



by Tom Magoulis, Vice President, FloridaInfusion

As every member knows, the impact of ASP is being felt by oncology practices large and small and in every corner of the country. And it hurts. I wish I could say that the outlook appears to be getting better, but I can't.

While some pharma companies lowered prices in Quarter 1 to ease the pain of current ASP, that lowering will only come back to haunt us in the form of even *lower ASP's* in coming quarters, lower reimbursement to you. A real "catch 22." More backend rebates, performance goals, commitment programs, loyalty programs from the pharma companies and certain competitors aimed at circumventing the system by lowering prices mid-stream only increase the confusion and apprehension many physicians feel.

Uncertainty Ahead

Add to this quagmire the rapid changes taking place in the traditional distribution supply channel and it is no wonder physicians and clinics are scratching their heads trying to understand what's going on. Major layoffs at Cardinal, the sale of NOA, the sale of OTN, rumors of sales of other related businesses, and pharma stock prices all over the board only lend to the uncertainty that lies ahead.

Fiscal Responsibility

For our part we are doing our very best to react to these changes by lowering prices everywhere possible. At the end of the day, however, there are limits to what we are able to do. We have been in this business for

twenty years and plan on being in it for many more. We believe that fiscal responsibility is not only important but also critical. We have built our business on sound, solid and prudent business practices. Ours is not a house of cards that is set to tumble in the event something goes wrong with a plan or scheme. We plan on being around to service you for many years to come.

COMING SOON: A NEW IMPROVED WEBSITE WITH MANY OF THE CHANGES YOU HAVE SUGGESTED!

Tom Magoulis is Vice President of FloridaInfusion Services. Contact him directly at tmagoulis@floridainfusion.com or 800-624-0152 with questions and comments.