

The Mission of Hematology-Oncology Associates of CNY is to provide the highest level of quality care in a healing environment for the mind, body and spirit of patients dealing with cancer and blood disorders.



Oncology Medical Home™

Hematology-Oncology Associates

One of Six Certified
Oncology Medical Homes
in the United States!

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Quote for the Quarters

“Nothing is Impossible,
the word itself says I'm
possible!”

– Audrey Hepburn



Cancer Awareness Day at the Chiefs!

If you missed our HOA sponsored “Cancer Awareness Day” at the Syracuse Chiefs, be on the lookout for next year’s opportunity. It was a beautiful day in Syracuse and the proceeds from the 50/50 raffle and the sale of great jerseys all went to CancerConnects—a foundation that resides deeply in the heart of Hematology-Oncology Associates. Founded by our practice, way back in 2006, CancerConnects’ mission is to facilitate the journey for all cancer patients in CNY. They do this in so many wonderful ways—check out their website at:

www.CancerConnects.org.

The first pitch was thrown by Dr. Rich Cherny! If you’ve read Dr. Cherny’s bio on our website, you know his dream was to become a professional baseball player. We’re glad he went with Plan B! Here are some great shots of that day!



Dr. Rich Cherny—pitching the first ball!

Dr. Santo DiFino watching the game



CancerConnects is pleased to continue their work to facilitate connections for everyone throughout Central New York who has been diagnosed with cancer. If you are interested in connecting with a cancer survivor mentor or if you're interested in becoming a mentor to cancer patients, please contact CancerConnects.

www.cancerconnects.org or (315) 634-5004

Hematology-Oncology Associates of CNY has made it easy for you to communicate with us through our [online Patient Portal](#)

We currently have more than **5,700 patients** successfully utilizing their portal!

Log In To Check Out Our Exciting New Look!

PORTAL NEWS



Messages

View Your Messages



Pay Bills

Pay Your Bill Online



Ask a Question

Ask Your Health Care Team a Question

- ◆ **Ask a Nurse**
- ◆ **Ask a Question about an appointment**
- ◆ **Request Medical Records**
- ◆ **Ask a question about your bill**
- ◆ **Request a Prescription Renewal**
- ◆ **Ask the Coag Clinic**
- ◆ **Ask a Social Worker**
- ◆ **Ask a Dietitian**

Once you're registered, you can enjoy these features through our website.

Go to www.hoacny.com and click on "Patient Portal"

Need Assistance?

Click on the "Orange" banner on the bottom of the page.

Chat for tech support!



For the Mind and Spirit

More Support for our Patients * Free to All !!

Support Group for Recurrent & Metastatic Disease

This support group is dedicated to providing guidance to those cancer patients with recurrent and metastatic disease. The unique aspects of this journey are explored with patients who are experiencing similar challenges. This group meets the 1st & 3rd Wednesday of each month from 4-5:30 pm at Brittonfield in the 3rd floor conference room and is facilitated by Gussie Sorensen, LCSW-R and Beth Connelly, NP.

Look Good... Feel Better

Cosmetology professionals will help you with make-up application, dry skin, discolored nails, choice and care of a wig, scarves, turbans and hats. Please call and register for sessions in East Syracuse & Cayuga, Jefferson, Lewis, Madison, Oneida and St. Lawrence Counties.

American Cancer Society

6725 Lyons St., East Syracuse

Call 1-800-227-2345

Breast Cancer Support Group

Second Wednesday of each month from 4-5:30 in the Brittonfield Board Room, 3rd Floor

Facilitated by Gussie Sorensen, Katie Tindal and Emeline McShane



- ◆ Young Adult Programs
- ◆ Brain Tumor Family Retreat
- ◆ Women & Men's Oncology Programs

315-434-9477 www.campgooddays.org



The mission of Healing Harmonies is to create partnerships between the musicians and local healthcare and wellness providers, with the intent to bring live music with therapeutic benefits to patients, their families, and healthcare staff in CNY. Music has been recognized to have immense benefits for patients through stress and anxiety reduction, lessening the side effects of chemotherapy, and reducing the amount of pain medication needed before and after surgical procedures. We are pleased to offer this to our patients.

Healing Harmonies



Oncology Medical Home™ and commitment to patient centered cancer care. In

May, we received Full Accreditation status from the Commission on Cancer as an Oncology Medical Home (OMH). There were ten practices in the US seeking this recognition; HOA is one of six (6) that received this prestigious designation, making us the **first and only cancer practice in New York State to achieve this status!**

This accreditation program is the result of a collaborative effort with a steering committee of cancer care organizations, advocacy organizations, insurers, the Community Oncology Alliance (COA), and the Commission on Cancer (CoC).

The OMH model promotes standards and quality-centric processes that provide a coordinated, efficient, patient-focused system for delivering quality care. These enhanced standards include objective, reportable, continuously measured criteria that demonstrate improvement. COA developed the OMH program to address the twin needs of quality care and payment reform to decrease the cost of cancer care for patients and the healthcare system. To achieve this status, HOA, in addition to compliance with all quality standards and measures, had to undergo an on-site inspection and evaluation of our practice.

“Comprehensive OMH criteria for evaluation and patient-centered care standards were developed,” said Dr. Anthony Scalzo, president of HOA. “Accreditation formalizes the processes and standardizes the measurement criteria for an OMH practice and will enable a meaningful reduction in costs to patients and the healthcare system. OMH practices represent the future of cancer care delivery in this country.”

“We have chosen the OMH practice model as a way to deliver continuously improving care to our patients while controlling the cost of care,” said Maryann Roefaro, CEO of HOA. “Not only do we believe that our patients’ care will benefit now, this model represents the best opportunity for future care and savings. The implementation process came with an incredible amount of effort, commitment and additional expense to our practice. In times of decreasing reimbursement, this says a great deal about the quality and nature of our physicians.”



