



An exclusive interview with
MedImmune Oncology, Inc.

A WORLD CLASS Oncology Organization

Oncology Associates recently asked Shaun Meehan, National Account Manager with MedImmune Oncology to describe its partnership with Oncology Associates and the value this relationship brings to OA members. Read below to learn more about MedImmune Oncology and its future plans as we move into the new oncology reimbursement environment.

OA: Tell us about MedImmune Oncology's flagship product, Ethyol®

SM: Ethyol® (amifostine) is a selective cytoprotective agent used to reduce toxicities associated with certain cancer chemotherapy and radiotherapy treatments. Ethyol® is indicated for the reduction of cumulative renal toxicity associated with repeated administration of cisplatin in patients with advanced ovarian cancer or non-small cell lung cancer (NSCLC), and is also indicated to reduce the incidence of moderate to severe xerostomia (dry mouth) in patients undergoing post-operative radiation treatment for head and neck cancer. Ethyol® helps to improve the lives of many cancer patients by reducing the impact of certain side effects and improving their quality of life.

OA: How will manufactures interact with community-based oncology practices this year?

SM: The interaction between manufacturer and community-based (private practice) oncologists has always been symbiotic. However, as we enter in a new era of reimbursement, physicians in private practice are seeking solutions to better balance their role as doctor and small business owner. According to a survey by Medical Practice Monitor, "26% of private practice oncologists describe the role of practicing medicine and running their business as 'extremely challenging,' and 58% overall describe the dual role as 'challenging.'" Pharmaceutical manufactures, such as MedImmune Oncology, have incorporated reimbursement education, training, and support into the daily sales activities of our oncology representatives.

We are fielding a world-class sales force that can assist these physicians in all areas of practice.

OA: Why does MedImmune Oncology partner with OA?

SM: MedImmune Oncology is very selective in which GPO's it partners with and looks at many criteria in making this decision. Probably most important is the quality and value the GPO provides to its membership base. OA does an outstanding job of providing members quality information, education, and contract pricing. OA enables these private practices to realize better cost savings on chemotherapeutic agents and the dissemination of timely information that helps promote better patient care.

OA: How has OA been the most useful with MedImmune Oncology?

SM: I would have to say that it has been in their responsiveness. As the national account manager, there are many aspects of the relationship, from securing a contract, sponsoring a meeting, gathering data, and each time OA has responded quickly, accurately, and with efficiency. I thoroughly enjoy working with them in this capacity. OA has helped MedImmune Oncology raise awareness of Ethyol® in the community-based oncology setting.

OA: How has OA helped with the Medicare changes in 2005?

SM: OA has published the reimbursement and coding guide issue last month, conducted reimbursement training with Ricky Newtown at OA conferences for key members, generated fax blasts, and been a

single resource point and conduit between MedImmune Oncology and private practice oncologists in their network.

OA: How has sponsoring OA continuing education programs helped MedImmune Oncology?

SM: We have committed to sponsor several major education programs with OA members throughout 2005. These large scale physician and nurse programs afford MedImmune Oncology access to key community based practices, where we can interact and learn how Ethyol® is being utilized, what messages are reaching the physicians, and what data sources are most important to them. As the national account manager, building relationships with these members, and better understanding their needs will only make us a better oncology company in the long run. That's what kind of impact attending these OA meetings can have.

OA: What communication and support services does MedImmune Oncology offer?

SM: MedImmune Oncology is committed to being a world-class oncology company. With this said, our services to physicians and nurses are outstanding. We have a reimbursement support hotline, the Ethyol® Protect Program, oncology nurse educators called Oncology Nurse Practice Consultants, medical information and drug safety, and a very educated and well trained sales force. For information on any of these services, or for your local oncology sales representative, please call our Customer Support Network toll free at **877-633-4411**. **OA**