



Bruce J. Gould, MD

Bruce J. Gould, MD is president and medical director of Northwest Georgia Oncology Centers (NGOC) in Marietta, Georgia. In this position, which he has held since 1997, he oversees all clinical operations and finances for NGOC's 10 locations in the northwestern Atlanta metropolitan area. In addition, he maintains an active adult oncology practice in which he treats all types of adult cancers and is quite active in clinical research.

NGOC has been instrumental in the development of and became the first participant in UnitedHealthcare's Episode of Care Pilot currently underway. This innovative approach bases reimbursement for oncology services on a wide array of services rather than on the more traditional "buy-and-bill model."



Prior to being named medical director in 1997, he worked for the NGOC practice and also served in several roles at WellStar Kennestone Hospital, including staff physician, chairman of the quality review committee, and member of the medical care evaluation committee. During his five years as medical director of the Kennestone Hospice, he oversaw the expansion of the program from a three-room office suite caring for 20-30 outpatients/day to a state-of-the-art inpatient facility serving 20 inpatients and 60-70 outpatients/day.

Dr. Gould graduated with honors from Thomas Jefferson University Medical School in Philadelphia. He did two years of internal medicine training at the University of Texas Medical Branch and completed his internal medicine training at Duke University. He stayed at Duke for a three-year hematology-oncology fellowship and published research on immunotoxin therapy. Upon completion of his fellowship, he joined a one-physician practice in Marietta, Georgia, and played a key role in growing NGOC to the current 21 physicians and helped to expand the satellite offices from two to 10.

Media Contact: Chase Communications

Julie Chase
(202) 997-8677
jchase@chasepr.com

Anita Weissman
(312) 850-0558
aweissman@chasepr.com