

THE ONCOLOGY GROUP

INTEGRATED ONCOLOGY PROGRAM SOLUTIONS



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INTEGRATED ONCOLOGY CONSULTING SOLUTIONS



The Oncology Group provides comprehensive oncology program and business planning for cancer services growth and Cancer Center development. The planning model incorporates all aspects of the patient care continuum from early detection and screening through treatment and beyond. The Oncology Group supports the full spectrum of cancer program strategic planning tasks using innovative data analysis, proven business management tools, procedures and relationship-building approaches that enable clients to implement proven practices that grow their oncology services.

What We Do

The Oncology Group's consulting services focus on each client's most challenging issues and opportunities. These often include planning "next level" strategies, integrating physicians and physician practices with the broad cancer program, creating a seamless patient experience by addressing services operations and organization, calculating technology acquisition feasibilities and ROI, merging network cancer programs and addressing ramped-up marketplace competition. The Oncology Group provides a team of qualified experts to address specific cancer program and Cancer Center challenges by:

- Defining strategies and tailored solutions to the client's critical issues, local environment and market
- Ensuring the local oncology team is aligned and operates to deliver promised patient services in an integrated manner
- Building on the client's current cancer programs and services to advance strong, robust centers and programs to new levels of differentiation and services delivery
- Developing successful new cancer programs and Cancer Centers by establishing sustainable patient services, physician champions and organization models
- Collaborating with the client's internal management and clinical teams to achieve repeatable success

Our Expert Oncology Consulting Team Helps To:

- Initiate and complete a tailored oncology services strategic plan
- Assess current services and develop improved services delivery or operational processes
- Assist in aligning hospital-program-physician cohesion and objectives
- Calculate feasibility of hospital/network oncology services opportunities and new Cancer Center opportunities
- Assist with the planning, implementation and management of your cancer program's clinical trials
- Provide focus groups customized for your program or Cancer Center
- Assist with grant writing for government and foundation funding sources

Pioneering the Next Generation of Oncology Management

The Oncology Group professionals bring deep experience with oncology programs and functional expertise in operating full multidisciplinary Cancer Centers and tumor site-specific targeted programs, such as breast centers, from the late 20th century into the 21st century.

Coupled with the team's real-world knowledge and experience, other firms and professional organizations look to The Oncology Group for the company's broad, next generation management

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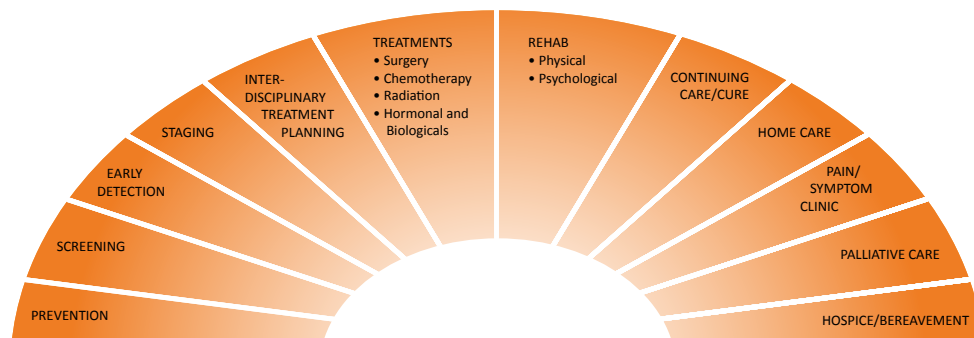
thinking and innovative approaches. It is the team's consistent drive for seeking out and understanding emerging project management and healthcare management solutions that yield customized solutions for each client. These are solutions that do not reflect "one answer fits all" thinking; nor are they "cookie-cutter" models.

A Pentchant for Action: Linking Planning, Sustainable Results, Accountability and Immediate Action

Cancer programs and their sponsoring hospitals often invest time and money in strategic plans that fail to yield desired outcomes. Often, this rests with the inability to implement agreed upon strategies or actions. The Oncology Group completes its planning engagements with clear implementation actions and guidelines. Rather than using plans as doorstops, we create an implementation plan that highlights:

- Priority initiatives
- Clear, specific, action-based implementation initiatives
- Single point accountability for taking action
- Early "wins" to achieve out-of-the-gate momentum
- A decision-making organization model that ensures decisions move smoothly from management meetings to the individuals who make patient care and service-level changes

The Continuum of Cancer Care



Patients' expectations of Cancer Centers and programs are more sophisticated in the 21st century. Beginning with breast cancer patients' advocacy groups, continuing with prostate cancer patient movements, individuals diagnosed with and then surviving cancer are vocal about what they expect from a Cancer Center today. Physicians and other clinical personnel are equally demanding that cancer care must improve on the sequential but multi-modality diagnosis and treatment model that previously characterized US cancer care.

The Oncology Group professionals pioneered establishing and operating full continuum cancer care programs in communities. Many programs and single treatment modality cancer facilities struggle with how to best incorporate all aspects of the cancer patient care continuum to create a unified, multidisciplinary, seamless patient care experience. The Oncology Group works with your internal management and clinical team to integrate the reimbursed and unreimbursed aspects of cancer patient care and to calculate the financial feasibility of creating and operating a full-continuum Cancer Center or program.

To learn more about the many ways The Oncology Group can benefit you, contact our expert consultants today by phone at 512.583.8815 or by email at info@theoncologygroup.com.