



## In the News

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- **The Coming Wave In Contract Management**
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**THE COMING WAVE IN CONTRACT MANAGEMENT**

Hospital CEOs are increasingly seeking companies that can contract manage traditional functions, such as the business office and materials management, according to a survey published in the October 20, 1996, *Hospitals & Health Networks*.

Today only 1 percent of hospitals outsource either the business office or materials management. But executives responding to the survey said that contract management for the business office will increase tenfold, while contract management for materials management will increase fifteenfold.

One of the most notable areas where hospitals need help is physician practice management. CEO respondents to the survey expect outsourcing to increase in this area from the current 18 percent to 34 percent. Outsourcing for information systems and data management is also expected to nearly double, from about the current 10 percent to an expected 20 percent of responding hospitals.

Market penetration in clinical contract services appears to have peaked. With only a few exceptions, such as lab, dialysis, pharmacy, and rehabilitation, hospital executives said they do not plan to expand their clinical contracting.

The 1996 survey was conducted for *Hospitals and Health Networks* magazine by AHPI Market Research in Chicago and was sent to 1,200 hospital executives. The report is available by calling (312) 440-6840.

**BIOTECHNOLOGY: GROUNDS FOR HOPE**

The number of biotechnology medicines currently in development in the United States has grown by

fifty in the past year, a 21 percent increase, according to a report presented by the Pharmaceutical Research and Manufacturers of America (PhRMA). The nation's pharmaceutical companies are testing or seeking approval by the Food and Drug Administration for 284 biotechnology medicines.

PhRMA's annual survey of biotechnology products found that fully 40 percent of the products are being tested for cancer treatment; another 10 percent are for treating or preventing AIDS/HIV. The fastest growing category of biotechnology products is gene therapy, with twenty-eight products in 1996 compared to seventeen in 1995, a 65 percent increase. The second fastest growth is in vaccines, up 44 percent to sixty-two vaccines in development, including vaccines for cancer, AIDS, rheumatoid arthritis, and multiple sclerosis. Included among the biotechnology drugs being developed is anti-HER-2 humanized MAb, a monoclonal antibody that targets a growth-factor receptor found in at least 25 percent of women with breast and ovarian cancers.

To obtain the 1996 survey of biotechnology medicines, write PhRMA, 1100 15th St., N.W., Washington, DC 20005.

**NEW RESOURCES AVAILABLE FOR BREAST CANCER PATIENTS**

A new patient education service is available for breast cancer patients and their families and friends through Zeneca Pharmaceuticals, which has established a free public service, called the Breast Cancer Patient Education Service. The service provides the *Progress for Life* education package, which is designed to explain breast cancer issues in easy-to-understand language. Topics about treatment, including surgery,

radiation, chemotherapy, and hormonal agents, are addressed, as well as information about follow-up care and breast reconstruction. Callers also receive a patient's guide to understanding Nolvadex® (tamoxifen citrate), a widely prescribed hormonal anticancer agent. The Breast Cancer Patient Education Service can be reached by calling 1-800-34-LIFE-4 (1-800-345-4334), Monday through Friday, 8:15 a.m. until 4:30 p.m., Eastern Standard Time.

Another important resource is available from the National Alliance of Breast Cancer Organizations (NABCO). The 1996/97 edition of the *NABCO Breast Cancer Resource List* includes more than 2,000 books, brochures, videos, hotlines, and support groups useful for women and health professionals. This publication, which is supported by an educational grant from Glaxo Wellcome Inc., may be ordered from NABCO, 9 East 37th St., New York, NY 10016 by enclosing a check for \$3 and a self-addressed mailing label.

Finally, the National Breast Cancer Coalition (NBCC) is promoting its innovative science training program for breast cancer activists, Project LEAD (Leadership, Education, and Advocacy Development). The program trains breast cancer activists to serve as consumer advocates at every level of the research and policy process. These opportunities include sitting on advisory boards at the agency level, steering committees, data monitoring committees, and Institutional Review Boards at universities or hospitals. The training program lasts for four days and will be offered three times in 1997. For more information, call Project LEAD at 202-296-7477, ext. 585. ☐