



BLIS™ Announces Alliance with Surgical Review Corporation to Offer Surgical Complication Insurance Coverage for Bariatric Surgery Center of Excellence Designees

BLIS™ reaches agreement with the leading organization that designates Bariatric Surgery Centers of Excellence to offer designees exclusive access to a unique, valuable insurance product, covering surgeons performing elective surgery.

Portland, OR (PRWEB) February 18, 2009 -- BLIS™ (<http://www.bliscompany.com>), the leader in specialized complication insurance coverage for elective surgery, today announced a strategic alliance with Surgical Review Corporation (SRC) (<http://www.surgicalreview.org>), which designates the Bariatric Surgery Centers of Excellence (BSCOE) on behalf of the American Society for Metabolic and Bariatric Surgery (ASMBS) (<http://www.asbs.org/>). Under the agreement, BLIS will offer fully approved ASMBS BSCOE designees exclusive access to BLISCare surgical complication insurance. The anticipated launch date is March 16, 2009.

"We are proud to offer BLISCare protection to a select group of highly qualified bariatric surgeons. It is a win-win for the surgeon, the hospital and most importantly, the patient," said Regi Schindler, President & CEO of BLIS, Inc.

BLISCare (http://www.bliscompany.com/blis_surgeon.php) is the first and only insurance product that allows surgeons to protect their patients from the cost of medical treatment should surgical complication occur. In the event of complication, within certain time frames of the original procedure, the patient will not be responsible for the cost of follow-up care authorized by the BLIS Surgeon. With BLISCare in place, BLIS Surgeons can assure their patients that financial certainty is included in their surgical fee.

"This type of embedded, comprehensive financial protection represents an entirely new approach in the medical industry," noted Schindler. "We all value quality, and no other organization has done more to advance the quality of bariatric surgery than SRC and the ASMBS BSCOE designees.

"SRC is excited that other organizations recognize the resources and effort required to meet the rigorous requirements of the ASMBS BSCOE program," said Jackie Lueck Sneve, Vice President, Strategic Alliances. "Through this alliance, BSCOE surgeons are eligible for BLISCare pricing and coverage options not available to other bariatric surgeons, and BLIS benefits from the demonstrated excellence of the BSCOE surgeons."

"As demonstrated through our unique dataset, BLIS surgeons have consistently better outcomes than their contemporaries. However, even the best bariatric surgeons occasionally experience known and sometimes very expensive surgical complications, which can be financially devastating for the patient," said Schindler.

About BLIS, Inc.:

BLIS provides complication insurance coverage, patient financing and professional consulting services through a network of related business entities and industry partners. BLIS is a privately held company headquartered in Lake Oswego, Oregon with an insurance services office in Bloomington, MN. Learn more at: www.bliscompany.com or contact Ron Hill, BLIS Executive Vice President at (503) 342-2444 or BSCOEprogram@bliscompany.com.

About the Surgical Review Corporation (SRC):

Surgical Review Corporation (SRC) (www.surgicalreview.org) is an independent, non-profit corporation dedicated to assessing and improving the efficacy, efficiency and safety of surgical and related health care. SRC administers the Bariatric Surgery Center of Excellence® (BSCOE®) program on behalf of the American Society for Metabolic and Bariatric Surgery (ASMBS) and launched a SRC international bariatric surgery COE program in 2007. The ASMBS BSCOE program is endorsed by the Centers for Medicare and Medicaid Services (CMS) and numerous other health insurers around the country. There are currently more than 600 BSCOE surgeons and over 300 BSCOE hospitals in the U.S.

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