

Inside this issue

Reflect, review, regroup, and rejoice

Linda D. Bosserman, MD, FACP, Editor | Wilshire Oncology Medical Group, Inc., La Verne, CA

This last edition of our fourth year of *Community Oncology* offers a number of useful articles to enhance your practice of oncology.

Our opening article resonates with a theme we highlighted in our first issue: pooling real practice data on patient outcomes with standardized therapies. In this case, the focus is on LORHAN, the Longitudinal Oncology Registry of Head and Neck carcinomas. Beginning on page 714, Dr. Peter Tarr interviews K. Kian Ang about the project. Since 1999, Dr. Ang has been the chair of the Head and Neck Committee of the Radiation Therapy Oncology Group. We would encourage you not only to read this key article, but to participate in the registry.

Our Community Translation article on page 719 discusses managing iron overload with deferasirox (Exjade) and the comparison study with deferoxamine (Desferal).

We cover another hematologic issue in an interview on page 733 by Dr. David Henry of Dr. Bruce Cheson, who has been instrumental in broadening the research on bendamustine (Treanda) in the United States. This drug has shown promising activity in lymphomas, myeloma, chronic lymphocytic leukemia, and some solid tumors.

Improving patient adherence to self-administered oral cancer therapies is key to maximizing treatment outcomes. Our article on page 725 from Dr. Ann Partridge and her colleagues takes a multidisciplinary approach and offers practical suggestions from physicians, a nurse, social worker, and an advocacy/educator.

I must mention our psychosocial oncology article on page 748 in which science writer Patrick Young describes the Institute of Medicine report on caring for patients psychologically as well as physically. This is nothing less than a new standard of care that all of us must practice. I'm proud to count among our Editorial Board members Dr. Jimmie Holland, who has inspired and led the battle for recognition and treatment of distress in cancer patients. In a special interview on page 750, she adds her commentary on the challenges of ad-

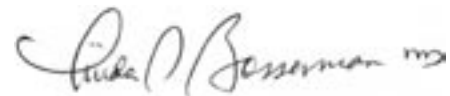
ressing psychosocial needs.

Another article that focuses on helping us practice better is on page 739. Drs. Saad and Abraham discuss managing the cardiac toxicity of trastuzumab (Herceptin).

On page 737, Nancy Payne and Melissa King of Cancer Centers of Florida offer insights into developing a culture of customer service in our practices. Given the continued payer pressures of lowering reimbursements for our services, a review of your customer service to patients, colleagues, local cancer support networks, and employers can ensure that your outstanding quality care is recognized in referrals.

Finally, our Washington Update commentary on page 746 emphasizes the need to regroup and continue our efforts to fight for patients in Congress. Ted Okon writes about the Congressional efforts to reverse Medicare restrictions on our use of erythropoiesis-stimulating agents under established evidence-based guidelines. We all owe Ted a debt of gratitude for his tireless work representing the voice of practicing cancer professionals and our patients in effecting critical legislative changes.

Lastly, let us rejoice in our many blessings as we prepare to share the holiday season with patients, staff, family, and friends. We can be grateful for the promising new drugs that continue to improve quality of life and survival for those touched by cancer and blood diseases. We can be grateful for the promising research that will bring further improvements. We are grateful for each of you who has contributed to the success of *your* journal by contributing succinct, practical real-time information. A final thank you to my co-editors, Lee Schwartzberg and David Henry, our editorial board, editorial staff, and the Elsevier leadership team who turn our ideas into effective communications with professionalism and good cheer.



Linda D. Bosserman, MD, FACP
Editor

© 2007 Elsevier Inc. All rights reserved.