

WINTER 2025

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AVAHO

Industry Partner News



This newsletter is being sent to the leads at our partnering companies. Kindly share this information with relevant individuals within your organization. If this newsletter was passed along to you and you would like to be included on the newsletter distribution list, please contact JoAnn Wahl at joann@avaho.org. Likewise, if you are no longer the lead for your company, please let us know.



2025 REGIONAL MEETINGS

- AVAHO will be conducting 3 regional meetings in 2025 with opportunities to exhibit at each.
- Exhibit opportunities are limited to 15-20 companies per meeting.
- Exhibit cost is \$3,000 per company for a table top display.
- Attendance is limited to exhibiting companies and IRC members.
- IRC members must register in advance.
- There is an opportunity for one industry sponsored presentation at the regional meeting. To be considered, please complete an application.

Saturday, March 29, 2025

Myelodysplastic Syndromes

Westin Kansas City at Crown
Center

Exhibitor Registration Sold Out

The deadline has passed for Non-CE Industry
Presentation Applications

Saturday, July 19, 2025

Renal Cell Carcinoma

Hyatt Regency Long Beach

Exhibitor Registration to open on or about
April 3, 2025

Industry Presentation Applications will be
available on April 3

October 2025

Hepatocellular Carcinoma

Date and Location TBD

Exhibitor Registration TBD

Pathways 101

The VA recently implemented disease state pathways into practice for cancer care. AVAHO will be featuring on-demand training videos to help educate VA practitioners and industry partners about clinical pathways intended to provide greater care to our veterans. More information to come...

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“InnoVAtion:

Veteran Cancer Care in the 2020’s and Beyond”.



Arizona Grand Resort and Spa, Phoenix, AZ

The **AVAHO Annual Meeting** is an opportunity for VA oncological and hematological professionals and community partners providing cancer care for veterans to network, learn, and develop best practices for veteran health. Sponsorship at this meeting increases your visibility and relationships with medical professionals.

Your sponsorship ensures the professionals who provide ongoing care to veterans with cancer and hematological disorders have the best information, professional networks, and clinical knowledge to provide the highest quality of care and treatment to veterans.

2025 Annual Meeting Sponsorship Levels

Titanium | \$100,000 10x20 display / 10 badges / Max 15 badges

Platinum | \$75,000 10x20 display / 8 badges / Max 10 badges

Gold | \$50,000 10x15 display / 6 badges / Max 8 badges

Silver | \$25,000 10x10 booth / 4 badges / Max 4 badges

Bronze | \$10,000 6-foot table / 2 badges / Max 2 badges

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2025 Annual Meeting Important Information You Need to Know Exhibitor Registration begins March 17, 2025

Due to unforeseen circumstances related to federal executive actions and their impact on the federal workforce, we are delaying our meeting registration until March 17 to allow time to accommodate some potential changes in our registration process. While most actions should not directly affect industry partners, and we are an independent agency, we want to ensure our processes are in line with the expectations that directly affect our members. With that in mind, we are giving ourselves an extra 2 weeks to speak with experts on developing the best protocols (including meeting registration) to support our members. We appreciate your patience at this challenging time.

- Please see the updated Industry Prospectus (available on the AVAHO website on or about March 7) for the latest information and opportunities for the 2025 Annual Meeting.
- Each company will have a lead that will register them for the meeting and will serve as the primary contact for the meeting. The lead will coordinate all the details including who from a company attends the meeting. The lead should coordinate with internal departments and your agencies to ensure they have the information they need.
- Exhibits are available on a first-come/ first-serve basis. Exhibits sold out early in 2024; so, don't wait too late in 2025 and risk being disappointed.
- You may secure additional promotional sponsorship opportunities when you register. These are available on a first-come/ first-serve basis. There are some new ones this year!
- You must be an exhibiting company and/or an IRC member to attend the meeting. Exhibitors will not be able to purchase additional badges. AVAHO will not be offering individual registrations to industry. There will not be any industry registration at the door.
- Industry may not register as an AVAHO member on non-member. Those badges are reserved for practicing clinicians that are treating our veterans ONLY.
- IRC members are welcome with advanced registration.
- Even if all of your internal paperwork is completed within your company, you must still register with AVAHO to reserve your exhibit sponsorship on March 17, 2025.
- The deadline for applications for the Non-CE Industry Presentations has passed. There are 19 quality applications for 6 presentation slots.
- The LOR for the annual meeting is now [available here](#).
- The AVAHO W9 is [available here](#).
- The draft Agenda for the annual meeting will be available the end of March/early April.
- The exhibitor kit is being developed and will be available in June.



