



# Surgeo®

Simple Surgery Solutions for Employers

# A Defining Event

A new surgery package choice built from newly matched components



## Wayne's Problem

Father Died of Prostate Cancer

Diagnosed with Prostate Cancer

Lost His Job, Insurance, and Credit

Hospital in Portland quoted \$55,000

Personal Budget was limited to \$24,000

Afraid of Cost of Post-operative Complications

## An Optimized Solution

Package built using excess capacity

Properly deployed surgeon and equipment

Spot-underwritten financial protection

Priced within his budget

All participants profited



# Phase One: Create Value Generating Pilots

Packaged services cap cost and improve member experience

Hospital-based prostatectomy package sold to payers. An office based prostate biopsy package was added.

## Savings and Improved Member Experience

-Services showed marked savings

-An arrangement for pathology services prevented members from receive surprise charges

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### Press Release:

For Immediate Release: March 24, 2011  
Contact: Media Inquiries, 904-905-7864

### Blue Cross and Blue Shield of Florida Signs Bundled Surgical Services Agreement with Mobile Surgery International

JACKSONVILLE and AVENTURA, Fla. — In its continuing effort to bring affordable and high-quality care to its members, Blue Cross and Blue Shield of Florida (BCBSF) has reached an agreement and initiated a pilot program with Mobile Surgery International (MSI), through which MSI will deliver its transparently priced, bundled, minimally invasive, laparoscopic radical prostatectomy surgery service packages to BCBSF members. Initially, these packages will be available in South Florida, but further geographic expansion of these service packages is under development.

The bundled service arrangement will include quality-focused, patient-centric, "no wait" support, education, and service, appropriate supplies, and everything necessary for conduct of the radical prostatectomy and related procedures: surgeon, surgeon's assistant, operative technical team, anesthesia, pathology, nursing care, operating room, recovery room, medications, and room and board. The arrangement will bring value and administrative simplification for BCBSF and for its members.

"BCBSF is constantly seeking opportunities to offer innovative, high quality, high value services to its members," said Jonathan Gavras, M.D., senior vice president and chief medical officer for BCBSF. "This agreement with MSI provides BCBSF with a unique opportunity to pilot a 21st Century business model that offers high-quality and convenient patient care for a common type of surgery."

# Phase Two: Expand Lines of Service & Network

Recruit respected surgeons to design and lead



**Dr. Amir Jamali**

- Board certified
- Dual fellowships
- Designed & patented specialized instruments and implants

**SURGEO**  
Your Surgery. Your Choice.

## Knee Replacement (inpatient)

*1 surgery package to replace one knee for patients who have never had that knee replaced.*

### About The Procedure

Many people with pain and dysfunction caused by osteoarthritis of the knee can benefit from non-operative treatments. When conservative measures are not enough, many patients can find relief from their symptoms through surgical correction. Among the procedures that can help is a total replacement of the knee joint, also known as a total knee arthroplasty.

When considering knee replacement, it is important to have the right surgeon. Does your surgeon have a lot of experience? Does he focus on joint replacement surgery? Will he take the time to understand your situation and goals?

Our knee replacement surgeons are absolutely focused on knee replacement surgery. Each has years of experience, does his own pre-operative evaluations, carries out your surgery, and provides post-operative care.

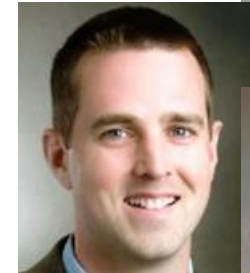
### Every Package Includes:

Your comprehensive total knee replacement package includes customer support, case review, and:

- Your surgeon
- Surgeon assistant
- Anesthesiologist
- Operating room
- Technical staff
- Knee implant
- Crutches or walker
- Up to 3 days facility stay
- 12 sessions post-discharge therapy
- One pre-operative surgeon visit
- Two post-operative surgeon visits
- Surgeo Services\*
- Surgeo Security\*

\* unlimited use of our online shopping tools, access to our network of highly qualified surgeons, convenient online request form, domestic call center support, and assistance with medical records and payment, help getting a second opinion, and more.

Procedures, e.g. removal of retained hardware, revision surgery, and anything else that is not included in the package price and Reimbursements.



