Michael Reff, RPh, MBA, is the Founder & Executive Director of the National Community Oncology Dispensing Association, Inc. (NCODA). NCODA is the first patient-centered organization dedicated to shaping the value proposition for medically integrated oncology practices.  NCODA supports a membership of over 2,000 healthcare practitioners employed at over 500 practice settings. Michael established *The Patient Rx Center* at Hematology/Oncology Associates of Central New York, a medically integrated oncology pharmacy service focused on positive patient experiences with oral oncolytics.

Michael serves on the American Society of Clinical Oncology's (ASCO) Quality Oncology Practice Initiative Steering Committee.  He also served on the Association of Community Cancer Centers' Editorial Board, Government Affairs Committee, National Renal Cell Cancer Advisory Committee, and Dispensing Pharmacy Project Committee.  He shares his passion for patients through delivering presentations and publishing articles addressing the importance of the continuity of care for oral oncolytics.  Michael has extensive pharmaceutical industry experience, spanning many disciplines including oncology research, corporate compliance, international supply chain and biologics manufacturing.