



Press Release

Association of Northern California Oncologists Taps Via Oncology to Support its Payer-Provider Partnership Strategy

Via Oncology™ Pathways Provide a Way Forward for Community Oncologists in Northern California to Forge Partnerships with Third-Party Payers

PITTSBURGH — September 16, 2010 — Via Oncology, developer of clinically precise and expertly managed treatment algorithms for cancer, announced that the Association of Northern California Oncologists (ANCO) has selected Via Oncology™ Pathways as a preferred pathways option for its members. Via Oncology Pathways are evidenced-based clinical algorithms that standardize best practice cancer treatment, optimize patient outcomes, and promote efficient resource use. ANCO represents approximately 400 hematologists/oncologists throughout Northern California and Oregon.

“The future belongs to oncology groups that adopt evidence-based therapies in order to standardize treatments, achieve good outcomes for patients, and utilize healthcare resources efficiently for payers and patients alike,” said Kathy Lokay, president, Via Oncology. “With Via Oncology Pathways, oncology practices can demonstrate that their treatment plans are based on the best, most current scientific evidence. And that establishes the foundation for new partnerships with payers to reduce external utilization controls and align reimbursement incentives to reward efficiency and quality.”

“Payers want oncology groups to reduce treatment variation and control costs. Oncology physicians want to maintain their ability to act in the best interests of their patients and to receive appropriate reimbursement,” said Jose Luis Gonzalez, executive director, ANCO. “Pathways enable oncology groups to bring a proactive, physician-directed strategy to the table with payers.”

Via Oncology Pathways are developed and maintained on a quarterly basis by a combination of community and academic oncologists organized in 15 disease-specific committees. “Each committee’s disease experts define the best treatment for each state and stage of disease according to a hierarchy of efficacy, toxicity and cost,” said Peter G. Ellis, M.D., medical director of Via Oncology and deputy director of clinical services, UPMC (University of Pittsburgh Medical Center) Cancer Centers.

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The Pathways Portal™, Via Oncology's Web-based application for real-time decision support, has been proven on the front lines of clinical care by practicing oncologists for more than four years. It enables oncologists to apply the Pathways at the point of care and select and implement the best cancer treatment for each individual patient. Its intuitive user interface requires minimal training before implementation. In addition, the Pathways Portal does not require that practices have an electronic medical record (EMR) system in place. For those that do have an EMR, interfaces are available to integrate Pathways into physicians' workflow.

A new Advance Care Planning module is included in Via Oncology's next software release, scheduled for January 2011. The module supports a compassionate approach to end of life care.

About Via Oncology

Via Oncology, LLC, a subsidiary of UPMC (University of Pittsburgh Medical Center), is the cancer value management solution for oncologists, health systems and payers. Via Oncology Pathways are the only treatment algorithms for cancer that are comprehensive, clinically precise, rigorously developed, and expertly managed. With the Pathways Portal™, a Web-based decision support system, oncologists select a single best treatment for each individual patient based on state and stage of disease. Consistent, evidence-based care, excellent outcomes and sustainable cost management — that's the Via Oncology solution. Learn more at www.viaoncology.com.

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