

RCCA/Hamilton Brochure: Questionnaire

1. What is most important for referrers to know about RCCA doctors?
* Referring physicians have expressed that they like physician retention at this site and likes to have long term relationship with oncologist and same is true for their patients
* Likes to have experienced and skillful oncologists
* Likes to have all oncology care locally if possible
1. Are we focusing on promoting RCCA solely in the Hamilton community?
* Yes, this is the intent of this brochure. Hamilton including surrounding areas. Main competition is with Capitol Health and Princeton Medical Center.
1. What would be considered competitive with Hamilton Cancer Center?
* As above. Capitol Health (Pennington, Lawrenceville etc.) and Princeton Medical Center now under U Penn
1. What, specifically, about the RCCA doctors at Hamilton Cancer Center do referring doctors need to know but presently do not?
* Perhaps need to emphasize recognition as Top Docs & COPI certification
* Large independent private practice (not employed by Rutgers or RWJBH, but don’t have to mention directly like this)
1. Which services at Hamilton Cancer Center at RWJ are RCCA’s and which are not? Are we leveraging both sets?
* RCCA provides only medical oncology service
* Infusions services are provided by RWJUH Hamilton
* Radiation Oncology is under Rutgers CINJ
* Breast surgery, Thoracic surgery is under Rutgers CINJ
* Colorectal surgery is provided by RWJUH Hamilton
* So the emphasis will be Comprehensive Oncology services are being provided at the Cancer Center (one stop shopping concept). These services can be mentioned briefly without too much details.
1. What are the main points that you want to highlight on this brochure?
* Experienced and skilled physicians
* Conventional chemotherapy, Immunotherapy, Biologic Treatments, Molecular and Mutational based Precision Targeted Therapy, Oral Cancer Therapy
* Access to variety of national and Industry Clinical Trials
* Access to multi-disciplinary Teams including Medical Oncologists, Radiation Oncologist, Surgical Oncologists, Pathologists, Radiation Oncologists, Cancer Geneticist, Patient Navigators, Clinical Research Nurses, Registered Dietician, Clinical Pharmacists, Social worker
* Infusion Services Comprehensive cancer care under one roof at the Cancer Center
* Radiation Therapy: Image Modulated Radiation Therapy, Image Guided Radiation Therapy, Stereotactic Radiosurgery
* Surgical Oncologists Consultations for Breast, Colorectal, Thoracic and Brain & Spine Surgery
* Ancillary services at the Cancer Center: Genetic counselling, Nutritional services, Cancer Rehabilitation, Social worker services, Palliative care, Spiritual counselling, Holistic Medicine including Massage, Music & Art Therapy, Looking Good Boutique
1. From a design/layout standpoint is there anything you are specifically hoping to see?
* An appealing design for RCCA at Hamilton: The Cancer Center at RWJUH Hamilton emphasizing state of the art cancer care with whole line of ancillary & supportive therapy at one place