



Improving Medical and Financial Outcomes in Cancer™

For More Information, Contact:  
Susan Spalding  
Sr. VP, Marketing & Business Development  
215-569-0656, ext. 117

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## **ITA Offers Cancer Care Management Services Direct to Patients**

• *Medical, financial impact significant for patients, families, employers*

ITA Partners, Inc.®, the nation's only independent cancer risk management company, is offering its services directly to consumers. Patients, families and employers dealing with a cancer diagnosis now can enroll in ITA's expert resources via [www.itapartners.com](http://www.itapartners.com) or by calling 1-877-482-1115.

Philadelphia-based ITA is staffed by oncologists, oncology certified nurses, experienced care managers and insurance experts. Its services include validation of treatment plans according to national standards, extensive patient education and support, resolution of insurance issues, and negotiation of drug and service fees.

"Cancer patients often are lost in a health care maze, not knowing what to expect, which treatment options to choose, or how to avoid debilitating side effects," ITA President Eduardo Beruff said. "America's top oncologists support ITA because we close gaps in cancer care. We're there for patients, ensuring treatment is appropriate, insurance issues are addressed, and a high quality of life is maintained whenever possible."

Christopher Olivia, MD, CEO of West Penn Allegheny Health System and an ITA Director, said the company reduces costs by focusing on quality treatment and supporting patients through the care process. The relationship with their ITA nurse positions patients and families to make good decisions, such as opting for best possible care or choosing hospice when that makes sense for the patient. ITA also helps insurers understand when their policies increase care costs needlessly, he said.

"ITA delivers incredible value," Olivia said. "Their efforts are significant for patients, physicians, insurers and employers. Just one cancer diagnosis can devastate a small- or medium-sized business, from the impact on a beloved employee to claims that can amass hundreds of thousands of dollars.

"ITA Partners is unique in assessing the clinical quality of care and containing costs in a way that is ultimately beneficial to patients. It's remarkable for a health care organization to be respected by doctors, valued by insurers, and trusted by patients. In hockey, that's called a hat trick," Olivia said.

Arlene Forastiere, MD, one of the nation's foremost experts in cancers of the head, neck, larynx and esophagus, said ITA moves cancer care forward unlike any other organization.

“America must have better standardization and delivery of cancer care. New, costly therapies emerge constantly, and patients deserve to receive treatments proven to increase their cure rate,” said Forastiere, a professor at Johns Hopkins University School of Medicine and chair of ITA’s Medical Advisory Board.

“ITA Partners has the reputation to cross the divide, working with patients, physicians and insurers to ensure the right treatment, at the right time,” she said.

ITA services include:

- **Treatment plan validation.** ITA helps make sure prescribed treatment meets national, scientifically proven standards. This independent validation improves the likelihood of insurer reimbursement.
- **Coordination among multiple doctors, as well as insurers.** ITA helps patients navigate one of the most complex diseases any of us ever face.
- **Personalized education and support.** ITA’s oncology nurses are a phone call away. ITA does not replace patients’ medical providers, but its nurses do help patients to understand their diagnosis, treatment options, how to take good care of themselves, and whether any clinical trials are appropriate.
- **Lower risk of complications.** ITA helps patients minimize side effects and follow treatment regimens. Patients stand a better chance of completing their treatment on time, thus enhancing their quality of life, minimizing costly complications, continuing to work, and potentially improving medical results.

**ITA Partners, Inc.**, develops and implements proprietary risk management strategies to improve medical and financial outcomes in cancer. Its services include patient education, validation of treatment plans according to national standards, and insurance resolution and cost reduction. ITA is the nation’s only independent cancer risk management company (it is not part of a network nor an insurance or pharmaceutical company), and thus is uniquely positioned to serve and connect patients, physicians and insurers. ITA’s Medical Advisory Board includes internationally renowned oncology professionals who play critical roles in setting America’s cancer care standards. Visit [www.itapartners.com](http://www.itapartners.com).