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FEATURE ARTICLE

DOING THE RIGHT THING



Doing The Right Thing

Each day at Texas Oncology brings many “Do the Right Thing” moments. Be it sharing a sweater with a patient, explaining things to a worried child, or wading through floodwaters to make sure patients get their treatments — our culture puts the needs of the patient first. It’s not only why we do what we do, but how — with compassion, integrity, and respect.

That’s why Texas Oncology launched “Our Promise,” an initiative focused on our cultural commitment to “do the right thing” for our patients, employees, and communities. To ensure values and behaviors at every site reflect the entire organization, we established a culture compact with five pillars of excellence focused on remaining patient-centered, practicing with integrity, holding each other accountable, creating a culture of collaboration and respect, and adapting in an ever-changing environment.

Doing the right thing is essential to everything we do because it guides us to be the best we can be for each other, those we serve, and the communities in which we live. Each day, we are amazed by the actions of our physicians, nurses, and staff throughout our network who use both their minds and their hearts to do extraordinary things. They know that doing the right thing is more than just a calling. It’s a promise. 🌟

“Our Promise is at the heart of everything we do. We must continually improve ourselves to ensure a better experience for our patients.”



Donnell Hale, RN, BSN, OCN
Nurse Manager,
Texas Oncology—Denton South
and Denton North

Our Promise to Patients

Patients come first at Texas Oncology. That has been our guiding principle since our founding. We deliver high-quality, compassionate cancer care in the communities where our patients live, with a patient-centric focus that defines our culture. This is what sets Texas Oncology apart as a leader in cancer care.

We have many locations in diverse communities, all unified around our shared mission to provide the best patient experience possible while doing the right thing for patients and each other. That means delivering the most advanced treatment, always with a personal touch.

In countless ways – large and small – our team members deliver on Our Promise to “do the right thing.”

It is a profound honor to be part of an organization that daily practices what it believes. By living Our Promise, we ensure that doing what’s best for our patients is always top of mind.



Steven Paulson, M.D.
President and Chairman,
Texas Oncology



At Texas Oncology, we believe that doing the right thing is not only possible, it is essential. For our patients. For ourselves. For our communities.



PATIENT-CENTERED

an enduring and relentless focus on quality care.



INTEGRITY

a commitment to build trust through honorable actions and honest communications.



ACCOUNTABILITY

a desire for constant personal and professional improvement.



COLLABORATION & RESPECT

a spirit of understanding and active collaboration with each other.



ADAPTABILITY

an agility to act in an ever-changing environment.

A Family-Like Bond

As the head of our patients’ care teams, Texas Oncology’s physicians embrace their role as keepers of the practice’s cultural flame. The patient-physician relationship is the nucleus of our approach – a bond that forms around medical and personal concerns. For example, patients of Dr. Branden Hsu, medical oncologist at Texas Oncology–Katy and Houston Memorial City, say he emphasizes healing with hearts *and* minds.

In Tyler, Dr. Sasha Strain blends professional oncology care with making a highly personal connection to patients.

“When I see patients, I see my family sitting there. That’s how I approach patients – like I would a family member. My goal is to create an enduring relationship with them.”



Sasha Strain, M.D., and patient Patricia Sevenants
Medical Oncologist,
Texas Oncology–Tyler

For acute myeloid leukemia patient Patricia Sevenants, that familial bond meant everything. Sevenants showed her gratitude for the care provided at Texas Oncology by bringing fruit baskets – one for “new family and friends” and another for her care team with a card that read:

“We feel so blessed to have you in our lives. Thank you for being such an inspiration. We feel like we are part of a new family. We love you all.”

“I keep that card at my desk,” Dr. Strain added. “It’s a daily reminder of the amazing work we do and the reason we are collectively dedicated to Our Promise – to help our patients fight cancer each day.” 🌟



Reverend Dean Pogue and his wife Tricia

Pancreatic neuroendocrine cancer patient,
Texas Oncology–Katy

“First and foremost, my daily commitment is to make sure my patients receive the very best care possible. But we don’t just care for our patients. We care about them and their lives outside of our clinic.”



