**BROCHURE**\_v1

Regional Cancer Care Associates – Central Jersey Div.

**COVER**

***When facing cancer,***

*you deserve expertise, experience, genuine caring and total commitment.*

**INTRO**

***State-of-the-art cancer treatment and dedicated, compassionate care in Central Jersey.***

Intro Body Copy:

A cancer diagnosis changes everything.

At the Central Jersey Division of Regional Cancer Care Associates, we understand this. That’s why our highly trained, experienced and reputable cancer doctors are completely committed to your best interests and optimal health. Along with our nurse practitioners, nurses, pharmacist and other dedicated team members, our oncologists are on a mission to transform cancer care by being patient-focused, research-based and life-enriching.

RCCA’s Central Jersey Division provides today’s highest standard of cancer and hematology care. We treat every type of cancer, follow the most advanced science and protocols, and strive to provide a sanctuary of excellence, precision, thoroughness and compassion. We also bend over backwards to deliver the support, education and individualized attention you need.

We are caring, concerned people who are committed to our community and to treating the whole individual, not just the disease. We’re also backed by one of the largest oncology-physician networks in the nation, empowering us to collaborate intensively with national cancer experts and research organizations and to always base our care on what is right and best for you.

[TESTIMONIAL SIDEBAR]

“To all of you beautiful people… thank you for all the comforting and caring treatment you have shown me and for getting through all of this. You have helped me keep a positive attitude, and I thank you so very much.”

— Doris B.

**INSIDE CONTENT**

***Trust reputable, highly capable doctors
at the forefront of cancer treatment.***

To give you the best possible chances against cancer, we’ve built a large team of cancer specialists who combine diverse backgrounds and skillsets with a shared commitment to excellence. Our oncologists trained at some of the world’s most distinguished medical institutions, are well known and highly capable, and are acknowledged for their expertise and leadership as professors, clinicians and researchers.

***Compassionate, results-focused care & support for…***

*• Breast cancer*

*• Lung cancer*

*• Colon cancer*

*• Prostate cancer*

*• Myeloma*

*• Lymphoma*

*• Leukemia*

*• Melanoma*

*• Pancreatic cancer*

*• Esophageal cancer*

*• Stomach cancer*

*• Ovarian cancer*

*• Head & neck cancer*

*• Liver cancer*

*• Brain tumors*

*• Blood disorders*

***Complete oncology and hematology
services and care coordination.***

For any cancer-related need, Regional Cancer Care Associates’ Central Jersey Division provides complete services, care, coordination and support. We treat every type of cancer (and blood disorder) using the highest-quality and most advanced science-based treatments... which we personalize to your unique needs. Here’s how we help you:

*• Cancer diagnosis, staging, treatment & care coordination*

*• Genetic counseling*

*• Chemotherapy, including targeted therapies*

*• Immunotherapy*

*• Biological & hormone therapy*

*• Coordination of radiation therapy, surgical treatment & supportive care*

*• Pain management & palliative care*

*• Research & clinical trials*

*• On-site oncology pharmacy services & expertise*

*• Diagnosis, treatment & management of blood-related disorders*

*• Patient education, counseling & support*

*• Hospice care*

***Ensuring the quality and continuity of your care.***

RCCA-CJD also takes responsibility for ensuring you get the care that will be most appropriate and effective for you, even if you don’t get it from us. We actively coordinate with other providers, stay involved, and always act in your best interests. With longstanding ties to these communities, we are well networked with other types of medical providers. And as independent oncologists, we’re not limited in which trusted specialists we can collaborate with for your optimal care and health.

***Maximizing convenience, accuracy and safety
with on-site pharmacy services.***

Many medications could be involved in your care, and your safety and treatment efficacy depend on them being exactly right. Our experienced oncology pharmacist reviews all treatment plans, oversees the administration of all medicines, and is involved in patient counseling, clinical research and the development of protocols. We also make your care safe and more convenient by dispensing your medications in our office pharmacies, which are staffed by caring, licensed oncology-pharmacy technicians.

