

# Memorial

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## Regional Cancer Center<sup>SM</sup>

### Saving Lives<sup>SM</sup>

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For Immediate Release

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### ***Dr. George Friend Appointed Physician Executive of Oncology Services***

Dr. George Friend has been appointed Physician Executive of Oncology Services at Memorial Hospital & Health System. He will take the lead role in physician alignment, program development, strategic growth, clinical integration and improved quality and outcomes.

He serves as co-chair of the Oncology Care Committee, and continues to moderate the weekly Breast Forum. He has been instrumental in the development of the nurse navigator role, the exercise rehabilitation program for cancer patients, the expansion of the Cancer Forums, and the initiation of processes to focus on survivorship. In addition, Dr. Friend has been an important resource for the Cancer Registry.

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