

CHAMPIONING MEDICALLY INTEGRATED ONCOLOGY:

Celebrating
a Decade of Impact



2025 NCODA INTERNATIONAL
FALL SUMMIT

Discovering Your “Why”

Michael Reff, RPh, MBA

Founder & Executive Director
NCODA

Zachary York

PSO International Executive
Board (IEB) Member

NCODA

2025 NCODA INTERNATIONAL
FALL SUMMIT



Our Mission, Vision, and Guiding Values

Our Mission: is to empower the medically integrated oncology team to deliver positive, patient-centered outcomes by providing leadership, expertise, quality standards and best practices.

Our Vision: is to be the world leader in oncology by building a patient-centered medically integrated community whose focus is to innovate the continuity of cancer care so every patient receives the maximum benefit from their cancer treatment.

Guiding Values

1. Patient Centered
2. Always Collaborative

OBJECTIVES

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1. Hear NCODA's Founder & Executive Director Michael Reff's story and learn from his "why" as a source of inspiration
2. Articulate your own "why"
3. Leave with a tangible reminder to guide your professional journey



About NCODA

- NCODA (Network for Collaborative Oncology Development & Advancement) is a global, medically integrated oncology non-profit organization dedicated to improving patient-centered care in cancer treatment. We support oncology professionals through collaboration, education, and innovation—ensuring that every patient receives high-quality, personalized care throughout their cancer journey.
- Founded in Cazenovia, NY in 2015 to strengthen medically-integrated oncology practices to provide positive patient-centered outcomes

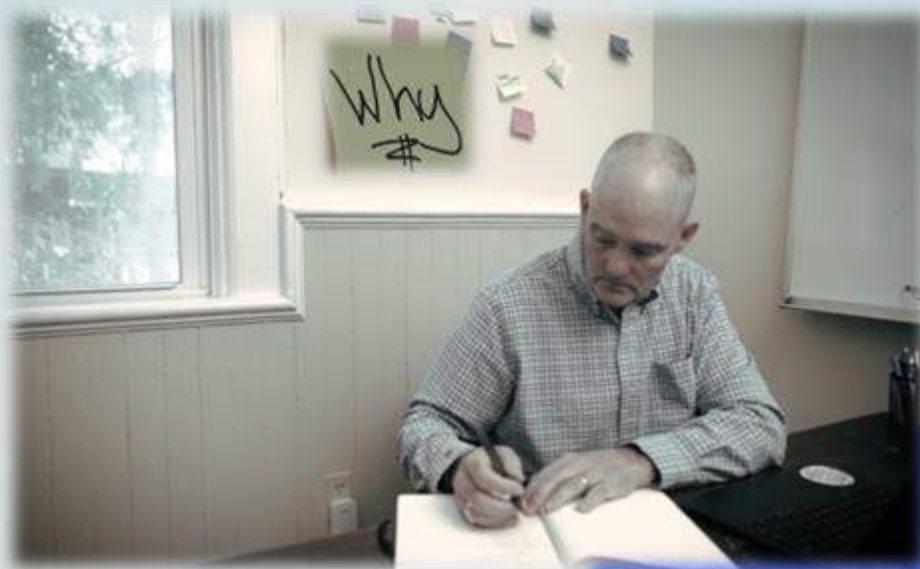
13,000+
Members

3,000+
Students

70+
PSO Chapters

8+
Countries

NCODA's Story - 10 Year Anniversary



Jonas Congelli
Associate Executive Director | NCODA
NCODA Co-Founder

Michael Reiff
Executive Director | NCODA
NCODA Founder

Nancy J Egerton
Director of Pharmacy & Adulthood Services | NYOH
NCODA Co-Founder

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Michael Reff's "Why"

"Our Patients & Members; Our Team"



Writing Your Why

If someone asked you why you chose this path, what would you say?



Share Your "Why"!