# Cost Comparison

Use industry data to show cost savings

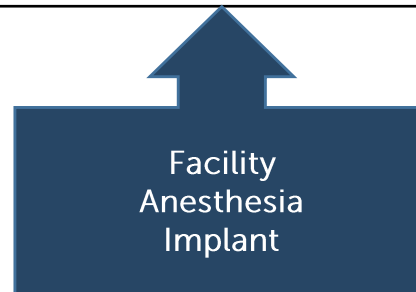
## A Study of Cost Variations for Knee and Hip Replacement Surgeries in the U.S.



THE HEALTH  
OF AMERICA  
REPORT

Location	Reported FACILITY Average	Surgeo COMPLETE Package Price
Austin, TX	\$37,308 (u)	\$21,800 (op) \$25,440 (ip)
Chicago, IL	\$34,701 (u)	\$27,467 (op)
Miami/Fort Lauderdale, FL	\$28,099 (u)	\$35,000 (ip)
Mooresville, NC	\$40,169 (u)	\$36,929 (ip)

(op) outpatient (ip) inpatient (u) unspecified





# Phase Three: Customize

Leverage national partnerships to create solutions

Upon identification of a particular need, Surgeo will work with its surgeon advisors to create a customized solution.

The process typically takes between 7 & 10 days to contract all necessary parties



*Presence of one of Surgeo's facility partners*

# EXAMPLE: Total Knee Replacement

## Qualify a surgeon



- Peer Recommendation
- Reference Checks
  - Anesthesiologists
  - OR Directors
  - Co-Surgeons
- Credential Review & Verification
- Operative Experience
- Malpractice case analysis
- Personal interviews



## Assemble the components



- Surgeon service
- Pre/Postoperative visits
- Facility use and stay (up to 3 days)
- Anesthesia
- Implant (no markup)
- 12 sessions of physical therapy
- Financial protection

## Deliver an EASY to consume package



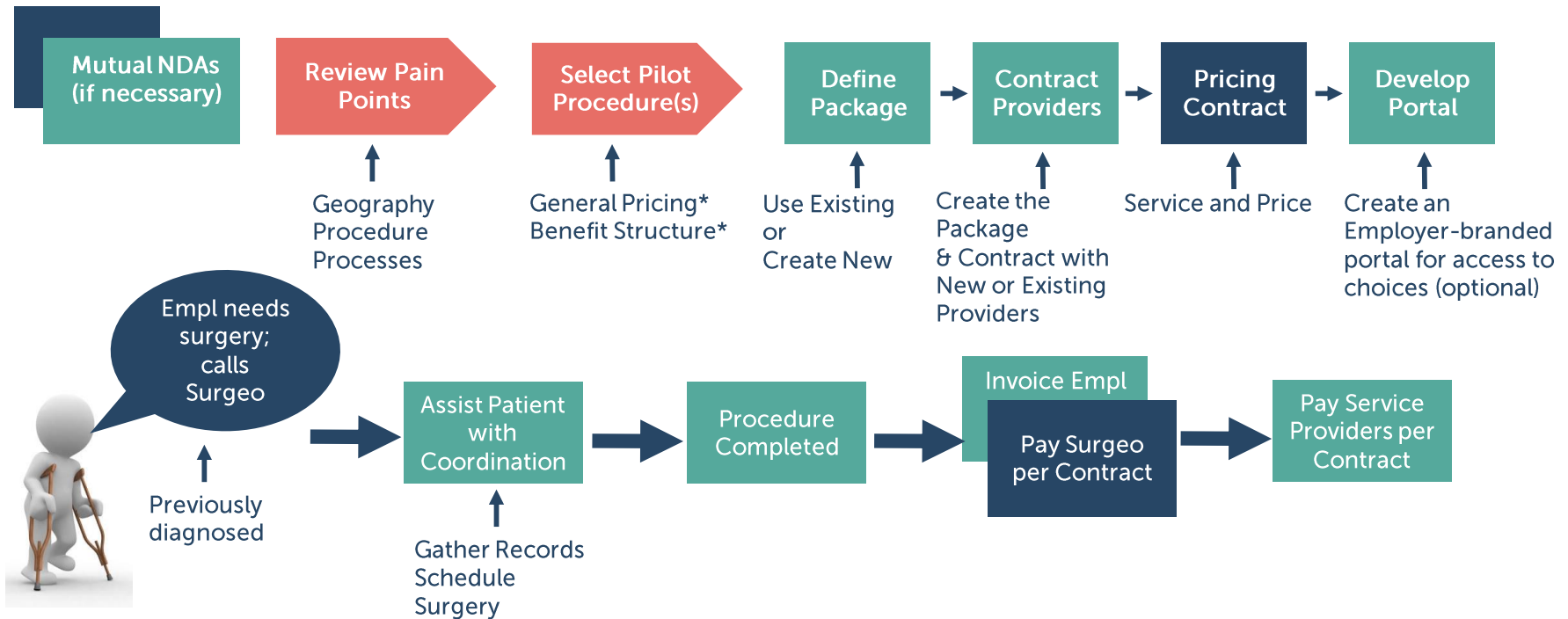
- A single package price for all components
  - Financial exposure is capped
- Customization of services for specific pain points
  - Lines of service / geography
- Company-branded portal for an easy shopping experience of options
- Assistance with financing (if necessary)
- Concierge services (scheduling, coordination of care team, etc.)

