

Press Release

Contact: Larry Coutts

FOR RELEASE

Phone: (480) 443-4635

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COMPREHENSIVE BLOOD AND CANCER CENTER RECOGNIZED FOR FACILITY BY HEMATOLOGY & ONCOLOGY NEWS & ISSUES MAGAZINE

Scottsdale, Ariz, Oct. 15, 2008: The editor and publisher of *Hematology & Oncology News & Issues* magazine, Larry Coutts, announced that a panel of oncology experts comprised of members of the publication's editorial advisory board had selected Comprehensive Blood and Cancer Center as their HOPE (Hematology & Oncology Practice Excellence) award winning practice in the category of "Facility" among practices with twelve or more physicians. "The Initiative for Hematology & Oncology Practice Excellence (HOPE) targets the intersection between the physician and practice manager of the cancer center," Coutts said, "collecting examples of practice excellence from small, medium and large practices throughout the United States to serve as the foundation of benchmarks tailored specifically for the community-based oncologist."

The selection process was the result of a systematic analysis of metrics based on information provided by Comprehensive Blood and Cancer Center on entry submission forms accessible via the publication's website and from a blinded balloting process conducted with the HOPE panelists. In evaluating the

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ballots, one panelist commented, “Such a tough assignment, choosing among so many clearly passionate applications.”

“It was an impressive collection of entrants,” Coutts said, “and the panelists were entrusted with a difficult task in trying to select the one practice at each level that best characterized excellence.”

“Physicians and health care providers while well-skilled in their profession receive little training in the ‘business’ of delivering that care,” Coutts said. “But, increasing interest in pay for performance models by payers has created a new kind of pressure on the oncology practice to develop measurable standards of practice.” This focus on balancing good business practices with quality treatment strategies is the focus of the publication’s initiative.

“We are extremely pleased to recognize Comprehensive Blood and Cancer Center as a benchmark practice demonstrating standards of excellence in the ‘Facility’ category,” said Coutts. “Dr. Patel, and the entire team of professional care providers and administrative staff are to be commended for their commitment and dedication to balancing economics and quality care. Truly, this practice is exemplary for its size, and it is a pleasure to present them as the current models of Hematology and Oncology Practice Excellence in the category of ‘Facility’”.

THE BUSINESS NEWS JOURNAL FOR HEMATOLOGY AND ONCOLOGY PRACTICES

*Hematology & Oncology News & Issues*TM (HONI) is “The Business News Journal for Hematology Oncology Practices”. Using this “business news publication” model, HONI provides cancer care

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professionals with the latest news and information that affects the “business of oncology,” (e.g. the practice management issues) of particular concern to the community-based oncology practice.

HONI articles include a wide range of topics, including reimbursement, medical ethics, staffing shortages, information technologies, patient education and communication, and advancing treatment options, with the objective of providing original, peer-reviewed articles to help cancer care professionals run their practices more efficiently and cost effectively.

Every issue enables the professional disciplines in the cancer care community to gain a better understanding of how their actions and interactions affect the delivery of care to the patient.

In addition to the print edition of the magazine, HONI can also be found online at the following website:

www.HONOnline.com.

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