



**Meet Sg2's**

**Cancer**

**Team**

# CORE RESPONSIBILITIES

We monitor emerging cancer trends, treatments and technologies that are reshaping how and where care is delivered—always with Sg2 Members in mind. Whether we're answering member questions, writing articles, hosting webinars or presenting at meetings and major events, we continually draw insights from our Impact of Change<sup>®</sup> forecast and Vizient analytics to help our Members stay ahead. What makes this work so energizing and rewarding is that the learning never stops—especially from the incredible insights our Members share with us.

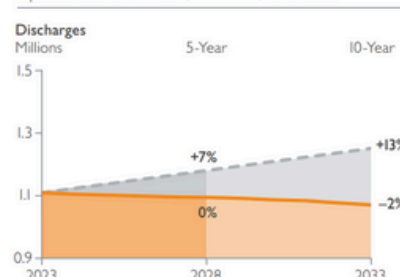
## Snapshot 2023 CANCER



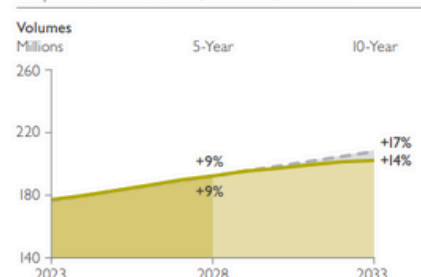
### LANDSCAPE

Within their local markets and nationally, health systems' cancer programs increasingly face fierce competition and care delivery complexity. Among the most consequential dynamics: rapidly evolving targeted therapies and newly approved drugs, heightened revenue pressure, and a surging population of survivors. To contend with workforce constraints in numerous subspecialties, service line leaders are accelerating care redesign efforts. They are rethinking care delivery offerings (both in person and virtual) while safeguarding the high-touch, subspecialized care demanded by the majority of cancer patients. Magnified focus on value-based care is raising awareness among payers and consumers of how individual programs within a market perform on measures of cost and quality. Thus, programs should continue work to curb practice variation as a key to competitive success. Amid this tumultuous landscape, service demand remains strong, primarily in the outpatient setting. As cancer leaders look to keep pace, optimizing every decision point along the care continuum will be crucial to maintain market share and fuel future growth.

Inpatient Cancer Forecast, US Market, 2023–2033



Outpatient Cancer Forecast, US Market, 2023–2033



■ Sg2 IP Forecast ■ Population-Based Forecast ■ Sg2 OP Forecast

# DAILY TASKS

Typically, our days begin with a scan of the latest health care news—both cancer-related and broader industry updates—along with reviewing new Member requests and planning the day ahead individually and as a team.

Daily tasks often involve creative problem-solving through research, identifying early market signals and brainstorming ways to better integrate other service lines into cancer care.

Busy days are filled with Member meetings that cover a range of topics—from high-level cancer care trends to more focused discussions on nurse navigation, program development frameworks and advanced therapies.



# CROSS-COMPANY COLLABORATION

The Cancer team plays a vital role across the organization by partnering with various Sg2 and Vizient departments to support our Members in the best possible way. We work closely with the Vizient Diagnostic Imaging team on topics like theranostics, and collaborate with the Pharmacy team to help Members understand how emerging therapies—such as CAR-T, bispecifics and targeted treatments—may impact drug purchasing, utilization and site-of-care shifts. Our collaboration also extends across Vizient’s broader ecosystem, including the Cancer Service Line Strategic Network, the Oncology Pharmacy Advisory Council and the Vizient Oncology Network Pharmacy Aggregation Group, where we foster meaningful conversations, share insights and connect oncology, strategy and pharmacy leaders across the country.



# TEAM DYNAMIC

**Inquisitive | Collaborative | Motivated**

***"There are two things we enjoy most about our role: No day is ever the same and we are constantly learning—from each other, our colleagues and our Members! Our goal is to be the very first call that our members make when thinking through their strategic plans. We act as an extension of their strategy and business development teams to connect the dots between national and market trends, clinical innovation and strategic priorities."***

**-Kara Marlatt, Director  
and Setu Shah, Senior Consultant**



## FUN FACT

**Kara is based in St. Paul, where it might still snow in May, while Setu is based in Houston, where even a little snow can bring the whole city to a halt. We have very different takes on what counts as “warm weather”!**

