For the last decades in oncology we have rightfully been focused on eradicating disease, slowing disease progression and increasing length of life. And according to the American Cancer Society we have been quite successful. Combined five-year survival rates have increased from 50% in 1975 to nearly 67% in 2011.

But when the NCCN reports that when we treat people for cancer, up to 90% of them experience fatigue, pain, weakness and/or functional problems that can continue for months and years; do we need to reassess and challenge what we label "successful"?

As with many orthopedic injuries and surgeries, cardiac, neurological and chronic diseases, rehabilitation (physical, occupational, speech therapy and audiology) is a standard and key component in treatment and in achieving successful outcomes. With cancer surgery, chemotherapy, radiation, hormonal and biological therapies causing well documented musculoskeletal, cardiopulmonary and functional problems, it is unfortunate that rehabilitation is not more frequently an automatic component of cancer care.

There is a significant amount of evidence in the literature proving the benefits of rehabilitation including decreased fatigue, pain and weakness during cancer treatment and faster physical recovery upon conclusion. Rehabilitation can decrease the risk of long term and late side effects, including lymphedema. There is even data showing that breast and colon cancer survivors on a walking program can reduce their risk of recurrence.

When a rehabilitation therapist is involved in patient care, oncology physicians appreciate improved interdisciplinary communication, decreased patient complaints, improved...
JW Friday, Hooker & Associates is an experienced Healthcare Executive Search Firm that specializes within the oncology service line. We excel in providing exceptional candidates that will make an immediate impact to our client’s healthcare organization by providing our clients with the most experienced and recognized recruiters within oncology today. Our firm’s creativity and ability to offer key industry knowledge within oncology enables us to have a more consultative approach in offering solutions to healthcare organizations and is why we have been able to work with some of the top cancer programs in the nation. We truly understand the complexity of the oncology service line and the daily challenges that hospitals and administrators face within this specialty.

Here are just a few benefits of working with our firm:

- Recruitment & retention of key oncology professionals - permanent & transitional leadership
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- Delivery guarantee of candidates within 30 days from start of search
- Candidate exclusivity for our clients
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We are a retained firm and believe in partnering with our clients to customize a search process that will allow us to surface exceptional candidates in a guaranteed time frame.

Positions we have experience in recruiting on within the specialty of oncology include:

- Multi System/Corporate Oncology Service Line Director, VP of Oncology Services, Oncology Service Line Director, Cancer Center Administrator/Director, Clinical Oncology Director/Manager, Radiation Oncology Director/Manager
- Bone Marrow Transplant Director/Manager, Nurse Practitioner, Physician Assistant, Clinical Nurse Specialist, Oncology Research Director/Manager
- Patient Navigator and Stem Cell Manager

For more information about our services please contact us.

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Cancer Rehabilitation

> Continued from page 1

chemotherapy delivery rates, fewer infections, fewer falls and decreased length of inpatient stays. Hospitals and clinics report increased patient satisfaction, better transitions between inpatient and outpatient care as well as between surgery, radiation and chemotherapy. With rehabilitation being grossly underutilized in cancer care, it can be a significant source of increased revenue. And now that most health care systems are on a level playing field with diagnostics and equipment, a strong cancer rehabilitation program can set a facility apart from its competitors.

The largest barrier to cancer rehabilitation program development is a lack of education and understanding in both rehabilitation and oncology practitioners. Oncology and rehabilitation are not an automatic association in healthcare and most universities and medical schools don’t address it in their curriculums. As a result there are two important medical pieces under the same roof that don’t know what the other does. However, with meetings and education expanding paradigms of the medical, nursing, administrative and therapy staffs, cancer rehabilitation programs are quite simple to develop since personnel and equipment are already in place.

Since many of the physical problems faced during cancer treatment are treatable or preventable with rehabilitation, survivorship is too late to start addressing these issues. Cancer rehabilitation best practice is best achieved when patients are referred shortly after the onset of cancer treatment and are followed by a rehabilitation professional throughout their months long treatment and into survivorship.

If we are going to attempt to cure people of cancer, we need to make it worth it. Let’s progress our definition of successful cancer treatment to eradicating or slowing disease progression as well as returning or maximizing comfort and activity levels. I think our patients would insist.

Leslie J. Waltke, PT, is the Cancer rehabilitation Coordinator for Aurora Health Care and Founder and Lead Faculty of R3 Programs. She welcomes questions, comments and consulting inquires at Leslie.Waltke@att.net or at (414) 322-8033
ACE Member {Get-A-Member} Campaign Starts Now!

Refer a NEW ACE Member to attend the ACE Annual Meeting and get a reward!

