



FOR IMMEDIATE RELEASE
Aug. 8, 2005

CONTACT: LeeAnn Donnelly
(919) 829-4450-Office
(919) 810-4589-Cell

CCNC Physicians Usher in New Era of Cancer Treatment in the Triangle

State-of-the-art facility opens today, brings all services together under one roof

RALEIGH, NC, Aug. 8, 2005 – Today, the Triangle’s leading oncologists will welcome patients to a new, state-of-the-art cancer treatment center when the doors open on Cancer Centers of North Carolina’s new facility at 4101 Macon Pond Road.

The opening of the 35,000 square-foot facility marks a new era of cancer treatment in the region and a pinnacle in CCNC’s 26-year history in the Triangle.

With the addition of this new, freestanding outpatient treatment center, along with CCNC’s other sites of care in north Raleigh, Cary and Dunn, CCNC’s physicians and staff are redefining what it means to provide dedicated, community-based cancer care.

Community-based cancer centers allow cancer patients to visit a medical complex where the facilities are designed exclusively for their convenience and comfort. All aspects of a patient’s treatment are under one roof — medical oncology, radiation oncology, diagnostic services, patient support services, laboratory, pharmacy and clinical research. In many cases, patients must travel between doctors’ offices and hospital campuses to receive their care. CCNC’s new center is designed to minimize this burden on cancer patients, their loved ones and caregivers.

“Having these services under one roof is an important point for patients who are often debilitated from their disease and its treatment. It’s important, too, for the family and friends who must often drive patients too weak to travel alone,” said Dr. Elizabeth E. Campbell, CCNC medical oncologist.

The focus on providing integrated oncology care in an outpatient facility reflects a growing national trend.

“More than 80 percent of all cancer care in the United States is delivered in the community-based setting, providing patients with treatment close to their homes, as they confront this devastating disease,” said Dr. William R. Berry, practice founder and medical oncologist. “Our center will provide the level of convenience that patients are seeking, and allow us to build on our commitment to the Triangle community.”

When the center opens today, CCNC will treat its first radiation therapy patient. Until now, CCNC’s patients have had to travel to hospital campuses or distant academic institutions to receive this type of

(Over)

treatment, which is often prescribed along with chemotherapy. CCNC's new radiation oncologist, Dr. John F. Reilly, will lead the practice's new radiation therapy and diagnostic radiology programs (*see attached release*).

In addition to radiation therapy and chemotherapy, CCNC will offer the following services:

- Medical oncology and hematology
- Computed tomography simulation to provide physicians with the images needed for advanced three-dimensional radiation treatment planning
- Access to the latest clinical trials
- Laboratory services
- Patient support services, including cancer support groups and financial counselors

CCNC has long offered its patients access to clinical research trials targeted to a wide range of cancers, including breast, lung and prostate. These programs provide patients with access to some of the newest, most advanced therapies available in cancer care today.

CCNC's History

Formerly known as Raleigh Hematology Oncology Associates, CCNC has been the primary cancer care provider in the Triangle since 1979. Dr. William R. Berry founded the practice on his own and has grown it to a 13-physician practice with five sites of care. In addition to the new facility at 4101 Macon Pond Road, CCNC has locations at 3320 Wake Forest Road in north Raleigh; 218 Ashville Ave. and 121 Edinburgh South Drive in Cary; and 700 Tilghman Drive in Dunn.

All of CCNC's physicians have admission privileges at the area's hospitals and look forward to continuing their longstanding relationships with the medical staffs at hospitals in the community.

CCNC's dedicated team of physicians is:

- William R. Berry, MD, practice founder
- Mark Yoffe, MD
- Stephen J. Tremont, MD
- Elizabeth E. Campbell, MD
- Alan D. Kritz, MD
- Maha A. Elkordy, MD
- Virgil L. Rose, MD
- Margaret A. Deutsch
- Paramjeet "PJ" Singh, MD
- Robert S. Wehbie, MD
- Neeraj Agrawal, MD
- Roy Cromartie, MD
- John F. Reilly, MD

CCNC's new center is located near the intersection of Blue Ridge and Macon Pond roads, directly across Blue Ridge Road from the entrance to Rex Hospital's emergency room. Patients who were receiving treatment at CCNC's location at 4420 Lake Boone Trail will now receive treatment and see their doctors at the new center on Macon Pond Road.

About CCNC

Established as Raleigh Hematology Oncology Associates in 1979 by Dr. William R. Berry, Cancer Centers of North Carolina is a comprehensive outpatient cancer treatment practice consisting of 13 board-certified physicians, nurse practitioners, oncology-certified nurses, research specialists, laboratory technicians and administrative and support staff. The practice currently serves five sites of care in the greater Triangle, with services in Raleigh, Cary and Dunn. CCNC's physicians are specially trained in hematology, medical oncology, radiation therapy and clinical research. Comprehensive practice services include laboratory services, administration of chemotherapy, pharmacy services, clinical research trials and financial and insurance counseling. The practice works closely with Hospice of Wake County and various home care providers, and provides resources for a number of patient and family support groups. For information, call (919) 781-7070 or go to www.cancercentersofnc.com.