



WESTERN BARIATRIC
INSTITUTE

News Release

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Cash Pay Surgery Patients Find New Peace of Mind

(Reno, NV) – Choosing to undergo a surgical procedure is never an easy choice. But for people who do not have insurance coverage, it's an even more difficult decision. Western Bariatric Institute has been helping cash pay patients interested in undergoing weight loss surgery for a number of years but now has a new program in place to help this population with their decision to move forward with surgery.

BLIS, Inc., based out of Portland, Oregon has been contracted by the surgeons of Western Bariatric Institute, along with partners Renown South Meadows and SCOR (Surgery Center of Reno) to implement the BLIS program. This will enable Western Bariatric Institute to include protection against additional medical expenses, should a complication arise for the self pay patient.

“This program is only offered to a handful of surgeons across the country that can prove that they have strong clinical outcomes and minimal complications. It essentially is another way for patients to know that their surgeon has been verified to have excellent skills and encourages surgeons and hospitals to provide high-quality care,” states Dr. Kent Sasse, Medical Director of Western Bariatric Institute.

BLIS continually monitors its participating surgeons to ensure that the clinical outcomes for patients are meeting expectations. “Much like car insurance carriers, we monitor our physician partners to make sure that they meet our high quality standards,” states BLIS President & CEO Regi Schindler. “By being involved with this program, Western Bariatric Institute is providing patients with the knowledge that they have a commitment to long term success and safety.”

With insurance coverage continually changing, more and more people are undergoing surgical intervention as a cash pay patient. The concept behind Western Bariatric Institute partnering with BLIS is to provide cash pay patients with a safety net should a complication occur. As with any surgical procedure, weight loss surgery patients can experience complications after surgery and this program provides financial coverage and security for these patients.

“More and more people pay out of their own pockets for valuable surgical procedures, but they are understandably nervous about potential expenses,” states Dr. Sasse. “Although complications are rare, they can happen and the peace of mind of not having to pay for medical expenses should this happen helps patients to feel more comfortable with their decision.”

Western Bariatric Institute is the first program in all of Nevada and Northern California to be accepted into and start utilizing the BLIS program. Due to the partnership with BLIS, Western Bariatric expects to start seeing patients from a broader geographical area traveling to the program for surgery.

The BLIS program coverage will begin in January of 2008 for all cash pay patients of Western Bariatric Institute and will cover common complications from surgery for a specified amount of time. “The peace of mind that we can now offer to our patients through this program is phenomenal. We certainly hope that none of our patients ever need to utilize it but feel strongly that it is a great patient benefit,” stated Dr. Sasse.

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For more information about the BLIS program or to speak with Dr. Kent Sasse or Regi Schindler, President & CEO of BLIS, please contact Kim Brown at 775-544-2505 or via email at kbrown@westernsurgical.com.