

# Physician MEMO

To | All Physicians and Allied Health Professionals  
From | Jeff Lindsay, President, FMC and COO for Winston-Salem Market  
John Phipps, MD, President Novant Medical Group  
Michele Grier, SR VP and COO Novant Medical Group  
Date | March 31, 2011  
Re | Piedmont Hematology Oncology Associates

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We are delighted to announce that Piedmont Hematology Oncology Associates (PHOA) will join Novant Medical Group on April 1, with six of its seven locations becoming provider-based practices and departments of Forsyth Medical Center. The 16 physicians and approximately 200 medical and administrative staff of PHOA, located in Winston-Salem, Mt. Airy, Lexington, Kernersville, Statesville, Elkin and Wilkes, will become employees of Forsyth Medical Center.

PHOA has been an integral part of the Derrick L. Davis Forsyth Regional Cancer Center at Forsyth Medical Center for many years, providing consistently excellent diagnostic and treatment services to patients. This affiliation will further strengthen the relationship between PHOA and the medical center, to the benefit of patients and the communities we serve.

To illustrate that point, in 2010 PHOA became the first oncology practice in the Piedmont Triad to achieve national certification from the American Society of Clinical Oncology and its Quality Oncology Practice Initiative. To accomplish this, they had to demonstrate meeting or exceeding standards for more than 24 measures for cancer care and chemotherapy safety. Referring physicians and patients can be very confident in recommending and choosing Forsyth Medical Center as a high-quality, compassionate destination for cancer care.

Please join us in welcoming Piedmont Hematology Oncology Associates to Novant Medical Group.