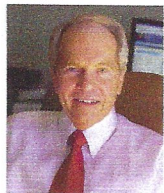


The right choice for your cancer treatment

ROBERT BOISSONEAULT ONCOLOGY INSTITUTE

BY DR. NORMAN ANDERSON, CEO



Why would the Robert Boissoneault Oncology Institute differ so much from any other cancer practice? Because you become...our family. And together, impossible cures have been achieved for greater than three decades.

In addition, we recognize our valued medical resources from both local providers as well as academic centers. Every detail is examined and weighed.

How is cancer care given? More than half of all patients require radiation at some point. Treatment at the Robert Boissoneault Oncology Institute is often given five days a week, sometimes twice daily, for several weeks. This schedule encourages recovery of healthy cells as the cancer dies.

Chemotherapy or immunotherapy delivered by medical oncologists occurs every two or three weeks, seldom more often. The idea of all care in one building is meaningless and misdirects our focus because the frequency of visits for each specialty differs. Excellent medical oncologists are available in Ocala, but this is why treatment can be combined when some elect chemotherapy at academic institutions in Gainesville, Orlando, Jacksonville, and Tampa while radiation is seamlessly provided by our practice.

The National Cancer Institute's definition of a "comprehensive cancer center" never implies radiation and chemotherapy need to be delivered close to each other. The emphasis on structural closeness detracts from the true mission of medical healing.

Delivery of all treatment within a single facility misleads one to expect communication. Not so. And medical studies don't require one physical location for enrollment in a treatment trial.

Could medical oncologists be employed within our institute? Yes, of course! And we are asked constantly to provide an in-house resource. But at this time, we defer. Our ultimate effort will always remain with you. You see, cancer specialists have different areas of expertise. There are seven radiation physicians in our practice. By the same token, to exclude outstanding medical oncology physicians would deny you a critical choice. The right team optimizes results...and peace of mind. We remain committed to both medical and emotional needs. For a cure, "one size" fits no one.

Instead, your unique medical team becomes personalized, interacting constantly. Working closely with your primary provider, cost-sensitive medical judgment is reinforced. As research has proven, one-location cancer facilities can encourage internal financial incentives to go unchecked and increase your expense.

100 percent of the Robert Boissoneault Oncology Institute facilities remain the only designated American College of Radiology private practice comprehensive cancer centers in North Central Florida... for over two decades! Why is this accreditation so important compared to any other national cancer board? Because protecting your health and safety demand strict national guidelines. Cutting corners on personnel or sophistication to reduce overhead is a dear price to pay when you become the victim. Only by

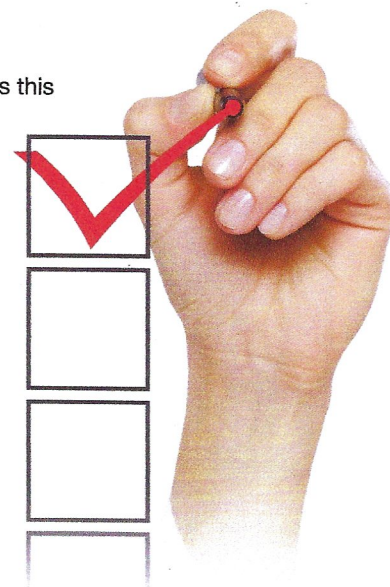
maintaining the highest standards is this accreditation earned. Academic centers demand it. All insurance providers recognize ACR accreditation to be the ultimate standard of care.

As expected, technically intense options of stereotactic-body radiation therapy (SBRT), internal applications known as brachytherapy, intravenously administered radio-pharmaceuticals, and stereotactic radio-surgery (SRS) are administered in our facilities every day.

The confines of a building don't stop our staff from making house calls. Recall how many times you have experienced that level of concern in the last 50 years. The Robert Boissoneault Oncology Institute is named after a best friend lost at a young age to cancer. His memory strengthens our sincere commitment to you, rather than an outside corporate influence emotionally deaf to your needs. You will NEVER be treated like a number, rather than a name. Our practice avoids a thoughtless line of waiting that stretches like a train.

Where treated should always remain your choice: without exception! When it comes to radiation, demand us! There is no substitute. And care is never denied because of finances. Please keep this article, refer to it, and check your insurance: you will find us there. Review our credentials: on-line website, with friends, in person. In this area of Florida, you already know someone who has experienced our care first hand.

We welcome you to come by, say hello, and meet our staff: to sense the comfortable difference. It will truly feel like home. Because if you ever need us, you will want our practice to be... your home.



The Robert Boissoneault Oncology Institute: a higher standard of care. Robert Boissoneault Oncology Institute has several locations in Ocala, The Villages, and surrounding areas. Their Ocala offices are located at 2020 SE 17th Street, in the Timber Ridge Medical Center at 9401 SW State Road 200 Building 800, and in The Villages at 1540 Clemente Court. They also have offices in Inverness and Lecanto. For more information, you can reach them by phone at 352-732-0277 (Southeast Ocala office), 352-861-2400 (Timber Ridge Medical Center), 352-259-2200 (The Villages office), 352-726-3400 (Inverness), or 352-527-0106 (Lecanto) or visit them online at www.rboi.com.