- Referral deadline is OCTOBER 31, 2011
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1025 Thomas Jefferson Street, NW | Suite 500 East | Washington, DC 20007
Recognizing that a significant element to the coming crisis in the national healthcare scene will be the need for substantial numbers of qualified individuals to fill the large number of cancer related vacancies in hospitals and medical practices, Oncology Management Consulting Group (OMC Group) of Pipersville, PA has established a separate operating Recruitment Division to offer recruitment services to our clients.

As a part of this new organizational component, OMC Group is pleased to announce the addition of Clayton “Dunk” Pruett to its leadership team. He will serve as OMC Group’s Vice-President of the OMC Recruiting Division and will direct this newest program for OMC Group. A highly respected and recognized expert in oncology consulting, Dunk Pruett is proficient in business and program consulting in addition to planning, developing, and implementation of oncology programs for research and clinical services.

“This was an easy decision for us” says Teri U. Guidi, President and CEO of OMC Group. “There are very few giants in our industry and Dunk Pruett certainly leads that group. As a former principal and co-owner of Oncology Solutions in GA, former CEO of CDP Services and founder of a number of other highly successful cancer related companies, Dunk brings an unsurpassed level of oncology knowledge, 30 years of distinguished consulting and management expertise and a vast network of cancer professionals and clients to the table!”

“This is the perfect time in my career to make a positive change like this and offers me the opportunity to use my industry knowledge and contacts for the recruitment of qualified individuals to fill key vacancies.” Dunk Pruett responds. “OMC Group enjoys an extraordinary reputation not just for their consulting expertise but also for honesty, integrity and true professionalism. Their current team is noteworthy and truly the finest in the business. I look forward to leading this newest operating division to success for OMC Group and its clients and to making a significant contribution to what promises to be an exciting future of growth for OMC Group.”

Assisting hospitals, health systems, physician practices and pharma, Oncology Management Consulting Group offers the most comprehensive line of consulting services in the industry. Our oncology specialists remain on the cutting edge with assistance that includes: hospital/physician integration, facility planning, cancer center development, detailed revenue cycle reviews, program and practice assessments, strategic planning, business planning and more. Truly customized services that precisely address client needs and challenges - genuine and notable oncology experts – and unmatched customer service --- all combine to establish OMC Group as the premier consulting firm exclusively assisting oncology providers across the US. For more information, please call 215.766.1280.
Welcome New Members  Since January 30, 2011

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ACE Members are invited to participate in a **FREE one-hour conference call** featuring invited speakers to discuss a “hot topic” in the industry. We hope you find this ACE Member tool an exciting way to learn from your peers and experts in the field.

**HOT TOPIC**

**CONFERENCE CALL**

**Topic:** MULTIDISCIPLINARY CONFERENCES  
**Speaker:** Mark Krasna  
**Wednesday, June 15, 2011 | 2:00PM EST**  
45 min. Presentation + 15 min. Q&A

**FOR ACE MEMBERS ONLY**

**REGISTRATION IS REQUIRED.** Registration information will be sent to members soon.

**QUESTIONS?** Call ACE HQ at 202-521-1886 or email info@cancerexecutives.org
There is a great deal of excitement around cancer care at Lehigh Valley Health Network (LVHN), and we are looking for a new leader to help drive our continued success. If you are an experienced and passionate cancer executive with proven skills in strategic planning, program development, marketing, operations management, staff development, medical staff relationships and financial oversight and you enjoy being part of a high-performing, progressive and financially stable organization, then you may be our new Vice President for Cancer Services.

LVHN was recently chosen to be one of only 30 cancer centers in the country to join the National Cancer Institute Community Cancer Center Program (NCCCP) which will bring new cancer treatment clinical trials to the Lehigh Valley. Due to our new academic affiliation with the University of South Florida, we are now working with the Moffitt Cancer Center to bring phase 2 trials to LVHN. Our program volumes continue to grow, registering 2,700 new analytic cases each year. We are accredited as Network Cancer Program by the American College of Surgeons’ Commission on Cancer, received an Outstanding Program Achievement Award, and are accredited as an NAPBC comprehensive site.

A beautiful suburban area with a cosmopolitan flair, this eastern Pennsylvania location has a population of over 700,000. It offers excellent public schools, 10 colleges and universities, safe and affordable neighborhoods, and a plethora of recreational and cultural offerings. Enjoy easy access to Philadelphia, New York City and the shores of New Jersey, Maryland and Delaware.

Email a cover letter and resume to Keith Weinhold, Sr VP, Operations, c/o tammy.jamison@LVHN.com or call (610) 969-0211.
ACE Membership Dues Drive for 2011-2012 Begins July 1

Mark your calendar to renew your dues and continue receiving the benefits of ACE membership without interruption.

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For more information contact ACE at (202) 521-1886
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Registration information coming soon! Stay tuned at www.cancerexecutives.org