**Outline** – Hamilton Brochure\_v1

Regional Cancer Care Associates–Central Jersey

**COVER**

* Headline
* Hero image
* Logo

**INSIDE LEFT**

**General/About**

* Comprehensive, state-of-the-art cancer care under one roof
* Local – Close to home
* Large, influential
* Independent
* Proven, longstanding, known for excellence
* Integrated into the community, medical community, cancer-care system in Hamilton
* QOPI-certified

**Doctors**

* Experienced
* Skilled
* Top Docs
* Retention (relationships)

**INSIDE RIGHT**

**Services – Comprehensive, “one-stop”**

* Medical Oncology – chemo, immune, biologic, molecular/mutational precision targeted therapy, oral cancer treatment
* Infusion (RWJUH)
* Radiation Oncology (Rutgers CINJ) – RT, IMRT, IGRT, SRS,
* Breast/Thoracic Surgery (Rutgers CINJ)
* Colorectal Surgery (RWJUH)
* Ancillary services – genetic counseling, nutrition, cancer rehab, social work, palliation, spiritual counseling, massage, music, art, looking-good boutique

**Collaborative Care**

* Working with other cancer specialists
* Interacting with other doctors (non-oncology)
* Access to multidisciplinary team: MO, RO, SO, patho, geneticists, navigators, dietitians, clin pharmacists, social workers.
* Access to clinical trials

**Call to Action**

**BACK COVER**

* Logo
* Identity
* Address
* Key marketing bullets (if space permits)