Please contact JoAnn Wahl with any questions: joann@avaho.org

Be sure to check out [our website](#) and visit often for the most up-to-date industry information, opportunities, dates and deadlines, and more!

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INDUSTRY RELATIONS COUNCIL

Reserve your seat at the table...

AVAHO invites interested companies to join our Industry Relations Council (IRC). The IRC is an advisory council of individuals representing a variety of corporations and non-profits whose products and services benefit veterans with cancer and hematological disorders. Members receive exclusive benefits and opportunities throughout the year.

Membership is by application and open to those who wish to participate in shaping AVAHO priorities and building ethical, meaningful relationships between industry representatives and medical professionals working with veterans. There is a modest fee to become an IRC member.



[Learn more about becoming an IRC member and to register.](#)

Industry Sponsored Education Opportunities



AVAHO is open to working with Industry Partners to develop educational programs to benefit members, and to working with Industry to develop a better understanding of the VA landscape, priorities, practices, guidelines, and the needs/expectations of health care providers and patients and their caregivers. We have 2 programs that can help provide insights:

Expert Roundtable Discussions (non-CE)

A panel of AVAHO experts gathers to discuss specific cancer issues, patient challenges, treatment paradigms, barriers to care, problems and solutions. Practitioners will focus on the unique needs of patients, best practices, and resources available for practitioners and veterans. The 60-minute session will be video-taped, edited and prepared for on-demand viewing with a notation of support from the sponsor. The Roundtables will be promoted by AVAHO and will live in the Learning Center.

Industry/AVAHO Closed Discussions

AVAHO will pull together board representatives and subject matter experts for a closed, private discussion with industry executives on a specific topic. Industry prepares a list of questions and engages the faculty for their viewpoints, experience, observations and recommendations.

[View an Expert Roundtable here](#)



Please note that there is a modest cost for each program.

Please contact JoAnn Wahl with any questions: joann@avaho.org

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AVAHO Advocacy Update

As many of you have heard, there are many changes happening at the federal level that significantly and directly affect VA employees. AVAHO has been diligently following the executive orders and policies that affect our members and are working with a legislative consultant to ensure our voice is heard in meaningful ways.

Our highest priority is ensuring that the VA remains staffed as fully and competently as possible. We take a strong stand against any policies or actions that dilute the already-strained workforce within the VA and put veterans' care at risk. We are pleased that the majority of our members have stayed in their positions within the VA, demonstrating their continued dedication to veteran care despite a changing work environment.

We are also closely monitoring changes to indirect rates on federally-funded research grants. We recognize the catastrophic effect this could have on critical trials and research that improve veteran health. If enforced, a restrictive 15% indirect rate cap would shut down many studies and the foundations who operate them. We are working diligently to encourage the federal government to enforce reasonable and operable indirect rates on federal grants.

Our request of you: if your company has efforts, talking points, or resources you'd like to share to help us advocate on behalf of our members, please reach out to Julie Lawson at julie@avaho.org to explore how we can collaborate. While we support all efforts to utilize tax dollars most effectively, we also want to maintain a high quality of care and research outcomes for our veterans. We know you are dedicated to the same, and invite synergistic conversations to help us best support our members and the veterans they serve.

Julie Lawson, M.A.
Executive Director
Association of VA Hematology/Oncology (AVAHO)

AVAHO is grateful for the generous support from our industry partners and for all that you do for our veterans!!

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AVAHO Foundation – Our Pillars

The Foundation is dedicated to 3 funding initiatives:

1. Providing professional development scholarships for VA employees who work with veterans with cancer to attend conferences or obtain certifications not supported by VA funds.
2. Supporting research efforts by AVAHO members (in the VA or in community care) which support improved treatment of cancer and hematological disorders in veterans.
3. Special projects to bridge funding and access gaps that currently make treatment difficult or impossible for veterans (i.e., transportation funds for veterans to attend appointments).



[Click here to donate](#)

AVAHO has launched the Industry Directory on the AVAHO site.

- This is a listing of company websites and primary contact information.
- **You must complete this application** and supply the necessary information to be included in the directory.
- The goal of the directory is to provide easy, accessible contact information for our members to reach you about your products.



It is the responsibility of each company to keep the primary contacts updated with AVAHO. All other information will be linked to the company website and updated by the company in real time.

Check us out online!



AVAHO has been working hard for the past few months redeveloping our website, social media presence, and member app. Please visit us online frequently to get up-to-date event information, learning opportunities, member highlights, and more. We are also new to three social media platforms:



facebook.com/avahocures



@avahocares



@avahocares