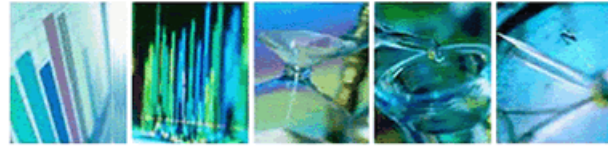




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Strategic Solutions for Managed Markets

October 2009

## Oncology Practice Managers in the Payer-Oncologist Relationship

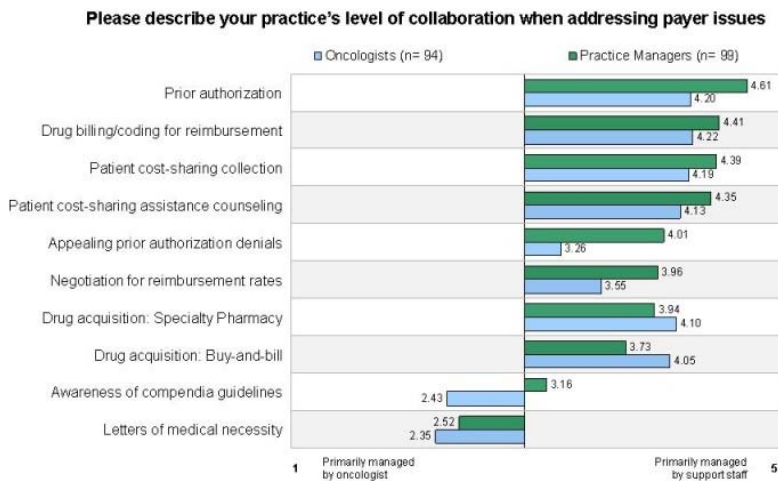
By Kirk McConnell, Manager, Syndicated Studies

When the Zitter Group launched the Managed Care Oncology Index in the winter of 2007, it was believed that sampling 100 payers and 100 clinical oncologists would provide unparalleled insight into how the payer/oncologist relationship shapes the market for oncology therapies. However, as the complexity of payer oncology management has evolved over the past two and half years, it became necessary to expand the scope of research beyond payers and oncologists.

As shown by the chart below from the Summer 2009 edition of the Oncology Index, oncology practice managers, not oncologists, are the ones primarily responsible for addressing payer management policies.

As payers increase cancer management, oncologists will lean more heavily on practice managers to understand and address payer management policies. However, this passing off of responsibilities stands to undermine the intended impact of payer policies.

### Oncologist and Practice Manager Collaboration



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