



With Members in Mind

HOPE (Hōp)

v. To have confidence; trust.

n. A wish or desire accompanied by expectation of its fulfillment.

*When you feel the whole world
is coming down on you,*

*When you have suffered
the loss you most feared,
personally or professionally,*

*When you are uncertain
of the direction you should
follow...look to hope.*

*It can make all the difference.
Hope can be found in the
most unusual places and
sometimes right where you
would expect it to be.*

Hope can be as near as in your child's eyes, memories of your father, the smile of a patient focused on recovery, the laughter of a friend, the loyalty of a pet and even in the abilities you possess to make a difference.

How many times have you found exactly what you needed to survive in the form of

an unexpected package? Help can be as simple as a stranger who lends a hand, discovering a five-dollar bill in a pants pocket, a note from your mother and a call from your long lost friend.

And when you seek out the help that you need, who do you turn to first? You consult people that are most trusted and have come through for you in the past. You seek partners with credibility and successful track records whether they are professional or personal allies.

Oncology Associates understands that the summer of 2005 will be one of greater than normal contemplation for you. We expect that the decisions you make regarding your practice will be for the long haul and the good of the cancer community.

We can only hope that OA's efforts on your behalf will make a significant contribution to your ability to continue moving forward in the advancement of Oncology medicine.

A loss in life can teach you lessons about the future and decisions can be hard to make, but when you give up hope you abandon the future all together. **OA**

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Cast Away Cancer

Western Kentucky Hematology Oncology Group in Paducah, KY knows how to have a good time while supporting their local cancer community. This is the sixth consecutive year that this tight knit OA member practice has participated in *The American Cancer Society's Relay for Life*.

Each year, the creative minds of the staff unite to devise a theme, a requirement for participating in the race. The theme usually takes on a life of its own with the entire team dressing in homemade costumes on the evening of the race. Past themes have included Gilligan's Island: "Cast Away Cancer" and a jungle theme: "Make Cancer Extinct." This year, their theme will be "Calgone, Take Cancer Away." Calgon Corporation generously donated bubble bath and local pharmaceutical reps provided hand lotions and massage items to create goody bags for fundraisers.

Preparation for the race becomes a year-long event and usually involves many fundraisers throughout the year. The office held a silent auction with baked goods two days before Thanksgiving, held in the atrium of their medical building. Patients even donated baked goods, helping to raise \$1800!

The team has been known to hold smoothie sales, homemade ice cream sales, a soup and chili sale and a "Tree of Gifts" fundraiser where they gave away a Christmas tree complete with gifts. Last year, the team raised a grand total of \$9000! The team was honored as a "Gold Team" for raising so much and being such a small office.

This year, the Paducah, KY Relay for Life was held on June 10, 2005 at the Kentucky Oaks Mall parking lot. The relay went all night long, with one member of the team required on the track at all times. The local media was present at the event, documenting the exciting evening. Thank you to our friends at Western Kentucky Hematology Oncology Group for supporting their local cancer community and patients!