

# Greetings From CLEARWATER

2002 Head Nurse/Practice  
Manager Meeting

OA held its bi-annual  
Head Nurse/Practice  
Manager Meeting  
October 11-13<sup>th</sup> in  
Clearwater Beach, FL.

Presenting sponsors of  
the meeting were:  
Amgen, MGI, Roche,  
MedImmune Oncology  
and MDInTouch. The  
meeting was well  
attended with members  
present from 13 of  
our 41 states.

Members enjoyed  
several speakers  
on oncology-related  
issues such as  
reimbursement, practice management, governmental  
trends toward healthcare policy and the hereditary  
risk of breast and ovarian cancer.

On the following pages, please enjoy the photos  
and descriptions of the presentations and planned  
activities.



## The Science, Power, Freedom and Value of Aranesp®



**AMGEN®**

At the Oncology Associates  
Head Nurse/Practice Managers  
Meeting Tom Hausman, MS, R.Ph  
and National Account Manager

for Amgen, presented to our members about the clinical develop-  
ment, indications, benefits and branding strategy of the drug  
Aranesp®. Aranesp® is used to treat chemotherapy-induced ane-  
mia in cancer patients. Mr. Hausman spoke of Amgen's brand-  
ing strategy for Aranesp®: Science, Power, Freedom and Value.

**Science:** Mr. Hausman described how Amgen is The  
Science Company and explained how Aranesp® has evolved  
over the past 15 years to become the next-generation molecule  
proven to power up erythropoiesis.

**Power:** Mr. Hausman described the greater biological

activity of Aranesp® with an increased half-life and strength.  
Aranesp® promotes increased red blood cell production and  
lasts longer over time.

**Freedom:** Mr. Hausman explained how Aranesp® provides  
more freedom for patients, since the treatment involves fewer  
injections. This equals more treatment-free days. Administering  
Aranesp® will also free up physicians and nurses to attend to  
other patients and work activity and will provide less of an  
inconvenience to family members who are accompanying  
patients for treatment.

**Value:** Aranesp® is cost effective, at a dose of 200ug every  
two weeks, for both the office and the patient. Amgen contracts  
are designed so that purchasing both Neulasta™ and Aranesp®  
will give you a greater discount on each.