*We're not miles away
Just miles ahead*



The Wellness Center



A beautiful and healing atmosphere is provided as a haven of opportunity for the mind, body and spirit. Check out the Wellness Center's schedule of classes and services on the web!

www.hoacny.com — Wellness Center

(315)234- HOPE

Hematology-Oncology Associates Comprehensive Outpatient Treatment and Support Services

- ◇ Chemotherapy and Radiation
- ◇ Clinical Research
- ◇ CyberKnife®
- ◇ Clinical Laboratory
- ◇ Pharmacy & Patient Rx Center
- ◇ CT and Other Diagnostic Testing
- ◇ Patient and Family Counseling and Support Group Services
- ◇ Nutritional Counseling
- ◇ Integrative/Complementary Therapy
- ◇ Cancer Rehabilitation / Survivorship
- ◇ Community Educational Programs

Amenities

- ◇ State of the Art Facilities
- ◇ Imaging Services
- ◇ Boutique at Brittonfield
- ◇ Flat Screen TV's
- ◇ Patient Internet Access
- ◇ Free Parking
- ◇ Patient Education Area
- ◇ Electronic Medical Record

Rome Office Closing October 1, 2015

Closing our Rome office was a very difficult decision for Dr. Richard Cherny and the Board of Directors of Hematology-Oncology Associates. We have been committed to the Rome community by having an office for over ten (10) years. The economics of cancer care, however, have changed dramatically over the past 10 years. Medicare reimbursement has been cut each year, reducing cancer practices' income by millions of dollars. Since 2008, 313 cancer practices in the nation have closed, 395 are struggling financially and 544 physician practices have been acquired by hospitals. Studies have demonstrated that cancer care provided in hospitals costs up to 50% more than the same care in the physician's office before being acquired by a hospital. Fear of the future of cancer care and pending reimbursement is a fundamental driver for the physicians in these acquisitions. In the long run, this venue for cancer care may not prove optimal for our nation and be the most efficient and cost effective alternative.

We hope our patients will remain with HOA, as our Brittonfield office is less than a mile from NYS Thruway Exit 34A, and about 25 minutes from Rome. We will continue to welcome all new patients. For more information about cancer cuts, Physician Practice Impact reports, Actuarial studies of cancer costs in physician practices vs. hospitals, please visit: www.communityoncology.org. We invite you to get involved.

www.communitycountsadvocacy.org



Integrative Medicine /Wellness Programs 315-234-HOPE

Integrative or Complementary Therapies are services that support your current medical treatment and are never intended to replace it. They are for patients who are seeking wellness or well being of not only the physical body, but of the mind, body and spirit.

Massage * Reiki * Healing Touch * Yoga * CranioSacral Therapy * Foot Reflexology
Light Therapy * Meditation * Acupuncture * Tai-Chi * Zumba * and more

Offered at our Brittonfield Office &/or The Wellness Center at Medical Center West

Please visit our website or call 315-234-4673 for details or to set up an appointment



On behalf of Chris Viehbacher, Chairman of the *CEO Roundtable on Cancer*, I am proud and honored to confirm that *Hematology Oncology Associates of Central New York* has been re-accredited as a *CEO Cancer Gold Standard™* employer for 2015. Your team continues to show dedication and commitment to maintaining this high standard of excellence in cancer prevention, early detection and quality care. It is because of your leadership that your employees and their families will continue to celebrate their employer's keen interest in their health and well-being.

As a *Gold Standard* employer, you are sending a strong message to your employees each and every day: "*We care about your health.*" I hope you take great pride in that. Congratulations on continuing to meet the high standards of this initiative, which will not only help with cancer prevention, but will assist in reducing the risk for other serious conditions such as obesity, and chronic and costly diseases such as diabetes and cardiovascular disease.

Chris and I send our thanks for your commitment to the health of your employees along with our

Choicest regards,

Martin J. Murphy, DMedSc, PhD, FASCO

Chief Executive Officer, *CEO Roundtable on Cancer*

Important Information—Oncology Medical Home

Hematology-Oncology Associates is an accredited Oncology Medical Home.

We are committed to providing as many services you need for your care. We will coordinate care with your primary doctor and other specialists when you need care that we cannot provide.

Call us first (315)472-7504 for any concerns, symptoms, questions or problems that arise.

We have oncology trained nurses who will help us figure out how urgently you need to be seen. If you need to be seen today, we will do it. If you require hospitalization or it is an emergency that we cannot manage, we will help expedite your care by notifying the hospital.

Your treatment team includes a medical oncologist who has expertise in the care of patients with cancer and in the use of cancer fighting drugs, pain medications and symptom management. If you require radiation you will have a radiation oncologist and radiation therapists on your team.

Other team members include a nurse practitioner or physician assistant, oncology certified registered nurses and patient navigators who will help to schedule and coordinate your appointments. In addition, your team includes financial counselors, oncology certified social workers, an oncology certified dietician and a cancer rehabilitation specialist. Please don't hesitate to ask for assistance from your team.

The health care team cares for you from the moment of diagnosis throughout the course of the disease and survivorship by:

- ◆ Listening to your personal needs and goals
- ◆ Helping you understand your type of cancer and answering your questions
- ◆ Talking with you about your treatment choices
- ◆ Coordinating and keeping track of your care, treatment and medications
- ◆ Working with you to improve your quality of life, managing your pain and symptoms
- ◆ Taking care of you when you are sick
- ◆ Providing you with a treatment summary and follow up care plan upon completion of treatment