Hi, Another long email re infusions – apologize for the length of these emails, but think it’s important we understand overall market in the area of our infusion locations.

I did a local internet search to determine what medical practices offer infusion services in their offices.  I am not certain if they infusions they offer are specific to their specialty or if other infusion drugs are offered, however, overall it seems they are specific to their specialties.

A search for East Brunswick came up with CJD and no other MD offices. For Somerset, Infectious Disease Care came up, but they do not offer Infusion at this time in the Somerset office (see below).

We have a relationship with the first 5 practices noted below, as they refer onc/hem pts. to us.  Noted are links to their infusion pages (Center for Arthritis doesn’t have infusion page), and new pt. referral numbers for the period Jan. thru Sept. 2018 (NOT infusion pts.).

* Rheumatology Center of NJ, offices in Princeton, Monroe, Flemington, Somerville <https://www.rhcnj.com/contents/services/infusionsinjections> ; called office and they “think” they only do **infusionsin Somerville office**. I visited Monroe office, limited hours, very small, so most likely they do not do infusions there.  3 MDs here referred 14 new onc/hem pts. in 2018.
* Gastromed offices in Bridgewater and Hillsborough <http://gastromedhealthcare.com/infusion-suite/> - they only do **infusions in Hillsborough** – see photo of infusion suite on website – small. 4 MDs referred 13 pts.
* Center for Arthritis and Rheumatology, **Edison,**<https://sites.google.com/site/drwadietoma/>.  Single physician practice Wadie Toma, MD. Came up in Infusion searches, but no infusion info on website.  referred 3 pts. to us.
* Digestive Healthcare Center, offices in Hillsborough, Somerville, Warren <https://dhccenter.com/get-411-infusion-therapy/> . **Hillsborough main office and Infusion Center is there** in a separate suite (#400) - have designated phone prompt that directs you do Infusion Center, seems organized, so probably nice facility.  7 MDs referred 27 pts.
* Infectious Disease Care have 8 offices – **currently offer Infusion in Hillsborough, Randolph and Oakhurst and are setting up infusion office now in another location,** but person on phone wasn’t sure which location. <http://www.idcare.com/Specialties-and-Services/Infusion-Care.aspx> 34 MDs referred 10 pts.

Hunterdon Gastro Associates offices in Somerville and Flemington <https://hunterdongastro.com/>. Came up in Infusion searches, but no infusion info on their website. Called and they said only do **infusions in Flemington.** 9 MDs here – have not referred in 2018 (one MD referred in 2017)

I came across a nice website infusion page from a local practice and thought I would pass it on for your thoughts.  Rheumatology Center of NJ is in Somerville, where we have an infusion office. <https://www.rhcnj.com/contents/services/infusionsinjections>

* You will see their page has a listing of the infusion drugs offered, with brief explanation and a link to the pharma website. Can you please advise if you would recommend us doing something like this on our page?   *Also, would there be an advantage to doing this in regard to internet traffic - could this be set up to help direct internet infusion search traffic for these specific drugs to our website?*
* They also have info on conditions -  maybe we pass on this – but what are your thoughts.
* Location links - The advantage to us doing this is we could subtly clarify the difference between Somerset Infusion and RCCA CJD infusion offices, (Steeplechase Suite 2100 vs. Suite 2500) which I noted in my previous email re internet.  Also, Rheum Center of NJ is in Somerville too.
* Our infusion rooms look nice and we have some nice photos, maybe we should add some of these photos to the page, so that people have an idea of how nice rooms are/comfortable environment, etc.  I think we may have some photos from Somerville, and since confusion there (and local competition) maybe photos would help.

Can you please advise – would it be worthwhile to add some of this to our Infusion Services page?  Or any other ideas to attract patients?  I know HS sometimes advises re having too much on a page, so we would appreciate your advice.

RWJUH Somerset Infusion Therapy Center, <https://www.rwjbh.org/rwj-university-hospital-somerset/treatment-care/infusion-therapy-center/>.  This Somerset Infusion Center is located right across the hall from our CJD office with CJD being Suite 2500 and Somerset Infusion Suite 2100.

There are infusion centers at hospitals, but only one I noted was Somerset, as it is across the hall from RCCA CJD office and we need to address this location, as they advertise as Steeplechase, resulting in confusion.

A thought regarding pts. who find us on the internet.  Are pts. going to be hesitant to come to an onc practice for infusions if not onc pt?  Maybe we need to address this – as I recall in the past we went thru the issue of pts. questioning why they were coming to an onc practice if hem pt.  In general, I think anyone wants to stay away from onc. It may be beneficial to address this with Healthcare Success and get their thoughts on this.

I have set up our 5 infusion locations on [2infuse.com](http://2infuse.com/) and National Infusion Center Locator websites.  Both of these websites are sponsored by pharmas, and many of the pharma websites direct those searching for infusion locations to these sites.

A few of the pharma websites have infusion location info on them.  I will work on adding/updating cjd info on these sites as well.

Thought I would just pass on some additional info for our meeting tomorrow.  Majority of pharma sites do not direct to infusion centers.  I searched for name of drug + infusion center near me.  Please see attached sample of results of such Google search. Maybe we can discuss listing like this on our call tomorrow. Is it worth setting something up like this for certain drugs? Estimated cost?

I also came across a few more website infusion pages that I thought may be helpful to pass on for ideas.  Many seem to have photos of their infusion areas, and as some of our office infusion areas are very nice, with recliner chairs, etc. we may want to consider adding some photos to our website, etc.  I think we may have a few from 2017 photoshoot from our EB & Somerset locations.  If needed, maybe we would consider having additional photos taken if HS advises we should have photos.

<http://www.infusioncenterofpa.com/>

<http://www.arthritispa.com/patient-info/advanced-treatment/infusions/infusion-therapies/>