Branden Hsu, M.D.
Medical Oncologist,
Texas Oncology–Katy and Houston
Memorial City

If It’s the Thought That Counts – We Think of Our Patients

The courage that our patients and their loved ones display is a constant source of inspiration. As witnesses to their heroic fights, we can’t help but strive to lighten and brighten their day when they visit our sites. The teams at Texas Oncology–Flower Mound, Carrollton, and Lewisville put that inspiration into action, hosting special events like Popcorn Day on January 19 – in honor of National Popcorn Day – and providing fortune cookies on Chinese New Year. Also, during the holidays, the staff distributes hand-written Thanksgiving cards and displays “Gratitude Trees” in the lobbies, with messages of gratitude and encouragement from employees. To us, that’s how we keep Our Promise to put patients at the center of everything we do. 🌟



Texas Oncology–Flower Mound celebrated National Popcorn Day with a popcorn stand for patients

“We’re constantly inspired by these remarkable people, by their resiliency, optimism, and strength. Doing the right thing for them is a privilege and a blessing.”



Darcy Allen
Patient Service Coordinator,
Texas Oncology–Lewisville

About Texas Oncology

As an independent oncology practice, Texas Oncology is comprised of more than 420 physicians and more than 175 sites of service throughout Texas and southeastern Oklahoma and is a pioneer in community-based cancer care. Patients are treated with today's most advanced, effective cancer technologies and treatments, and have the opportunity to take part in some of the most promising clinical trials in the nation for new drugs and treatments for a broad range of cancers, near the critical support of family and friends.

[Texas Breast Specialists](#), [Texas Oncology Surgical Specialists](#), [Texas Urology Specialists](#), [Texas Center for Interventional Surgery](#), and [Texas Center for Proton Therapy](#) are a part of [Texas Oncology](#).

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Why I Joined Texas Oncology

"I was drawn to the practice in 1995 because it was a very progressive group, offering the highest-quality cancer care, but in an outpatient setting, which was relatively new at the time. Since then, Texas Oncology has continued to evolve and grow. As the healthcare industry has faced changes, Texas Oncology has remained at the forefront as a thought leader. But most importantly, Texas Oncology benefits the patient first and foremost. ***Our Promise means every employee – from receptionist, to nurse, to physician – collaborates to focus solely on the patient. We collectively maintain a high standard of quality care that makes us perform smarter and better.*** Our team looks beyond the medical aspects of care.

Because we are community based, we acknowledge other impacts such as finances, convenience of care, and family dynamics. We take these things into consideration and work to be as efficient and supportive as possible."



Vivek Kavadi, M.D.
Radiation Oncologist,
Texas Oncology—Deke Slayton
Cancer Center and Sugar Land

"Our physicians are amazing with our patients and their families. They are at the top of their game when it comes to new therapies and research trials. I have worked at this facility for the past 20 years and I could not imagine working anywhere else. Our entire staff is exceptional in all that they do for Texas Oncology, our patients, and each other. ***We are more than a team, we are family.***"



Laura Schmidt, RN, OCN, and her patient Marliiss Williams.
Oncology Nurse,
Texas Oncology—Waco

"Starting as a receptionist and now serving as business office supervisor, I'm proud to grow my career at Texas Oncology. My colleagues and I treat each other with mutual respect and consideration. ***Intentionally focusing the entire organization on delivering Our Promise will have a positive impact on our ability to consistently provide the best patient care possible.***"



Lily Blackard
Business Office Supervisor,
Texas Oncology—Austin Central

What Our Promise Means to Me

Texas Oncology started out as a small group of doctors. Over the years, we've grown into a big company represented by many physicians across multiple geographies. No matter which Texas Oncology location a patient enters, we want the experience to be the same: marked by excellence, personalization, and compassion.



Dr. Esler with his nurse Jeana Faske, RN, and patient Sharon Seagler

Our Promise guarantees the best possible experience for every patient. It focuses on where we inherently excel and champions that approach across all our locations.

We have found that the common thread that truly unifies our 175 sites is our focus on putting the patient first. Our teams raise the bar in caring for the patient, beyond meeting their medical needs.

To me, Our Promise is in our DNA. We truly have the patient's best interest at heart and that impacts everything about their experience. 🌟

Vance Esler, M.D.
Medical Oncologist,
Texas Oncology—Amarillo
Cancer Center