

FOR IMMEDIATE RELEASE

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## Highlands Oncology breaks ground on their 7<sup>th</sup> location

*Growing Alongside the Community We Serve*

**Springdale, Arkansas**— Highlands Oncology will officially break ground on its new Rogers Cancer Center on Wednesday, June 10, 2026, marking a significant milestone in the organization's continued commitment to expanding access to advanced cancer care across Northwest Arkansas.

The future facility, located near Pinnacle Hills along the I-49 corridor, represents Highlands Oncology's ongoing investment in innovation, research, technology, and compassionate patient-centered care. Community leaders, physicians, elected officials, partners, and supporters are expected to attend the ceremony.

Founded in 1996, Highlands has grown from a single clinic into one of the nation's largest physician-owned community cancer programs, serving patients through a multidisciplinary approach that includes medical oncology, radiation oncology, surgical oncology, clinical trials, diagnostic imaging, rehabilitation services, genetic counseling, pharmacy, and supportive care programs.

Over the last seven years, Highlands Oncology has more than doubled in size, increasing its physician headcount from 16 to more than 30, expanding clinical trials from approximately 70 to nearly 150, and adding more than 150,000 square feet across its cancer centers.

"This groundbreaking represents much more than a building project," said Jeff Hunnicutt, CEO. "It reflects Highlands Oncology's long-standing commitment to ensuring patients in Northwest Arkansas and the surrounding region have access to world-class cancer care close to home. We are honored to continue investing in the future health of our community."

The new Rogers Cancer Center is Highlands' seventh facility in Arkansas and is designed to support the growing needs of the region, further enhancing Highlands Oncology's ability to provide comprehensive care, advanced therapies, and expanded research opportunities for patients.

**Groundbreaking Ceremony Details:**

**Wednesday, June 10, 2026**

**6:00 PM**

4872 S. Bellview Road (intersection of Bellview & JB Hunt Drive)  
Rogers, Arkansas

**About Highlands Oncology:**

Highlands Oncology is an independent, physician-owned cancer center serving Northwest Arkansas and surrounding communities. Through six locations, Highlands provides comprehensive oncology services including medical oncology, radiation oncology, surgical oncology, clinical research, imaging, infusion services, rehabilitation, pharmacy, and supportive care programs. Highlands Oncology remains dedicated to delivering innovative care with precision and compassion.