



Don Sharpe

Publisher, Oncology Business Review

Don Sharpe never imagined that his career as a pharmaceutical sales representative would lead him to the world of publishing. He entered the oncology industry in 1993 detailing Adriamycin (Doxorubicin) and, through a series of mergers, joined Pharmacia, now Pfizer. Most recently, Don spent more than eight years at Sanofi-Aventis, representing Eloxatin (oxaliplatin injection). Don's experience on the commercial side of oncology made him increasingly aware that few oncologists realize the extent to which they are a catalyst to a vibrant industry. Additionally, as the economics of their practices started changing, there was a need for efficient practice management and business information. This realization encouraged Don to follow his dream and develop *Oncology Business Review*, the first and only journal of its kind. Learn more about this exciting publication and its benefit to OA Members below.

OA: Can you tell us about the content and format of *Oncology Business Review (OBR)*?

DS: The goal of OBR is to bring oncology business topics into the spotlight, and provoke people to take action and make a difference. There are many journals available that provide clinical news and updates, but none that offer pure business news as it pertains to oncology. The journal, distributed six times a year, features in-depth interviews, news coverage, industry meetings, various data sources, and insightful commentary for people who care about the commercial oncology industry.

We also publish a free e-newsletter, *OBR daily*, which summarizes the day's oncology-related clinical and business news headlines.

OA: What topics do you typically cover in *Oncology Business Review*?

DS: In each issue, we balance practice economics and topics relevant to oncology practices and cancer centers with coverage of industry trends. For example, we have featured articles such as, "To Dispense or not to Dispense," "The CAP Program," "The Evolution of the GPO," and "Communicating Unreimbursed Costs to Payors." We balance those topics with broader industry related topics such as "Compendia: The Bridge Between Approved Indications and Off Label Usage" or "The Rise of Specialty Pharmacy." We also feature corporate profiles, interviews, and track stock movement. Our goal has always been to provide multiple perspectives from a variety of stakeholders and of course, credible and accurate journalism.

OA: How can OA Membership benefit by reading this publication?

DS: The more you talk with people, the more you understand how threatened the small practice is, economically. The survival of the small practice is on the line. Our publications provide another resource that enables the oncologist to see the big picture and take necessary action to ensure the livelihood of our industry.

OA: How can our members receive this publication?

DS: Check your inbox. We mail *Oncology Business Review* to all oncologists in the US, so it is just a matter of distinguishing it from all of the other information crossing your desk. *OBR daily* is opt-in, so you have to go to our website at www.oncbiz.com and sign up to begin receiving it every day. OA