



With Members in Mind

ASP

When you think of the great advertising slogans throughout history, versatility comes to mind as a much-desired trait. The smooth application of defining words or phrases to changing models as a business evolves can be a real anchor for a branding campaign.

Wal-Mart uses a tag line that strikes me as particularly impressive. It can be viewed on the side of every store in the chain across the USA. The beauty of this positioning statement is that it contains only one word. **Always.**

What does "Always" mean to you? "Always" means whatever you want to believe it stands for and Wal-Mart is pretty sure that is a good thing. "Always a good deal," "Always there for you," or "Always low prices, always."

Pretty sharp. Not a whole lot to argue there. Wal-Mart has defined its message to the consumer. If you want the overall net low price on your purchases, shop here.

What does **ASP** mean to you, the private practice oncologist? Officially, ASP stands for Average Selling Price, but what does it really mean to you and your office? Will you stay in practice? Will you change your patient profile? Will you adapt and thrive in the new environment? Well, unlike Wal-Mart's "Always," ASP probably doesn't stir up positive connotations for 2005. So, let me suggest a new meaning for ASP, **Always Solid Partnerships.**

"Expect more from your current partners who help to care for your business."

Brent A. Evans
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Expect more from your current partners who help to care for your business. Oncology Associates was built for the purpose of serving you, its members. We have one goal and that is to advance chemotherapy through private practices across the country. Our focus is set on making the most of all opportunities to give you a competitive advantage. It is our belief that **Solid**

Partnerships, members, manufacturers and distributors, will be the key to a solution in 2005.

There is no denying that your business will change dramatically in 2005 with regard to reimbursement on the drug and service sides. The final definition of ASP via the government is yet to be revealed, but you have the power to determine the future of your practice right now. The savvy practice will view the 2005 change as the impetus for internal reflection.

What can be done to improve your methods of operation? How can your office be more productive and still deliver the highest quality of care? These and other questions will lead you to the answers that will prove to be the platform of your strategy for 2005 and beyond.

Oncology Associates will continue to develop relationships and services that are key to your survival and will enable you to stay in the game. And from this way of thinking **ASP** can take on a new meaning, **Always Solid Partnerships.**

COMMUNITY CORNER

It always makes us feel good to hear that our



members are enthusiastically supporting the cancer community. Dr. Ganpule's practice in Templeton, CA is a shining example of a practice going above and beyond for their patients. The office will be participating in the "Relay for Life," a 24-hour Walk-a-thon to raise funds for the American Cancer Society. The event will take place on August 21st and 22nd, 2004 at the Mid-State Fairgrounds in Paso Robles, CA. This is the practice's fifth year participating in the relay. We wish Dr. Ganpule's practice the best of luck in the relay!

If your practice is involved with unique events supporting the cancer community, please share your stories and pictures with us. We would like to feature you in upcoming issues of OA Member News. Email stories to kdesatnik@rcmed.com or fax to 440-942-7970.