

## In the Q: More Treatment Options Result in Better Outcomes



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As a life-long Cedar Rapiidian, I grew up believing that all communities our size have two hospitals. I've learned that, in fact, this is not the norm. The reality is that the MedQuarter health care landscape in Cedar Rapids gains something critically valuable by having multiple facilities—and that's options!

Our city, county and region are fortunate to have the state's only medical district containing the kind of health care assets that we have. Whether a patient is motivated by religious affiliation, doctor preference, cost, or perceived quality differences – we are empowered to choose from an array of resources across a broad spectrum of services. Just last month, the Nassif Radiation Center opened, which brings to Cedar Rapids a second resource for radiation oncology treatment just blocks from the Hall-Perrine Cancer Center. Why two? Because each has its own model of oncology care and coordination. When a patient is battling cancer one of the most important elements to a successful outcome is the patient having confidence in their providers. Another important element is cost. By having options, everyone in the region can make choices that best fit their personal needs without sacrificing quality or convenience.



Albert C. & Helen Nassif Radiation Center (Top),  
Hall-Perrine Cancer Center (Bottom)

As the MedQuarter Regional Medical District continues to grow, the goals of increasing coordination among providers, decreasing complexity for patients and their families, and holding down costs for insurers and patients remain primary. Realizing these goals will take a great deal of effort and will require innovation among all parties. The result will be healthier people living better lives in a region that provides excellent health care for all. It's great to have options!