



## Bruce A. Feinberg

Vice President and Chief Medical Officer  
Cardinal Health Specialty Solutions

### High-Level Subject Matter Expertise:

Oncology Practice Management; Community Oncology, Oncology Pathways; How technology can be leveraged to improve the efficiency and effectiveness of community oncologists.

### Media Availability:

Phone Interviews and Briefings

Contact Tara Schumacher at 614-757-6250 or  
[Tara.Schumacher@CardinalHealth.com](mailto:Tara.Schumacher@CardinalHealth.com) with expert source inquiries

### Potential Story Angles/Ideas:

- Aligning physicians, and payors for optimized cancer care
- Leveraging clinical pathways to improve the cost-effectiveness and quality of cancer care
- The evolving landscape of community-based oncology care

Bruce A. Feinberg, D.O., is a leading oncologist recognized for his expertise in specialty oncology and the business of specialty healthcare.

With more than 25 years of cancer-care experience, Dr. Feinberg serves as vice president and chief medical officer, Oncology, for Cardinal Health Specialty Solutions. He leads the company's work with payors and physicians to develop clinical pathways that improve the quality and consistency of care while reducing healthcare costs.

Prior to joining Cardinal Health, Dr. Feinberg was instrumental in establishing Georgia Cancer Specialists (GCS), one of the first and largest integrated oncology specialty practices in the southeastern United States. After then co-founding P4 Pathways in 2007, Dr. Feinberg led the development of the nation's first clinical pathways program for Oncology in 2008. Since that time, he has played a vital role in helping nearly a dozen insurance companies work collaboratively with physicians to launch successful pathways programs, and possesses unparalleled insight and expertise on best practices for clinical pathways design and implementation.

A highly sought-after speaker on cancer-related topics, Dr. Feinberg is the author of the bestselling *Breast Cancer Answers* and its follow-up book, *Colon Cancer Answers*. He has been consulted by prominent national media outlets, including the *New York Times*, *Wall Street Journal*, *Forbes*, and CNN. Dr. Feinberg also regularly publishes in peer-reviewed journals, including the *Journal of the American Medical Association*, *Cancer* and *Community Oncology*.

Dr. Feinberg earned a bachelor's of science degree from Dickinson College (Carlisle, Penn.), a master's of arts degree in biochemistry from Temple University (Philadelphia), and a Doctor of Osteopathy degree from the Philadelphia College of Medicine. He also completed his residency at Delaware Valley Medical Center and completed his fellowship at M.D. Anderson Cancer Center.