



TOWER HEMATOLOGY ONCOLOGY MEDICAL GROUP

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What I really like about Seroka is that they took the time to understand the vision and culture at Tower. Also, it was clearly evident upon our first meeting together that they did their “homework” and were quite knowledgeable which set me at ease. As a result, I feel we have a true partnership. It doesn’t feel like a contractual relationship – they’re like an extension of who we are.

It’s important to note that we saw dramatic growth working with Seroka. They think like entrepreneurs, are very proactive, knowledgeable and realize that everything always comes down to the numbers and consistently expressed a sincere interest in our growth as a result of the activities we engaged together. These activities included branding, consistent promotion of our physicians and facilities, a new look, new collateral, logo, tagline and much more. For the first six months, in this highly competitive market, we grew 15 percent on the medical oncology side and a little over 7 percent on the radiation side. Our practice had previously been flat even though, with changing demographics and an aging population, one would have expected us to see increased incidents.

It is really uncommon to see that kind of growth within a year and I attribute it to Seroka’s – and our – efforts to get us more involved at the community level. These efforts paid off with greater awareness of Tower within the community, and double digit growth.

I highly recommend Seroka to anyone who is looking for results and a true feeling of teamwork.