

BLIS® Announces Coverage for ROSE Weight Loss Surgery Procedure

BLIS is the only program in the country helping surgeons protect their patients from costly complication-related medical bills resulting from bariatric surgery

PORTLAND, Ore. – January 13, 2010 – BLIS, the leader in specialized complication insurance coverage for elective (cash-pay) surgery, has added insurance coverage for the ROSE surgical procedure. Approved BLIS Surgeons offering the ROSE surgical procedure can now provide their patients with complication protection in the event a surgical complication should arise.

Until now, BLIS has provided protection for Roux-en-Y Gastric Bypass, Gastric Banding, and the Sleeve Gastrectomy procedures only. “Offering BLIS protection for these new procedures allows our surgeons to reach a broader range of patients and therefore help increase access to life saving surgery,” stated BLIS, Inc. CEO & President, Regi Schindler. “Only the BLIS surgeon can provide patients with the financial peace of mind that BLIS enables. Helping high quality surgeons protect patients and their families is vitally important so being able to expand the range of covered weight loss surgical procedures is great news for everyone in the industry.”

The ROSE procedure (Restorative Obesity Surgery, Endolumenal) provides an incisionless surgical option to restore gastric bypass patients' anatomy to closely match original post-surgery sizes. The scar-free ROSE Procedure performed entirely through the mouth without making any external incisions into the body. Eliminating incisions means less risk than traditional open or laparoscopic surgery, minimal post operative pain, fast recovery time and no scarring. Patients generally report minimal or no pain after the procedure and many of them return to work and normal activities the next day.

With the Centers for Disease Control (CDC) reporting in July, 2009 that 26.1% of the US population is obese, the need for surgical intervention for weight loss and health improvement continues to grow. “More and more Americans are affected by obesity every year, with many seeking the assistance of surgical intervention to assist with their weight loss and health goals,” stated Schindler. “BLIS allows patients who are interested in weight loss surgery to pursue surgery without the worry of the cost of complications post-operatively. It’s a win-win for everyone involved; the patient, their family, and the surgeon.”

BLISCare is the first and only insurance product that gives surgeons the ability to protect their patients from the cost of medical treatment should surgical complication occur. In the event of a complication, within certain timeframes 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 protection is included in the price of surgery.

About BLIS, Inc.

BLIS, Inc. is a privately held company based in Portland, Oregon offering financial and insurance products designed to help improve access to surgery. The principal insurance product developed by BLIS is called BLISCare™, an innovative and proprietary product that insures surgeons for complication related care benefitting the BLIS Surgeon, their

patients and the hospital. By removing the primary barrier to surgery, BLIS is helping clients increase access for their patients. BLISCare is currently available only for certain bariatric procedures with plans to expand into other surgical specialties in the future.

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