve our accreditation and PT programs to further improve lab quality?
Success depends on you

- Technical expertise
- Practice knowledge
- Innovation & creativity
- Enthusiasm
- Common sense
- Good judgment
- Hard work
- Relationships & team work
- Stick-to-itiveness
- Leadership

...in every aspect of what we do

When it comes to the future, there are three kinds of people: those who let it happen, those who make it happen, and those who wonder what happened.

~ John M. Richardson, Jr.