



Dear Reader,

You want your institution's cancer program to stand above the rest, to be the obvious choice for patients and physicians. Yet expanding, updating, and upgrading your cancer care services and technology can be challenging. Launching new processes and practices—or just making current ones more efficient and profitable—requires specialized skills, leadership, and planning.

With 30+ years of experience comprised of direct patient care and cancer program consulting, I certainly understand the challenges you face. And as president of The Oncology Group, I know we can help.

One of the premier cancer program strategic planning firms in the country, The Oncology Group has helped more than 300 hospitals and cancer programs in 38 states to build, grow, and enhance their cancer care services and operations. We support a full spectrum of cancer program analysis and strategic planning tasks, and our planning model incorporates all aspects of the patient care continuum—from early detection and screening through treatment and beyond.

Because we're specialists, The Oncology Group team understands how to collaborate with executives and physicians to capitalize on talent and resources, deliver optimum patient care, improve efficiency, and boost revenue. Our consultants integrate with your oncology services and staff to produce an exemplary cancer care program.

We provide the tools you need to be *the* cancer care center of choice.

Give me a call at 512.583.8815 or email me ([link to email](#))—I'd be happy chat about how we can develop the clinical, operational, and financial aspects of your cancer program. In the meantime, please download the attached article, "Article title", by Dr. Name, Title, an Oncology Group member. It's the first in our quarterly series of white papers designed to bring you the most up-to-date news from our industry experts.

Regards,