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**CANCER DOCTORS AND PATIENT GROUPS JOIN INITIATIVE TO IMPROVE
QUALITY OF CARE FOR PEOPLE WITH CANCER**

Alexandria, Va. – The American Society of Clinical Oncology (ASCO) and the National Coalition for Cancer Survivorship (NCCS) yesterday announced the formation of the Cancer Quality Alliance, a forum for diverse stakeholders in the cancer community whose mission is to improve the quality of care provided to people with cancer.

The Alliance met for the first time yesterday in Washington, D.C. Leaders from ASCO and NCCS will co-chair the Alliance, which will work to foster collaboration among organizations in the cancer community that are committed to cancer care quality improvement and seek to eliminate unnecessary duplication.

“The goal of the Cancer Quality Alliance is to become a national voice for quality cancer care,” said Patricia A. Ganz, MD, a medical oncologist with the UCLA Schools of Medicine and Public Health and co-chair of the Alliance. “ASCO is committed to improving the quality of the cancer care delivery system, and through this new partnership, we can put the systems in place to ensure all people with cancer receive the best care possible.”

“The Centers for Medicare & Medicaid Services has put a high priority on advancing initiatives for quality healthcare, so there is no better time than now to bring together strong organizations with creative ideas for quality improvement,” said Ellen Stovall, NCCS president and co-chair of the Alliance. “The National Coalition for Cancer Survivorship has long been committed to enhancing quality of care and survivorship for cancer patients. We look forward to working through the Cancer Quality Alliance to encourage quality monitoring and improvement mechanisms that will guarantee a high level of care for all people diagnosed with cancer.”

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*The **American Society of Clinical Oncology** is the world's leading professional organization representing physicians of all oncology subspecialties who care for people with cancer. ASCO's more than 20,000 members from the United States and abroad set the standard for patient care worldwide and lead the fight for more effective cancer treatments, increased funding for clinical and translational research, and, ultimately, cures for the many different types of cancer that strike an estimated 10 million people worldwide each year. ASCO publishes the *Journal of Clinical Oncology (JCO)*, the preeminent, peer-reviewed, medical journal on clinical cancer research, and produces *People Living With Cancer (www.PLWC.org)*, an award-winning website providing oncologist-vetted cancer information to help patients and families make informed health-care decisions.*

*The **National Coalition for Cancer Survivorship** NCCS is the oldest survivor-led cancer advocacy organization in the country and a highly respected authentic voice at the federal level, advocating for quality cancer care for all Americans and empowering cancer survivors. NCCS believes in evidence-based advocacy for systemic changes at the federal level in how the nation researches, regulates, finances and delivers quality cancer care. In 2004, NCCS launched *Cancer Advocacy Now (CAN!)*, a legislative advocacy network that seeks to involve constituents from across the country in federal cancer-related issues. Patient*

education is also a priority for NCCS. We believe that access to credible and accurate patient information, such as NCCS's award-winning Cancer Survival Toolbox® is key to demanding and receiving quality cancer care. For more information about NCCS, its advocacy and patient education materials, please visit www.canceradvocacy.org or call 1.877.NCCS.YES.