



Palo Verde Hematology Oncology, Ltd. Receives Recognition for Cancer Care from Prestigious National Oncology Organization

Glendale, Phoenix and Scottsdale, Arizona – Palo Verde Hematology Oncology, Ltd. has become one of the first oncology practices in the nation to be recognized by the Quality Oncology Practice Initiative (QOPI®) Certification Program, an affiliate of the American Society of Clinical Oncology (ASCO). The QOPI® Certification Program is a new initiative to certify oncology practices that meet rigorous standards for high-quality cancer care.

“Palo Verde’s Physicians and staff are devoted to providing the highest quality cancer care to patients. Our advanced commitment is demonstrated by participating in ASCO’s QOPI program. We are very proud to be among the first to receive this certification proving our dedication to provide not just health care but “patient care”, said Lynn Ratzlaff, Practice Administrator.

“Increasingly educated patients and families demand accountability and the highest standards from cancer care providers,” said Douglas W. Blayney, MD, immediate past president of ASCO. “The QOPI certification will allow oncologists in the community to be at the forefront of cancer care, and to be recognized for their quality. The Certification Program will help practices determine whether they are providing the best treatment and care possible to their patients, and demonstrates a commitment to excellence and ongoing quality improvement in the hematology-oncology outpatient practice.”

QOPI is a voluntary, self-assessment and improvement program launched by ASCO in 2006 to help hematology-oncology and medical oncology practices assess the quality of the care they provide to patients. Through the QOPI program, practices abstract data from patients’ records up to twice per year and enter this information into a secure database. Palo Verde is one of 23 receiving the inaugural certification in 2010. More than 580 oncology practices have registered in the QOPI program.

QOPI analyzes individual practice data and compares these to more than 80 evidence-based and consensus quality measures. The information is then provided in reports to participating practices. Individual practices are also able to compare their performance to data from other practices across the country. Based on this feedback, doctors and practices can identify areas for improvement.

The QOPI Certification Program provides a three-year certification for outpatient hematology-oncology practices that meet standards for quality cancer care.

About ASCO:

The American Society of Clinical Oncology (ASCO) is the world's leading professional organization representing physicians who care for people with cancer. With more than 28,000 members, ASCO is committed to improving cancer care through scientific meetings, educational programs and peer-reviewed journals. For ASCO information and resources, visit www.asco.org. Patient-oriented cancer information is available at www.Cancer.Net.