## Proposed Engagement Workflow (Pilot)

Empl task

Surgeo task

Discussion



\*If available per any existing contract confidentiality clauses



# In summary...

- No financial downside to working with Surgeo.
  - No per member per month fee
  - No “renting” of networks”
  - Pay as you use it
- Simple invoicing process
  - Single invoice for all services in the package
  - Surgeo pays all providers for their services once rendered
  - Surgeo can accommodate whatever process is necessary for payment
- Predictable cost
  - All necessary components are included in the package
  - Ancillary procedures are factored in to the price (i.e., removal of retained hardware in a knee replacement)
  - Financial protection in the event of complications (See Appendix for example)
- Customized solutions
  - Surgeo can typically create a package including a peer-recommended surgeon within a matter of days – just say what and where

**THANK YOU!**



## **Appendices:**

Company Overview

Surgeo.com

Sample Complications Protection Policy

Contact Information

## About Surgeo®

Surgeo, founded by a surgeon, makes and markets comprehensive, flat-fee surgery packages. Each surgery package includes, at a minimum, a surgeon, anesthesia, and facility. Other necessary items such as implants and physical therapy are also included if appropriate and will vary by procedure. These packages are then wrapped in consumer-friendly services such as medical record coordination, finance navigation, and financial protection in the event of complications.

This rational yet disruptive business process has produced new, value generating surgery packages. These packages have been sold to self-pay patients, Blue Cross Blue Shield and other third party payers. Approximately 60 cases have been completed under this model.

Surgeo has national partnerships that allow it to create customized packages for any client in any geography to address specific pain points.

***There is no financing downside to working with Surgeo***, as the only fees incurred are when the services are rendered. Services are contracted for a specific price and that is the amount invoiced. Surgeo can also create a client-branded company platform like its core product, <https://surgeo.com>, for its clients to communicate their constituents choices at no additional cost.




Surgeo's patent pending packaging engine and online marketplace can scale to accommodate the world's surgery needs.

The infrastructure is built in a way that allows infinite growth and simple integration into EDI streams to connect to payer benefit systems in real time to procedure the end-user's out of pocket costs for each service in the context of *current* benefit status. It is built to also accommodate operations research, logistical optimization, and development of quality metrics. It drives consumer friendly, interactive user interfaces.


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## Your Surgery. Your Choice.™

Access our network of highly qualified surgeons.  
Get the convenience of comprehensive surgery packages.

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### NASAL SINUS PROCEDURE

Every Package Includes:

- Your Surgeon
- Preoperative Surgeon Consultation
- Anesthesia
- Postoperative Surgeon Visit
- Use of Facility
- Surgeon Services
- Technical Staff
- Surgeon Security

4 Packages


Sort by: PRICE: LOW TO HIGH ▾

Compare up to 7 packages

COMPARE NOW

EXPANDED MAP

**PACKAGE A** *Most Popular!* **\$22,300 US**

 **Martin Hopp, MD**

SPECIALTY: Otolaryngic Head & Neck Surgery  
MEDICAL SCHOOL: Northwestern University Medical School  
GRADUATED: 1977  
BOARD CERTIFIED: Otolaryngology

Cedars Sinai Sinus Center  
Los Angeles, CA 90048 [View Details](#)

CHOOSE THIS PACKAGE

COMPARE FAVORITE




**PACKAGE B** *Most Popular!* **\$22,300 US**

 **James Atkins, MD**


SPECIALTY: Otolaryngic Head & Neck Surgery  
MEDICAL SCHOOL: Baylor College of Medicine  
GRADUATED: 1985  
BOARD CERTIFIED: Otolaryngology

