



THE ENDOSCOPY CENTER at BAINBRIDGE
 8185 East Washington Street
 Suite 106
 Chagrin Falls, OH 44023
 Phone: (440) 708-0582
www.bainbridgeendoctr.com

HOSPITAL PARTNER:
 University Hospital

Center Opened: October 2007
 Annual Procedures: 6,700
 Number of Physicians: 7
 Square Footage: 7,300
 Operating Rooms: 1
 Procedure Rooms: 2
 Admit/Recovery Bays: 3/6

Physician-Hospital Joint Venture

Hospital Employed Physician Model

CONTACTS:

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Medical Director
 The Endoscopy Center at Bainbridge
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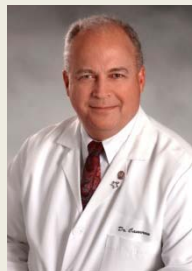
Barry Tanner, CEO
 Physicians Endoscopy
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REASON FOR THE JOINT VENTURE

The Endoscopy Center at Bainbridge represents a cooperative effort between University Hospital and its affiliated GI physicians to affect a geographic expansion of medical specialist services by joining forces to provide enhanced access and other unique healthcare programs and opportunities. It is committed to facilitating the provision of high quality healthcare services to Bainbridge and the surrounding area.

POINT OF VIEW

The physician owners of ECB, each of whom is affiliated with the UH Health System, made a very substantial commitment toward expanding their practice, facilitating continuity of care and providing the highest quality of care and convenience to their patient by developing their own endoscopic surgery center. The cooperation and support of the University Hospitals administration toward encouraging ECB to be developed and housed within a UH facility was important to the physicians and Physicians Endoscopy.



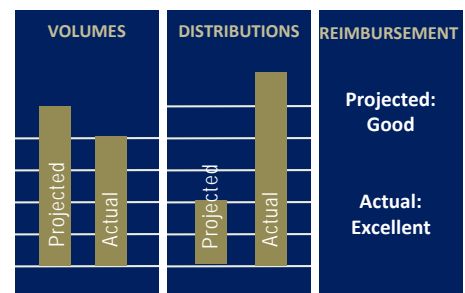
"PE has supported our efforts and provided guidance to us throughout this entire process. The PE team has worked with us and with UHHS to ensure that this project will be among the best of the best."

Robert "Bruce" Cameron, Medical Director

OWNERSHIP DETAILS

Group	Equity Level
Hospital	Non-Owner
Physician Group	Majority
Business Partner	Minority

FINANCIAL PERFORMANCE – 1ST YEAR



The Endoscopy Center at Bainbridge

A Physician-Hospital Joint Venture



MEDICAL TEAM

Robert "Bruce" Cameron, MD
Michael Koehler, MD
Rami Abbass, MD

Kevin Geraci, MD
Raymond Rozman, MD

Eric Shapiro, MD
Howard Zhang, MD

FACILITY GOVERNANCE

The facility has a six-member Board of Managers comprised of five Class A members (the physicians) and one Class B member (business partner).

MEDICAL LEADERSHIP

Robert "Bruce" Cameron, MD
Michael Koehler, MD

Medical Director
Assistant Medical Director

ABOUT UNIVERSITY HOSPITAL

University Hospitals, one of the nation's leading health care systems, focuses on providing compassionate, quality medical care to patients throughout Northeast Ohio. The system includes a major academic medical center, community hospitals, outpatient health centers, outpatient surgery centers, urgent care centers, cancer centers, rehabilitation facilities, pediatric specialty centers and mental health facilities, as well as joint venture and partnership hospitals and health centers. University Hospitals is the second largest private sector employer in Northeast Ohio and is within the top five largest private sector employers in the state of Ohio.

ABOUT PHYSICIANS ENDOSCOPY

Physicians Endoscopy, L.L.C. was formed in July 1998 with one purpose in mind – to raise the level of patient care and physician satisfaction through the development and management of freestanding ambulatory surgery centers. Our company was raised with an extensive GI focus, but always believed in being an advocate for our partners. Conceived as a business development and management company, we saw the opportunity to give physicians more autonomy and control over their work environment, while increasing their profitability and patient care standards.

Our expertise and commitment also extends to our Joint Venture Partnerships between physicians and hospitals. While most hospitals recognize that they know very little about how to manage a surgery center, which is totally different than managing a large facility with many services, they realize they need to work with their physicians to retain positive relationships.

Combining our expertise with the values a hospital can bring to the venture makes good business sense. The joint venture adds credibility and a referral base to the freestanding center, while still funneling a revenue stream back to the hospital. Moreover, many patients of the ASC are referred back to the hospital for ancillary tests and services. It is truly a "win-win" for both physician and hospital.



Physicians Endoscopy

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