



With Members in Mind

In the Game

As a young boy, whenever I was faced with a tough task, my mother would often encourage me by saying, "Try to make a game of it."

This normally worked to take the irritation out of the work and allowed me to focus on the goal, *winning* the game. My mother was successful in keeping me in good spirits and the necessary tasks were also completed.

It seems that in 2005 my mother's words ring true for the challenge ahead of Oncology Associates' members. Employing the strategy to make a game out of tracking the constant legislative restructuring and the ensuing interpretation will keep us all in work and happy.

Providing cancer treatment is certainly not a game and I am not suggesting that it should be considered casually. However, the business of staying afloat in times of change can be directly associated with any game. What you need most at this point is useful resources and sound tactics.

Oncology Associates has listened carefully over the last several months to what you have been telling us. To meet your needs and help you continue your success story in 2005 we have added several key services.

Reimbursement Assistance

(See new coding section on page 26.) OA offers aid in communicating the latest updates on critical issues such as G-codes, new temporary G-codes, billing and coding guidelines and changes to reimbursement levels.

GAME (gām) *n.* 1: An active interest or pursuit, especially one involving competitive engagement or adherence to rules 2. A business or occupation

Brent A. Evans

Executive Vice President and General Manager, Oncology Associates
bevans@rcmed.com

OA will continue to expand and improve this service as your needs grow.

Online assistance is now available at www.OAGPO.com.

Clinical Trials

(See new resources on page 32.) OA encourages your involvement in the

development and approval of new emerging therapies. Members have asked for more leads to engaging in clinical trials, OA responds by offering regularly updated information online at www.OAGPO.com.

Patient Assistance

(See new section on page 33.) Provided as a service to your patients for product access and help in gaining coverage for therapy, OA is working with both our pharmaceutical partners and non-profit organizations. Our goal is for patients to continue to receive high quality care from you, their physician of choice! These programs can be found at www.OAGPO.com.

In addition, OA is committed, on your behalf, to providing more input to our manufacturing partners, organizing more national and regional conferences and delivering enhanced information communications via electronic format and traditional fax.

For many reasons 2005 marks the beginning of a new era in community based cancer care. You could even say it is a whole new ball game, but no matter how things continue to change, rest assured we're in the game with you to win. **OA**



OA Races for the Cure

Oncology Associates recently participated in the Susan G. Koman Foundation's Race for the Cure on October 9, 2004. The race to fight breast cancer was held at Voinovich Park in downtown Cleveland.

Does your office support unique events involving the cancer community?

Get your photo in the magazine!

Please share your stories and pictures with us. We would like to feature you in upcoming issues of OA Member News. Email stories and pictures to kdesatnik@rcmed.com or fax to 440-995-1540.

Pictured: OA staff and family members cool down after the race in front of the Rock + Roll Hall of Fame.

DON'T MISS OUT!

Ensure that your practice keeps receiving timely information from OA!

Due to a new FCC rule, we must obtain your permission to send you faxes after December 31, 2004. In order to best serve you, it is important to have multiple means of communicating with you.

Unless we have your written permission, we will no longer be able to fax you information about our product agreements and services after December 31, 2004.

Please help us comply with this new law. **Fill out and fax back the form that will be part of all future fax communication from OA.**

Oncology Associates makes every effort to only fax quality information about products and services that would be beneficial to your practice. Even though you provide us with permission to fax now, you may "opt-out" at any time in the future. Please call us at 888-732-7352 to request a form. Thank you!