



## REVOLUTIONIZING CANCER CARE: COMPASSIONATE, CUTTING-EDGE TREATMENTS

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The Cancer & Hematology Centers (CHC) are rewriting the narrative of cancer care, combining cutting-edge treatments with an unwavering commitment to patient-centered care. As the largest physician-owned oncology and hematology practice in Michigan, CHC continues to be a beacon of hope for patients facing cancer, providing advanced treatments and clinical trials in a supportive, compassionate environment.

### INDUSTRY INNOVATION



### EMPOWERING PATIENTS WITH INNOVATIVE TREATMENTS

A key component of care at CHC is providing access to cutting-edge treatments, including clinical trials. “Our research opportunities give patients the chance to participate in groundbreaking studies right here, without ever having to leave the building,” says Tara Webb, NP. These trials bring the latest advancements in cancer treatment directly to patients in a comfortable and familiar environment.

Immunotherapy, a newer and increasingly popular treatment option, has revolutionized cancer care by offering an alternative to traditional chemotherapy. Webb stresses that just because a patient has late stage cancer there are still many treatment options. With advancements like immunotherapy, many patients are able to maintain a high quality life and continue with their daily activities, despite their diagnosis.

## FASTER DIAGNOSTICS, BETTER OUTCOMES

Timely diagnosis and treatment are crucial in the fight against cancer, and CHC is committed to reducing the waiting time for patients.

“Our goal is to fast-track the process,” says Webb.

By offering in-house diagnostics, CHC eliminates the need for patients to navigate multiple locations, making the diagnostic journey quicker and less stressful.

With new patients being scheduled within seven days, the center’s efficiency ensures that patients don’t face unnecessary delays. Webb notes that being able to conduct tests on-site means answers come faster—often weeks ahead of traditional timelines—allowing patients to begin treatment sooner and reducing the anxiety that comes with waiting.



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## A PERSONAL TOUCH IN A WORLD OF TECHNOLOGY

"I want to be your cheerleader, your familiar face," Webb says, highlighting the genuine, human connection that CHC's staff strives to offer every patient.

Cancer care is often filled with uncertainty, and having a trusted provider who genuinely cares makes a significant difference.

CHC's team ensures patients not only receive accurate diagnoses but also feel supported every step of the way. "When patients are going through something as life-changing as cancer treatment, they need more than just clinical expertise—they need empathy," Webb explains.



## BEST PRACTICES BRIDGING THE GAP: SUPPORTING PATIENTS AND FAMILIES

Cancer doesn't affect just the patient—it affects the entire family.

Recognizing this, CHC takes a holistic approach to care, offering support not only for patients but also for their families. "We have a team of social workers and coordinators who work with insurance companies and help navigate the financial burdens that cancer can bring," Webb shares.

The team's support also extends to patients' emotional and psychological needs, ensuring families aren't left to shoulder the burden alone. For some, this means providing guidance through tough decisions, such as hospice care. "The conversations about end-of-life care are never easy, but we want to make sure that patients and families have the information they need to make the best choices," Webb explains.

## A COMMUNITY LEGACY OF CARE

CHC's journey began as a small physician office, and while it has grown into Michigan's largest physician-owned oncology practice, the commitment to compassionate, community-based care has never wavered. "We've expanded to two new locations in Metro Detroit, but we're still dedicated to the same level of care and attention that we offered in our early days," Webb says.

The expansion allows CHC to reach even more patients and provide them with access to cutting-edge treatments and compassionate care close to home. With a robust research department and a focus on bringing clinical trials directly to patients, CHC continues to lead the way in oncology care, ensuring that every patient, no matter where they are, receives the best possible treatment.