

Nov. 10, 2009
For immediate release

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ONCOLOGY ALLIANCE TO JOIN AURORA ADVANCED HEALTHCARE

Milwaukee, Wis. — The physicians of Oncology Alliance, the premier medical group serving cancer and hematology patients in southeastern Wisconsin, announced today that they will join Aurora Advanced Healthcare.

Aurora Health Care is a leader in cancer care, treating more newly diagnosed patients than any health care provider in Wisconsin.

The 18 Oncology Alliance physicians will practice as part of the Aurora Cancer Care team of highly trained and experienced cancer care specialists.

“Cancer patients will benefit greatly as we combine the expertise of the Oncology Alliance physicians with all of the resources of Aurora’s fully integrated system of care,” said Gene Monroe, M.D., president of Aurora Advanced Healthcare. “The result will be new options for diagnosis and treatment, enhanced access to leading-edge technology, additional options for receiving specialty care close to home, and new advances in the practice of oncology.”

Jacob C. Frick, M.D., president of Oncology Alliance, said he and his colleagues had explored various options for enhancing their practice.

“As we looked to take our oncology services to the next level of excellence, we recognized Aurora’s leadership in advancing cancer care,” Dr. Frick said. “We share the same commitment to providing the highest quality care and the best

possible patient experience. Integrated care was clearly the best choice for our patients.”

“This affiliation further strengthens our overall approach to integrated cancer care,” said Bruce Van Cleave, M.D., Aurora Senior Vice President and Chief Medical Officer. “The focus of this larger team of world class cancer specialists is on providing coordinated cancer care to the people we serve throughout eastern Wisconsin.”

Oncology Alliance offers a complete range of oncology and hematology services, caring for patients at 11 sites, from Mequon south to Kenosha. The medical group offers aggressive, leading-edge treatment as well as support services for patients and their families.

Many of the Oncology Alliance physicians are board-certified in both hematology and medical oncology. Practicing with them are 10 nurse practitioners and physician assistants, certified oncology nurses, social workers, a dietitian and other professionals.

The Oncology Alliance physicians also maintain a robust research program, connecting their patients with clinical trials that are advancing cancer treatment. They will have the support of Aurora’s extensive clinical research infrastructure, which oversees hundreds of research projects. At any given time, physicians are engaged in more than 100 oncology clinical trials.

“The specialists and staff of Oncology Alliance have earned a reputation for outstanding cancer care, and we could not be more excited about their decision to join us,” Dr. Monroe said. “This is about achieving better outcomes for the thousands of cancer patients who entrust their care to us each year.”

Aurora Health Care offers a full range of cancer services to patients throughout eastern Wisconsin, treating about 6,000 newly diagnosed patients each year. Aurora’s cancer team includes surgeons, medical oncologists, radiation oncologists, radiologists, pathologists and behavioral health physicians who specialize in cancer care. Aurora’s specialized cancer programs include breast, colorectal, lung and gynecologic services led by fellowship-trained physicians and surgeons who focus exclusively on cancer.

Aurora patients also have access to the latest treatment technology including Cyberknife, Gamma Knife and advanced robotic surgery. With locations in 13 communities, Aurora’s Vince Lombardi Cancer Clinics provide medical oncology care close to home for patients in eastern Wisconsin, fighting cancer on all fronts with education, prevention, diagnosis, treatment and support.

Aurora Health Care is a not-for-profit health care provider and a nationally recognized leader in efforts to improve the quality of health care. Aurora offers services at sites in more than 90 communities throughout eastern Wisconsin.

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