

Raising Cain

New York, NY

Does it really matter that Cain killed Abel, and not the other way around? Would the reverse have made “raising Abel” synonymous with detention hall?

With this issue, *ONE—ONcology Economics*, has been renamed *Oncology Spectrums*, and has undergone a subtle redesign to emphasize its contributions to the medical literature.

The “oncology spectrum” refers to the wide spectrum of professionals that impact cancer patient care. It is no coincidence that these very women and men represent the core readership of *Oncology Spectrums—The Journal of Integrated Cancer Medicine*. The new name, then, is more accurate to both the mission and the readership of the journal.

More precisely, the “oncology spectrum” refers to the spectrum of care that each cancer patient traverses, since cancer, more than any other contemporary disease, relies on a network of clinics and hospitals where patients are treated.

Why, then, aren't journals more inclusive, more collegiate? If the cancer nurse and the oncologist play as important a role in the treatment mix as do the hematologist and pharmacy chief, why don't residency programs and continuing education courses cross-pollinate to these leagued practitioners, beleaguered by circumstances?

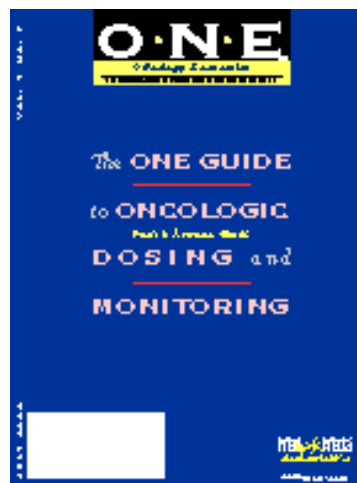
Like it or not, medicine is no longer an exclusionary game: not in practice, nor in treatment. What, then, can *Oncology Spectrums* offer to the mix? More importantly, how can the spectrums concept help improve patient care? Research into cooperative integrated health care that combines the expertise of physicians, pharmacists, and formulary directors, who work in private offices, hospitals, group practices, and HMOs, represents the future of American medicine.

That is what co-editors Lyle Bootman, PhD, and Daniel Von Hoff, MD, are most keen to convey...that the spectrums concept of integrated care, which meets readers on a new and rich canvas where clinical trials, drug utilization issues, outcomes, and epidemiology coexist, is a truthful and realistic way of addressing you.

This publishing company, MedWorks Media, is a restless, young company, more acclimated to raising Cain than not. Although we like to mix it up, we have learned that reader opinion is the best barometer of success. Your positive response to our first year has been more than gratifying. Your thoughtful feedback has meant the world to us. Please keep it coming.

It is my profound honor to address you as publisher this one time each year. Until we meet again, please accept my best wishes, and good reading.

—James La Rossa Jr.



Oncology Spectrums' transformation from ONE

Publisher's Statement

CO-EDITORS



J. Lyle Bootman, PhD
University of Arizona
College of Pharmacy
Tucson, AZ



Daniel D. Von Hoff, MD
Arizona Cancer Center,
University of Arizona
Tucson, AZ



Rebecca Arbuckle, MS, RPh
The University of Texas
M.D. Anderson Cancer Center
Houston, TX



Clara D. Bloomfield, MD
Ohio State University
Comprehensive
Cancer Center
Columbus, OH



**Larry Broadfield,
BScPharm, MHSc, FCSHP**
Hamilton Regional
Cancer Center
Hamilton, Ontario, Canada



Michael A. Carducci, MD
Johns Hopkins University
School of Medicine
Baltimore, MD



**Charles E. Daniels,
RPh, PhD**
National Institutes of Health
Bethesda, MD



Carlo DeAngelis, PharmD
Toronto Sunnybrook
Regional Cancer Center
Pharmacy
Toronto, Ontario, Canada



Kathleen Foley, MD
Memorial Sloan-Kettering
Cancer Center
New York, NY



**Eric T. Herfindal,
PharmD, MPH**
OnCare, Inc.
Sausalito, CA



William J. Hoskins, MD
Memorial Sloan-Kettering
Cancer Center
New York, NY



Alexander W. Kennedy, MD
Cleveland Clinic Foundation
Cleveland, OH



John I. Mackowiak, PhD
Center for Outcomes
Research Inc.
Chapel Hill, NC



**Terri Maxwell, RN, MSN,
AOCN**
Department of Family Medicine
Thomas Jefferson University
Philadelphia, PA



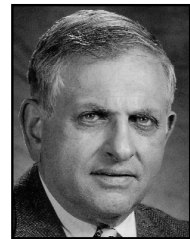
Borys R. Mychalczak, MD
Memorial Sloan-Kettering
Cancer Center
New York, NY



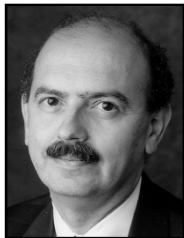
John C. Ruckdeschel, MD
H. Lee Moffitt Cancer
Center & Research Institute
Tampa, FL



Richard L. Schilsky, MD
University of Chicago
School of Medicine
Chicago, IL



**Gordon Schwartz, MD,
MBA**
Jefferson Medical College of
Thomas Jefferson University
Philadelphia, PA



Andy Stergachis, PhD, RPh
drugstore.com
Bellevue, WA



Nicholas J. Vogelzang, MD
University of Chicago
Cancer Research Center
Chicago, IL



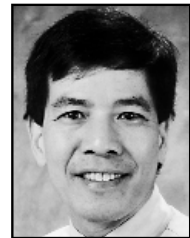
James Wade, MD, MPH
Fred Hutchinson Cancer
Research Center
Seattle, WA



Alan J. Wein, MD
University of Pennsylvania
Cancer Center
Philadelphia, PA



**Amy Morgan Wood,
PharmD**
The University of Texas
M.D. Anderson Cancer Center
Houston, TX



Gary C. Yee, PharmD
University of Nebraska
Medical Center
Omaha, NE

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