***Comprehensive hematology care from
the leading edge of the discipline.***

Blood disorders can be scary. And whether malignant or not, they can affect many aspects of life. With experience, advanced training and board-certified knowledge and skill, RCCA-CJD’s oncology-hematology specialists provide complete hematology care from the forefront of the discipline. Our doctors and nurse-practitioners have extensive knowledge of blood and bone-marrow disorders, and they combine state-of-the-art diagnostics with comprehensive treatments to help you live a fulfilling, happy and productive life.

***Providing an environment and experience
marked by caring and support.***

At RCCA’s Central Jersey Division, we work on *your* behalf, strive to develop the best individualized treatment for you, and go the extra mile to provide you with the best possible patient experience. Our doctors, nurse-practitioners, nurses and staff treat you with honesty and compassion… and help you make informed decisions and get the guidance and support you need. As your neighbors here in Central Jersey, we’re committed to your individual needs.

***Caring, convenient and accessible.***

With 4 convenient locations in Central New Jersey and privileges at multiple local hospitals, we’re the community’s choice for convenience and treatment excellence — *delivered by people from these communities.* Plus, we can get you in fast, within just 48 hours, to see your doctor… or the same day if urgent. Here are some of the other ways we make it easy to get state-of-the-art, compassionate cancer and hematology care:

*• Newly diagnosed patients seen within 48 hours*

*• Radiology precertification*

*• Insurance accepted & filed*

*• After-hours physician available by phone*

*• Anytime-anywhere secure patient access to records*

*• On-staff financial advocates*

*• Languages spoken: English, Spanish, Portuguese, Mandarin Chinese, Fukienese Chinese, Italian, Tagalog, Urdu, Hindi, Punjabi, Gujarati*

**CALL TO ACTION:**

*If you or a loved one has cancer or a blood disorder, get advanced, experienced care backed by the expertise and genuine compassion of specialists dedicated to the community and to your best care and health.*

**Call (732) 390-7750 today!**

**BACK COVER**

***Comprehensive, leading-edge cancer care & hematology…***

• Cancer diagnosis, staging, treatment & care coordination

• Genetic counseling

• Chemotherapy, including targeted therapies

• Immunotherapy

• Biological & hormone therapy

• Coordination of radiation therapy, surgical treatment & supportive care

• Pain management & palliative care

• Research & clinical trials

• On-site oncology pharmacy services & expertise

• Diagnosis, treatment & management of blood-related disorders

• Patient education, counseling & support

• Hospice care

**Regional Cancer Care Associates**

**Central Jersey Division**

*Expertise. Compassion. Dedication.*

www.CentralJerseyRCCA.com

Maqsood Amjad, MD • Brian Canavan, DO • Andrei Dobrescu, MD • Bruno Fang, MD • George Karp, MD • Aysha Khalid, MD • Edward Licitra, MD, PhD • Michael Nissenblatt, MD • Beiqing Pan, MD, PhD • Phillip Reid, MD • Ellen Ronnen, MD • Jonathan Rosenbluth, MD • James Salwitz, MD • Richard Schuman, MD • Kathleen Toomey, MD • Seeta Trivedi, MD • Bruce Wallach, MD • Steven Young, MD

**East Brunswick**

Brier Hill Court, Building J2

East Brunswick, NJ 08816

Phone: **(732) 390-7750**

Fax: (732) 390-7725

**Somerset**

454 Elizabeth Avenue, Suite 240

Somerset, NJ 08873

Phone**: (732) 390-7750**

Fax: (732) 390-7725

**Edison**

34-36 Progress Street, Suite B-2

Edison, NJ 08820

Phone: **(908) 757-9696**

Fax: (908) 757-9721

**Somerville**

Steeplechase Cancer Center

30 Rehill Avenue 2nd Floor, Suite 2500

Somerville, NJ 08876

Phone: **(908) 927-8700**

Fax: (908) 927-8706

*– end –*