



Member Connection

Never Stop Learning

As I stepped onto the show floor, an overwhelming feeling of excitement swept over me. I could feel the buzz of energy in the air as physicians enthusiastically bustled to their next symposium and exhibitors eagerly showed off the latest oncology products. Rows upon rows of tradeshow booths covered the convention center floor, some taking up as much as an entire city block. I was in awe of the thousands of people who had made the pilgrimage to Atlanta for the 2006 ASCO Annual Meeting. I couldn't help think how fortunate I was to be a part of such a globally prestigious event and how everyone was here for one sole purpose: Continuous Education.

Each year, we anxiously await the ASCO Annual Meeting for the latest clinical news to break. We look forward to disseminating these messages to you, as we realize this information is used to make vital treatment decisions. My goal is to deliver this data in the most accessible way possible, whether through our magazine, web site or member conferences. As a service to you, a summary of relevant abstracts from ASCO can be found on page 15 of this issue. Additionally, we have solidified a relationship with Clinical Care Options (CCO), a company providing CME-certified programs, conference coverage, treatment updates, web casts, and interactive case

challenges. See our "Web Watch" feature on page 10 of this issue to learn more about CCO.

Besides establishing new relationships at ASCO, we spend a significant amount of time meeting with our pharmaceutical partners to create improved educational programs and product agreements for the upcoming year. The Annual Meeting, albeit exhausting, is always time well spent. It is the place where new ideas are born and put into motion. We are excited to unveil more exciting programs to our group in the months ahead.

It is always the highlight of my day when an OA member stops by our booth. Each time I meet with you in person, it reinforces the reasons why I chose to be part of this industry. It is your dedication to your patients and endless thirst for knowledge in the pursuit of continuous self-improvement that makes you exemplary practitioners. I truly respect healthcare professionals who are willing to participate in continuous education because you are the ones who realize the true meaning of, "Never stop learning." You are the ones who make our trip to ASCO worthwhile.

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