



ALABAMA ONCOLOGY

## **Largest Community Oncology Practice in Alabama Gets New Name, New Look *Alabama Oncology Has Expansion Plans for Summer 2013***

### **FOR IMMEDIATE RELEASE**

#### **FOR MORE INFORMATION:**

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**BIRMINGHAM, AL** - Birmingham Hematology and Oncology Associates announced this week that it has changed its name to Alabama Oncology to more concisely reflect the patients they serve and its network throughout central Alabama.

Alabama Oncology is the largest private practice Hematology Oncology group in Alabama and has been providing high quality cancer care to patients since 1984. The Alabama Oncology network encompasses 16 board certified physicians and a team of certified oncology nurses in nine offices conveniently located throughout Jefferson, Shelby and St. Clair counties. There are also plans to add two new physicians with supporting staff in the summer of 2013.

“Although we have made changes to our outward identity, our highly specialized, experienced team remains committed to supporting our patients during their cancer journey,” said Chris Barnes, Executive Director of Alabama Oncology. “We will continue to deliver compassionate care that is convenient and close to home.”

As each of Alabama Oncology’s nine community clinics continues to grow, a new focus has been placed on building awareness of the practice’s stellar reputation through unified and branded patient communication including the launch of a new website [www.alabamaoncology.com](http://www.alabamaoncology.com).

The practice will maintain its focus on fostering strong relationships with referring physicians, emphasizing high quality, compassionate care in a comfortable community-based setting for shared patients and to devote one-on-one time with patients.

Alabama Oncology is a community-based Oncology practice solely focused on direct patient care. This provides the opportunity for physicians to personally develop treatment plans with their patients, without rotation of other physicians or residents. Focusing on this individualized time with each patient gives Alabama Oncology the ability and time to educate them about their condition, walk them through their treatment plan and connect patients to support groups.

In 2011, Alabama Oncology expanded their patient services to include a new division, Alabama Gynecologic Oncology (“AGO”). The AGO physicians provide specialized GYN Oncology services and complicated Gynecological surgical cases in support of women throughout central Alabama. They treat

women with cervical, ovarian, and uterine cancers, as well as complex gynecologic surgical cases, such as severe endometriosis, cervical/vulvar dysplasia, and obstetric emergencies. AGO physicians see patients in Alabama Oncology's clinics at Brookwood Women's Center and St. Vincent's Hospital's Bruno Cancer Center.

Alabama Oncology provides patients with increased access to integrated, evidence-based cancer care and clinical research throughout central Alabama. They are dedicated to the health and well being of patients with cancer and blood disorders, and offer a full range of chemotherapy services, laboratory testing, clinical trials and support services.

The practice also participates in a wide variety of clinical trials sponsored by pharmaceutical companies and other cooperative groups focused on cancer care. Each clinic has a clinical trial research coordinator who searches for the best trials to serve the needs of their patients. If Alabama Oncology does not offer a particular trial, the practice works to gather additional information or to refer the patient to another clinic.

“We also offer an extensive clinical research program, which focuses on advancing cancer treatment therapies and technologies,” said Barnes. “We have a team of dedicated staff that coordinates our participation in clinical trials that have played an instrumental role in the development of FDA approved drugs.”

For more information about Alabama Oncology's locations, physicians and patient care please visit [www.alabamaoncology.com](http://www.alabamaoncology.com).

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