



EAST SIDE ENDOSCOPY, LLC
 380 Second Avenue
 Concourse A
 New York, NY

HOSPITAL PARTNER:
 Beth Israel Ambulatory ,LLC

Center Opening: 2009
 Annual Procedures: 8700
 Number of Physicians: 9
 Square Footage: 8200
 Procedure Rooms: 4
 Admit/Recovery Bays: 14

Physician-Hospital Joint Venture

Academic Medical Hospital

REASON FOR THE JOINT VENTURE

Over the past two years, Beth Israel Medical Center and Physicians Endoscopy, a nationally recognized firm specializing in development and management of endoscopic ambulatory surgery centers, evaluated the business viability to combine forces and creating a new EASC through a joint venture arrangement.

Slated to open in late 2009, the new center will be conveniently located in the Gramercy Park area of New York City, and will be located conveniently close to the physicians' practice.

CONTACTS:

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Michael Blechman, MD
 Rene Eng, MD

POINT OF VIEW



"Having a hospital partner may help in an ambulatory surgical center in many ways ranging from negotiations with insurance companies for fee schedules to making it easier in coordinating continuity of patient care."

"Knowing the ways hospitals typically work, I had initial concerns that the hospital's ability to commit and negotiate the red tape typically involved with these ventures would slow down the entire process. These concerns didn't last very long though, as it became apparent to all of us involved in the physician coalition that our hospital was quite motivated to make this happen quickly."

Michael Blechman, MD, East Side Endoscopy

OWNERSHIP DETAILS

Group	Equity Level
Hospital	Minority
Physician Coalition	Majority
Business Partner	Minority

FINANCIAL PERFORMANCE – 1ST YEAR

VOLUMES	DISTRIBUTIONS	REIMBURSEMENT
Projected	Projected	Projected: Good
		Actual: TBD

East Side Endoscopy LLC

*A Physician-Hospital
Joint Venture*



MEDICAL TEAM

Howard Antosofsky, MD	Hom Ming Eng, MD	David Feldman, MD
Michael Blechman, MD	Michael Eng, MD	Babak Mohajer, MD
Anthony Chan, MD	Rene Eng, MD	Cary Schneebaum, MD

FACILITY GOVERNANCE

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

MEDICAL LEADERSHIP

Brett Bernstein, MD	Medical Director	Beth Israel Medical Center Physician
Michael Blechman, MD	Assistant Medical Director	Voluntary Physician

**ABOUT
BETH ISRAEL**

Beth Israel Medical Center, one of New York City’s premier hospitals, serves as the Manhattan Campus for the Albert Einstein College of Medicine. With three major divisions located throughout [Manhattan](#) and [Brooklyn](#), Beth Israel serves the diverse populations of New York.

The health care system is constantly changing and Beth Israel is excited to be at the forefront with the latest technology and innovations at our fingertips. Our growth in the last two years has been unprecedented and we continue to grow. The renovations of our Emergency Department and many inpatient units are all focused on providing you with a better patient experience.

**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 the physicians and hospital.