



## With Members in Mind

My son and I like to sing songs to each other. Some are the time worn favorites like "Old MacDonald" and "Winnie the Pooh." Since he was a baby, I have also sung made up songs that are specific to his life and he seems to enjoy hearing them at bedtime.

Recently, at midday he decided to make up his own song and sing it to my wife just before naptime. It was very specific to his life and how he was feeling at the time. His original song went something like this..."Well, I'm not going to listen and I'm not going to take a nap... And I'm not going to get a treat!" And repeat.

Pretty concise for a 2½ year old who also likes to sing Johnny Cash hits. The purpose of telling you this story is that while his Mom did a good job of managing a frustrating situation, it told us that our son is to the point of understanding his options in life. I am sure this incident will be retold with smiles and laughter as our son grows older and my wife even thinks it is funny now.

As private practice oncologists you probably could sing the same song as our son, with just a few key words changed and it would be specific to your feelings about the current state of chemotherapy reimbursement. Being out on your own, you understand the rewards versus the consequences more than anyone of running a business. As the quarterly ASP changes continue to fly at you it seems some times it would be better to just pack it in and walk away. But you don't.

You are the Mavericks of the industry. You are the individuals who have pushed the standards of care to new heights and you are not going to be pushed around. Collectively you have joined forces in



## If no one has said it lately, I am saying it now.... Thank You.

Oncology Associates and you continue to persevere despite the attempts to tame your independent spirit. **You're not going to listen.**

If no one has said it lately, I am saying it now.... **Thank You.** Because you have not cut and run, you still serve those patients who otherwise would be limited in their options for survival. Your fight and courage are needed to improve cancer care in this country. Without your intelligence and innovation, cancer care has the opportunity to become one size fits all with less regard for the individual patient and more for third party payment structures. **You're not going to take a nap.**

You offer hope in the form of choice to patients who appreciate your insightful

approach to their life with a cancer diagnosis. I can tell you first hand that the patients and families whose lives you touch are more than thankful for your tenacious pursuit of the best outcome and second chance at life. There are no words that can sum up what it means to have hope. This satisfaction is your reward... your **treat.**

I have read that there is a shortage of Med Oncs in this country and it will only get worse. I add to this that there is a shortage of independent thinking and it can only get better.

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