

FOR IMMEDIATE RELEASE

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Highlands Oncology Hosts Anniversary Gala

Highlands Oncology Celebrates 30 Years of Advancing Cancer Care in Northwest Arkansas

Springdale, Arkansas—

Highlands Oncology and The Highlands Foundation welcomed hundreds of distinguished guests on Saturday evening, July 25, as they gathered at the Embassy Suites Ballroom in Rogers to celebrate a remarkable milestone...30 years of serving the patients and families of Northwest Arkansas.

The beautifully designed and elegantly decorated venue provided the perfect setting for an evening that was equal parts celebration, reflection, and inspiration. Physicians, hospital leaders, cancer survivors, community partners, business leaders, developers, nonprofit organizations, pharmaceutical representatives, members of the media, and civic leaders came together to recognize three decades of innovation and compassionate care.

Among the honored guests were Arkansas's U.S. Senator John Boozman, members of the Arkansas General Assembly, area mayors, the President of the Community Oncology Alliance—the national voice for independent community oncology practices headquartered in Washington, D.C.—the new Music Director of the Symphony of Northwest Arkansas, leaders from organizations including the American Cancer Society and HOPE Cancer Resources, and many other valued friends and partners.

Although unable to attend in person, Governor Sarah Huckabee Sanders welcomed guests through a special video message, congratulating Highlands Oncology on its 30-year legacy of service and innovation. Guests also received a heartfelt congratulatory letter from Mrs. Johnelle Hunt, recognizing the organization's impact on the health and well-being of the region.

While the evening celebrated an important anniversary, its purpose reached beyond looking back. The program was thoughtfully designed to both inform and inspire by answering a simple question: How do you capture thirty years of history in just a few hours? You tell a story.

Through physician interviews, patient testimonials, meaningful partnerships, and powerful storytelling, guests were taken on a journey from Highlands Oncology's humble beginnings to its position today as one of the nation's leading independent community oncology practices. The program highlighted the organization's unwavering culture of compassionate, patient-centered care while showcasing the extraordinary advancements that continue to shape the future of cancer treatment.

The evening explored the remarkable progress in precision medicine, immunotherapy, clinical research, and multidisciplinary care, while emphasizing the importance of advocacy, community partnerships, and the launch of The Highlands Foundation's vision for expanding patient support

services throughout Northwest Arkansas. It also looked ahead to the future, including Highlands Oncology's newly announced Rogers Cancer Center and the growing opportunities to serve generations of patients yet to come.

More than an anniversary celebration, the evening became a powerful reminder that progress is built one patient, one discovery, one partnership, and one act of compassion at a time.

As guests departed, they carried with them not only a deeper appreciation for the past thirty years, but also renewed hope for what lies ahead. It was an evening that celebrated an extraordinary legacy while casting a compelling vision for the future—a future where Highlands Oncology continues to light the way forward through innovation, collaboration, and an unwavering commitment to the patients and communities it serves.

About Highlands Oncology:

Highlands Oncology is an independent, multi-site cancer care organization delivering world-class oncology services throughout Northwest Arkansas and the surrounding region. Through an integrated, patient-centered approach, Highlands is designed to meet the complex needs of patients at every stage of the cancer journey.

Bringing together medical oncology, radiation oncology, surgical oncology, advanced clinical research, diagnostic imaging, infusion services, oncology rehabilitation, pharmacy, and comprehensive supportive care programs, Highlands provides Arkansans access to some of the most advanced cancer treatments and technologies available — close to home.

Highlands Oncology remains deeply committed to serving Northwest Arkansas and surrounding communities by delivering advanced cancer care with precision, compassion, and excellence.

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