

## ACCC Member's Perspective

Medical oncologists talk about why they're involved with ACCC

**T**homas A. Marsland, MD, is a medical oncologist with Florida Oncology Associates in Orange Park, Fla., a large multi-specialty oncology group that includes 30 medical oncologists, 20 radiation oncologists, and 10 urologists.

Looking back, Dr. Marsland attributes his decision to enter the field of oncology to a number of factors, including "great" patients, the availability of exciting new treatment options, and the opportunity to help patients with the difficult choices involved in the fight against the disease. With an interest in general medical oncology, Dr. Marsland has also been involved in clinical research and has served as principal investigator on a number of lung cancer studies.

A long-time, active ACCC member, Dr. Marsland serves on the Association's Editorial Committee, Membership Committee, and Governmental Affairs Committee. "ACCC is viewed more as a hospital/cancer center organization with not as much focus on private practice, but the benefits are great. There are good programs for practice business ideas, such as ways to expand services and service lines, 'how to' information, and best practice [models]. ACCC's *Compendia-based Drug Bulletin* has been extensively used by practitioners."

ACCC member Barbara L. McAneny, MD, is CEO of New Mexico Hematology Oncology Consultants, Ltd., in Albuquerque, N.M. Dr. McAneny practices in and manages this physician-owned group of nine medical oncologists, three radiation oncologists, and five imagers, at three cancer centers and two clinics across the state of New Mexico.

Her decision to enter the field of medical oncology stems from her days as a medical student when she



**Thomas A. Marsland, MD**



**Barbara L. McAneny, MD**

was assigned to the acute Leukemia Ward at the University of Iowa. "I fell in love with every leukemic patient I met. Their courage, the fact that they could share their hopes and fears, and the strength they showed made me want to work for these brave people." The intellectual challenge of the oncology field also appealed to her. "I was also attracted by the astounding advances we made in confronting these illnesses and by

the fact that oncology included all of medicine rather than one organ system alone."

Today as a private practice medical oncologist, she cares for adults with any type of cancer. Her current clinical interests still include working with leukemia and lymphoma patients, and women with breast cancer.

Dr. McAneny first learned about the Association through an invitation to attend an ACCC meeting. "[The invitation] came at the time that I was beginning to take over the management of the practice. I needed to know a lot more about what I was doing, how healthcare worked, and what others were doing."

After attending that first meeting, she joined ACCC. "I realized I could learn about the other parts of oncology. At that time, we had not yet built our first cancer center, and I was trying to learn about integrating radiation and imaging into the practice. ACCC offered access to people with a lot of expertise and experience that I lacked."

Her practice continues to benefit from ACCC membership she says. "I look at part of my job now as trying to see into the future and know where the practice of oncology is going so that I can position my group to be in a position of strength in a scary changing market. I have learned about innovations, where Washington is going to lead us, what the main competitors are trying to do, and what the payers are trying to do. I have to understand these issues to do a good job for my people."

She encourages other medical oncologists to first understand those issues directly affecting medical oncology, and then attend an ACCC meeting with a focus on those sessions that explain the issues confronting other disciplines such as imaging and radiation, as well as the regulatory issues. 📖