



News Release

FOR IMMEDIATE REVIEW

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ROI hires first director

Fairfax, Va., May 13, 2010 – The Radiation Oncology Institute (ROI) has hired Tracy Casteuble as its inaugural director, a position to which she brings 15 years of research and analysis experience.

Casteuble received her bachelor's degree from the University of Virginia in Charlottesville, Va., and her M.B.A. from George Mason University in Fairfax, Va. Prior to joining the ROI, she directed research programs at the American Society of Association Executives and the Healthcare Distribution Management Association Foundation developing programs, research agendas and projects in cooperation with member boards and committees.

"I'm excited to welcome Tracy to the Radiation Oncology Institute," Theodore Lawrence, M.D., Ph.D., FASTRO, ROI president, said. "She brings a wealth of experience to the table that I'm confident will help propel forward the goals and mission of ROI."

At ROI, Casteuble will work in cooperation with the Board of Trustees and Research Committee to develop a national research agenda that will improve the practice of radiation oncology, develop reliable data about fundamental measures of the profession, and create common terminology for researchers and practitioners.

Casteuble said ROI is at a point where it can provide crucial primary and secondary research and analysis to further the profession and the issues and programs that the American Society for Radiation Oncology (ASTRO) champions.

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“I enjoy the start-up aspect of ROI’s plans; that’s the time when all ideas are fresh, momentum and energy is high, and the sense of mission is strong,” she said. “It’s a great, creative time to be involved and part of the excitement when long-planned and awaited dreams come to fruition. I’m really looking forward to it.”

For more information on ROI, including a list of donors and information on contributing, please visit www.roinstitute.org.

The Radiation Oncology Institute was established to develop innovative ways of enhancing the profile of radiation oncology in the world cancer community and prepare the specialty for the future. For more information, visit www.roinstitute.org.

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