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D3 ONCOLOGY SOLUTIONS LAUNCHES SABRE™ PROGRAM FOR ACCELERATING SRS/SBRT IMPLEMENTATIONS

Comprehensive solution brings surgeons and radiation oncologists tools and knowledge to collaborate on improved patient outcomes

PITTSBURGH, July 26, 2011 – D3 Oncology Solutions today announced that it will begin offering a comprehensive product to radiation oncologists and surgeons to rapidly but safely implement a successful SRS/SBRT program. The product is called SABRE™ based on the more accurate description of SBRT as stereotactic ablative radiation therapy (SABR). D3’s SABRE™ program brings together essential components of a successful implementation of radiosurgery, including clinical training for surgeons and radiation oncology teams, accurate small-field dosimetry, peer-to-peer consultations, go-live support, reimbursement guidance, follow-up reviews of quality assurance and claims accuracy with the experience of one of the nation’s most experienced clinical and technical teams.

Despite the published patient benefits of stereotactic radiosurgery (SRS) and stereotactic body radiation therapy (SBRT), many cancer programs across the United States have not yet implemented this service line, even though most modern linear accelerators have capabilities to deliver radiosurgery. “Engagement of surgeons in SRS/SBRT delivery is critical to program success but availability of training and certification is often limited. Additionally, the targeted nature of SRS/SBRT can be daunting for many physicians, especially in light of recent high-profile errors that resulted in patient injuries,” said Ron LaLonde, Ph.D., D.A.B.R., chief scientific officer for D3 Oncology Solutions.

Building on its existing core capabilities in clinical training, commissioning, advanced treatment planning and clinical pathways, D3 is collaborating with the University of Pittsburgh Cancer Institute, UPMC Cancer Centers and Revenue Cycle Inc. to provide best practices and peer-to-peer support for cancer centers and surgeons.

“Our success with SRS/SBRT at UPMC Cancer Centers has been centered around the close collaboration between surgeons and radiation oncologists in the patient identification and care delivery process, providing options to patients who were not otherwise candidates for other treatment strategies,” added Dr. Dwight Heron, professor of radiation oncology at the University of Pittsburgh School of Medicine and vice chairman of radiation oncology at UPCI. “SABRE™ brings together the necessary knowledge and precise tools essential to replicate UPMC’s SRS/SBRT success for cancer programs in other markets.”
Finally, as part of a broader strategic collaboration, D3 Oncology Solutions has partnered with Revenue Cycle Inc., a recognized leader in billing and coding in oncology, to bring critical programs for billing and coding training, claims accuracy review, verification of payment coverage by the top payers in each market and ongoing support for an extended period. “We’re very excited to be able to leverage the success of both D3 and Revenue Cycle to help cancer programs ensure that the launch of SRS/SBRT will be clinically and economically robust,” said Ron DiGiaimo, CEO of Revenue Cycle.

About D3 Oncology Solutions
The mission of D3 Oncology Solutions is to develop and deliver leading edge solutions that accelerate the quality, safety, efficiency and outcomes of cancer patients’ care at radiation and medical oncology centers around the world.

With unmatched expertise for more than a decade, D3 has assisted hundreds of cancer centers in the United States and internationally. D3’s solutions are guided by close collaboration with leading radiation oncologists, medical oncologists and medical physicists at UPMC Cancer Centers and The University of Pittsburgh Cancer Institute.

From flexible options for linear accelerator commissioning, clinical training and radiation treatment planning to tools and programs that support clinical quality such as Via Oncology Pathways, D3’s suite of solutions accelerates excellence in the delivery of cancer care.

D3 is an affiliate of UPMC, an integrated global health enterprise headquartered in Pittsburgh and one of the leading health systems in the United States. For more information, visit www.d3onc.com or call (412) 365-0710.

About Revenue Cycle Inc.
Revenue Cycle Inc. is a medical and radiation oncology consulting resource for the oncology industry. Our consultants and affiliated companies provide comprehensive services to healthcare providers including consulting, auditing, training, billing and coding, electronic medical record conversion, corporate vendor relations, cancer center development and practice management. We can help identify practical ways to streamline financial record-keeping, cut operational costs, maintain compliance with federal regulations, and improve profitability.

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