CONTACT

Packages selected for comparison:

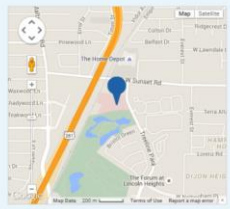
	A Martin Hopp, MD Los Angeles, CA 90048	B James Atkins, MD San Antonio, TX 78209	C Reuben Setliff, MD Sioux Falls, SD 57105
			
	<b>\$22,300 US</b>	<b>\$22,300 US</b>	<b>\$22,300 US</b>
SPECIALTY	Otolaryngic Head & Neck Surgery	Otolaryngic Head & Neck Surgery	Rhinology
MEDICAL SCHOOL	Northwestern University Medical School	Baylor College of Medicine	University of Arkansas School of Medicine
GRADUATED	<b>Every Package Includes:</b> <ul style="list-style-type: none"><li>Your Surgeon</li><li>Preoperative Surgeon Consultation</li><li>Anesthesia</li><li>Postoperative Surgeon Visit</li><li>Use of Facility</li><li>Surgeon Services</li><li>Technical Staff</li><li>Surgeon Security</li></ul> <a href="#">Download More Package Information</a>		
BOARD CERTIFIED	<a href="#">Back to Results</a> <a href="#">FAVORITE</a> <a href="#">Share</a> <a href="#">Print</a>		
RESIDENCY	Next Step: Fill out our <a href="#">CONSULTATION REQUEST FORM</a> and we will contact you within 24 hours. <a href="#">CHOOSE THIS PACKAGE</a>		
FELLOWSHIPS			
LANGUAGES			
FACILITY			

**PACKAGE** *Most Popular!* **\$22,300 US**

 **James Atkins, MD**

SPECIALTY: Otolaryngic Head & Neck Surgery  
MEDICAL SCHOOL: Baylor College of Medicine  
GRADUATED: 1985  
BOARD CERTIFICATIONS: Otolaryngology  
RESIDENCY: Baylor College of Medicine  
FELLOWSHIPS:  
LANGUAGES: English

**Christus Alamo Heights Surgical Hospital**  
San Antonio, TX 78209



A LITTLE ABOUT ME...  
I have been doing sinus surgery since 1991. In 2006 I was one of the first surgeons in the world trained in Balloon Sinuplasty. I was appointed to the Rhinology and Paranasal Sinus committee of the American Academy of Otolaryngology in 2009. This committee is composed of sinus specialists who help make policy and advise the American Academy of Otolaryngology on sinus related issues. I am a consultant for Endellix Medical of Minneapolis, MN, a sinus balloon company bringing new sinus technologies to market. I am also a consultant for Stryker medical on sinus technologies, particularly the use of computer assisted sinus surgery. I am on the planning committee of the Foundation for Innovation, Education, and Research in Otolaryngology (IERO). This is a nationwide organization dedicated to promoting and education Ear, Nose and Throat surgeons on leading edge technology. These connections help me stay plugged-in to the latest developments in my field and what they can offer my patients.

[Download More Package Information](#)

# Financial Protection from Complications

## *Sample* Complications Policy for Total Knee Replacement

Procedure: Total Knee Arthroplasty (Primary, Unilateral)

Protection Term: 12 months

Effective Date: (Date of Surgery)

ANESTHESIA RELATED, (Delirium, ARF, Cardiopulmonary, Thromboembolic, etc.)
ARTHROFIBROSIS, (Adhesions)
CREPITUS, (crunching)
DISLOCATION/INSTABILITY, (Spin out)
FRACTURE
HEMATOMA/CONTUSION, (Bleeding)
INFECTION
KNEE (Flexion Contrac., Stiffness, Weak, Catch, Fail, Leg Length, Migration, Loosening)
LEG LENGTH
NERVE COMPLICATION
OTHER COMPLICATION, (Pain, Fall, Etc.)
PATELLA CLUNK/IMPINGEMENT/AVULSION
Procedure Related, (All Other)
RUPTURE OF TENDON, LIGAMENT, OR CAPSULE REPAIR
Surgical Related, (Perioperative)
SURGICAL, (Puncture, laceration, etc.)
SWELLING/EFFUSION/HEMARTHROSIS
SYNOVITIS/TENDINITIS/BURSITIS, (Joint Inflammation)
WOUND, (Dehisce, Drain, Wound site)



## Contact Information

We welcome you to contact us at any time for more information regarding our services.

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