21st Century Oncology Introduces Comprehensive New Website

The Associated Press

FORT MYERS, Fla.--(BUSINESS WIRE)--Jan 30, 2013--Radiation Therapy Services, Inc., also known as 21 st Century Oncology – the nation's premier cancer treatment network and largest radiation therapy provider – is pleased to announce the launch of their new website. 21stCenturyOncology.com is now offering advanced features that improve the patient experience and provide comprehensive information about cancer care, along with local information about physicians, treatments and technology.

The new and improved website for the group reflects 21 st Century Oncology's ongoing efforts to provide valuable information to patients. On the new site, patients can watch videos to learn more about the latest innovations in cancer care, view patient testimonials, and use the interactive map to find local physician information and discover specific technology offered in their area. Patients can also conveniently complete medical forms and print them, prior to their appointment.

This website marks the debut of a new brand image for 21stCentury Oncology. The new features and design mirror the company's compassionate, patient-centric approach to cancer care, while reflecting its expertise in cancer treatment. With a warm and inviting feel, the new site serves as a resource to patients and their families as they weigh their care options.

"The launch of our new website will better position 21 st Century Oncology to directly communicate with patients the full breadth of our services across our Integrated Cancer Care (ICC) network," says Mr. Joseph Garcia, Chief Operating Officer for 21 st Century Oncology. "All healthcare is local, and our website will serve as a conduit between patients and our world-class physicians in our local markets." In addition to the main website, for each location or region, patients will be able to directly access a localized website dedicated specifically to their area utilizing a unique URL. The new design also enhances functionality, providing a more user-friendly experience for site visitors.

Please visit the new website at 21stCenturyOncology.com – where local facility phone numbers are available to make appointments.

About 21 st Century Oncology: 21stCentury Oncology is the premier provider of cancer care services across multiple modalities, the largest radiation oncology provider and one of the largest groups of urologists in the U.S. For more than 30 years, 21stCentury Oncology has been committed to providing state-of-the-art, academic quality radiation therapy and other cancer treatments in a patient-centric setting focused on continuous innovation. Headquartered in Fort Myers, Florida, the physician-led company operates in 16 states and 7 countries, with a vast network of

more than 250 locations, including approximately 100 radiation therapy facilities. 21stCentury Oncology employs or is affiliated with various specialist physicians, including radiation oncologists and other cancer-related specialists — working together to deliver the most advanced integrated cancer care. RTSX.

CONTACT: Full Circle PR Caitlin Bailey or Michele Krohn, 727-230-9265 21stCenturyOncology@FullCircle-pr.com [1] KEYWORD: UNITED STATES NORTH AMERICA FLORIDA INDUSTRY KEYWORD: HEALTH ALTERNATIVE MEDICINE HOSPITALS ONCOLOGY OTHER HEALTH GENERAL HEALTH SOURCE: 21st Century Oncology Copyright Business Wire 2013 PUB: 01/30/2013 08:00 AM/DISC: 01/30/2013 08:00 AM http://www.businesswire.com/news/home/20130130005234/ [2]

Source URL (retrieved on *12/19/2013 - 3:17pm*):
http://www.mdtmag.com/news/2013/01/21st-century-oncology-introduces-comprehensive-new-website?qt-video_of_the_day=0&qt-most_popular=0

Links:
[1] mailto:21stCenturyOncology@FullCircle-pr.com
[2] http://www.businesswire.com/news/home/20130130005234/