



Hematology-Oncology Associates of CNY

Personalized cancer care –
when you need us, where you need us.

315.472.7504 | hoacny.com

January 2025



Beginning Feb. 15, Jennifer (Jen) Pichoske, MS, EMBA, AOCNP (pictured on the left) will be our new CEO. She succeeds Maryann Roefaro, MS, who has served as our CEO since 2002, and is retiring.

We will be forever grateful for Maryann's leadership of and love for HOA. We wish her every happiness. (A message from Maryann is included below.)

About our New CEO

A long-time member of the HOA family, Jen has filled progressively responsible leadership roles in the organization since 2012 when she became the Director of Nursing. In 2020, she became Chief Clinical Officer, and in 2023 began serving as HOA's Chief Operating Officer. Her nearly 30 years of experience in hematology and oncology care also include serving as a nurse practitioner at HOA, as

an instructor at Crouse Hospital School of Nursing in Syracuse, and a hematology/oncology nurse practitioner and nurse in Buffalo.

"As a leader for HOA, Jen has driven innovation, operational excellence and patient advocacy efforts, and we are thrilled to have her as our new CEO," said Tarek Sousou, MD, President of the Board of Directors at HOA. "Her deep industry knowledge and visionary leadership will be instrumental in continuing our mission to provide the highest level of quality care in a healing environment for the mind, body and spirit of patients dealing with cancer and blood disorders."

"I am excited and honored to take on this new role. I look forward to continue working with the talented team at HOA to build on our organization's strong foundation to drive ground-breaking therapies, expand our reach and create the highest quality caring environment for our patients, their loved ones and our employees."

-Jen Pichoske

Please join us in welcoming Jen to her new role!

Insurance & Pharmacy Cards Need to Be Updated in Patients' Charts



It's that time of year again!

Every January, the front desk team will scan all patients' current insurance and pharmacy cards to their charts, unless they were already updated in Phreesia.

This update is important in identifying any policy changes that may create authorization or billing issues.

Remember: Your Patient Advocates are always available for any questions or concerns.

Save Yourself Time at Your Next Visit by Uploading Your Most Current Insurance and Pharmacy Cards into Phreesia

Congratulations to Our 2024 Spirit Award Winner: Thom Venuti!



The peer-nominated Spirit Award is earned by consistently demonstrating exemplary team spirit, passion for excellence & commitment to our mission. Thom Venuti, a medical assistant in our Brittonfield office, does that and more!

Thom's colleagues describe him as a "true team player." They say he consistently makes an effort to lift others up and seeks ways to assist others, making sure no one is left behind. They also said that Thom's heart is full of love and compassion, and that he even has a secret fan club of patients who ask for him by name!

Congratulations, Tom and thank you!

Patient Support Groups

Young Women's Breast Cancer Support Group:

First Wednesday of every month 5:00pm-6:30pm – Brittonfield Office

Triple Negative Breast Cancer Support Group:

Third Tuesday of every month 4:00pm-5:30pm – Camillus Office

Advanced Cancer Support Group (Starting Feb. 12)

Second and Fourth Wednesday of every month 3:00pm-4:30pm – Brittonfield Office



For More Information Contact:
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A message from our Outgoing CEO, Maryann Roefaro

"It has been a true blessing, honor and privilege to serve as the CEO of Hematology-Oncology Associates for 23 years. Retiring on Valentine's Day, I will leave with an indelible imprint of HOA in my heart. HOA will celebrate its 43rd anniversary in July and it has been the greatest gift of my career to be a part of its growth and success through more than half of its existence. The physicians, staff and I have accomplished much to be proud of through the years. We have overcome voluminous challenges and rejoiced in many successes and celebrations. Together, we have made HOA the provider of choice in cancer care and blood disorders - serving almost 70% of adult cancer patients in our community. We bring a commitment to excellence in all that we do – but most importantly we have a work family that brings love and hope to all whom we serve. Our mission statement isn't just words – it's how we live; dedicated to providing the highest level of quality care in a healing environment for the body, mind and spirit of our patients. I have loved being the CEO and I have worked hard to ensure that our patients are in the center of all we do and our employees have all the tools and support to be successful. I am filled with love and gratitude as I move on the next chapter of my life. I won't say goodbye ... just see you around!"



[Click here to listen to our
Dr. Natalie Hartigan
talk about Cervical Cancer
Prevention and Screening on
News Channel 9's Bridge Street!](#)



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