

# Hematology-Oncology Associates of CNY

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**\*\*\* For Immediate Release \*\*\***

## Hematology-Oncology Associates Receives Prominent ASCO Clinical Trials Award for Improving Cancer Care through Clinical Research

Hematology-Oncology Associates of CNY (HOA) is one of only 10 community oncology practices in the country to receive honors from the American Society of Clinical Oncology (ASCO). “We are very honored to be the recipients of this award,” said Jeffrey Kirshner, MD, “but our patients are the real heroes who have personally contributed to the progress that has been made through clinical cancer research.”

Of the 1.3 million people who will be diagnosed with cancer this year, only 3-5 percent will participate in cancer clinical trials. In 2007, HOA enrolled over 300 patients into clinical trials, giving them the opportunity to receive cutting-edge cancer therapies. HOA currently has 78 ongoing clinical trials in 25 different cancer types, including breast, lung, colon and pancreatic cancers.

“Virtually every cancer treatment available today is the direct result of clinical research. ASCO is pleased to honor Hematology-Oncology Associates of CNY for its dedication to developing new ways to slow, halt, cure and prevent cancer,” said ASCO President Nancy Davidson, MD.

Clinical trials are research studies designed to evaluate whether a new treatment or procedure is safe and effective compared to the current standard of care. Thanks in large part to the knowledge gained through clinical trials, today two-thirds of cancer patients survive at least five years after diagnosis, compared with half in the 1970s.

In addition to being a national leader in providing patients access to clinical trials, HOA is committed to offering the highest level of state of the art technology and quality patient care in a healing environment for the mind, body and spirit of patients dealing with cancer and blood disorders. Their dedicated physician team and highly trained staff exemplify their commitment to excellence. Additions to their menu of cancer fighting services such as the CyberKnife –the world’s most accurate radiosurgery weapon with sub-millimeter precision and state-of-the-art

intelligent robotics –allows patients to receive treatments at HOA that are unavailable anywhere else in Central New York.

For more information about HOA’s clinical research department, call 315-472-7504 or visit them on the web at [www.hoacny.com](http://www.hoacny.com)

The American Society of Clinical Oncology (ASCO) is the world’s leading professional organization representing physicians who care for people with cancer. With more than 25,000 members, ASCO is committed to improving cancer care through scientific meetings, educational programs and peer-reviewed journals. For information about ASCO, visit [www.asco.org/presscenter](http://www.asco.org/presscenter). Patient-oriented cancer information is available at [www.cancer.net](http://www.cancer.net)

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