Southeastern Medical Oncology Center
Becomes the First Practice in Eastern North Carolina to Join CancerLinQ Platform

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ALEXANDRIA, Va. -- CancerLinQ LLC, a wholly owned nonprofit subsidiary of the American Society of Clinical Oncology (ASCO®), has announced that Southeastern Medical Oncology Center (SMOC) recently signed an agreement to participate in the CancerLinQ® platform, the first oncology practice in Eastern North Carolina to do so.

“We are so pleased that the dedicated professionals at Southeastern Medical Oncology Center have joined the CancerLinQ® platform, as we work together to improve the quality of cancer care,” said CancerLinQ LLC CEO Kevin Fitzpatrick. “SMOC will help expand our reach as we look for patterns and trends that can inform and enhance the quality and value of care for all.”

SMOC has three locations – Goldsboro, Clinton, and Jacksonville – which serve rural, suburban, and small-city populations.

“SMOC has been committed to quality care since its inception in 1984,” said SMOC Medical Oncologist James N. Atkins, MD. “QOPI® and CancerLinQ® help ensure the quality we have always given and strived for can be followed and measured. We serve cancer patients in several counties in eastern North Carolina and remain committed to quality, compassionate, and state-of-the-art care for all of our patients.”
SMOC is also a Quality Oncology Practice Initiative (QOPI®) Certificated practice. This ASCO program offers specialty certification to outpatient oncology practices that demonstrate a commitment to quality. Each practice completes a comprehensive, voluntary assessment of its site against specified standards that are consistent with national guidelines. Those practices that earn the QOPI Certification™ designation have scored well on key QOPI® quality measures and have met chemotherapy safety standards established by ASCO and the Oncology Nursing Society.

CancerLinQ® is a powerful platform containing growing amounts of real-world cancer information. This national initiative will allow cancer providers to improve the quality and value of their care by analyzing millions of cancer patient medical records, uncovering patterns and trends, and measuring their care against that of their peers and recommended guidelines.

To date, 100 practices in 40 states and the District of Columbia, representing more than 2,000 oncologists, have signed agreements to participate in CancerLinQ®.

CancerLinQ® is supported in part through the Conquer Cancer Foundation, whose generous donors have helped make the system possible. Major supporters include Amgen; Astellas; AstraZeneca; Bayer HealthCare Pharmaceuticals Inc.; Boehringer Ingelheim Pharmaceuticals, Inc.; Cancer Treatment Centers of America®; Chan Soon-Shiong Family Foundation; Genentech BioOncology™; HELSINN; Janssen Oncology; Lilly; Raj Mantena, RPh; Novartis Oncology; Pfizer Oncology; Thomas G. Roberts, Jr., MD, and Susan M. DaSilva; and Susan G. Komen®.

CancerLinQ® is a project of CancerLinQ LLC. For more information, please visit CancerLinQ.org.

ASCO, American Society of Clinical Oncology, QOPI, and QOPI Certification are trademarks of the American Society of Clinical Oncology, Inc.

About ASCO:

Founded in 1964, the American Society of Clinical Oncology, Inc. (ASCO®) is committed to
making a world of difference in cancer care. As the world's leading organization of its kind, ASCO represents more than 40,000 oncology professionals who care for people living with cancer. Through research, education, and promotion of the highest-quality patient care, ASCO works to conquer cancer and create a world where cancer is prevented or cured, and every survivor is healthy. ASCO is supported by its affiliate organization, the Conquer Cancer Foundation. Learn more at www.ASCO.org, explore patient education resources at www.Cancer.Net, and follow us on Facebook, Twitter, LinkedIn, and YouTube.

About CancerLinQ LLC
CancerLinQ LLC is a subsidiary of American Society of Clinical Oncology, Inc. established for the development and operation of the CancerLinQ® initiative. CancerLinQ® is a health information technology platform aimed at enhancing and improving the understanding and treatment of cancer. To learn more, visit www.cancerlinq.org.

About QOPI Certification Program LLC
QOPI Certification Program LLC is an ASCO affiliate dedicated to innovative quality improvement programs for ASCO members and their patients and is committed to providing oncologists with the necessary resources to provide every patient with high-level cancer care. QOPI Certification Program LLC operates the QOPI Certification Program.

About Southeastern Medical Oncology Center
SMOC is a practice that couples compassion and dedication with experience and research in order to diagnose and treat cancer and blood-related diseases. Our physicians and staff are dedicated to working with patients and their families to assure high-quality treatment, therapy, and care.

Established in 1984, Southeastern Medical Oncology Center is dedicated to serving cancer and hematology patients across North Carolina. Our commitment to serving our patients with high-quality healthcare, along with continual support from the community, has helped us to become the practice we are today.

With three locations across the state, our team is able to work alongside our patients, families, and partnered healthcare providers to ensure high quality treatment, therapy, and care.