



## NEWS RELEASE

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**For release: immediate**

## A New Surgery Center for Bettendorf

### ORA and Genesis break ground on project

Orthopaedic & Rheumatology Associates (ORA) and Genesis Medical Center launched construction of a new office facility and ambulatory surgery center Saturday with a groundbreaking ceremony at Genesis Medical Park at Crow Valley in Bettendorf.

The three-level, 75,000-square-foot building, located at the northeast corner of 18th Street and 53rd Avenue in Bettendorf, will contain first-floor offices and exam rooms for ORA. On the second level, ORA and Genesis will share ownership of the ambulatory surgery center. Also housed in the building will be MRI services and physical therapy.

The new facility responds to a nationwide trend in health care: Nearly 80 percent of surgeries today are done on an outpatient basis. The proposed ambulatory surgery center is designed to provide services to patients in a more convenient and accessible setting.

#### A nationwide trend

"Surgery centers provide a pleasant, efficient and convenient setting for a large number of orthopaedic procedures," said Joseph Martin, M.D. an ORA physician. "They have been successful nationally and locally, and we believe that this partnership with Genesis will result in the delivery of the highest quality of orthopaedic care."

Since 1963, the medical group has worked efficiently with the hospital in the areas of cost control for medical services, quality assurance and peer review, and physician leadership, he added.

The new building will mark Genesis' second medical office facility – and its second physician group partnership at the 16-acre Genesis Medical Park at Crow Valley campus. In 2004, the Center for Digestive Health opened on the northwest corner of the site – a joint effort of Genesis and Gastroenterology Associates, P.C.

Genesis is proud to partner with ORA on the innovative project, said Leo Bressanelli, President and CEO of Genesis Health System.

"ORA is widely recognized as a leader in orthopaedic medicine throughout the Quad Cities, and this collaboration will allow ORA and Genesis to provide more convenient and more effective treatment to our patients," Bressanelli said.

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He added, "These partnerships enable us to bring world-class health care out of the hospital, closer to our patients and into the community. We look forward to a long and productive partnership here and throughout the Quad Cities."

**Outpatient surgery volumes grow**

In the past three decades, outpatient surgery volumes have grown significantly and will continue to increase. The number of freestanding ambulatory surgery centers jumped from 50 centers in 1970 to 3,383 in 2002, according to the Haverford Healthcare Advisors' Ambulatory Surgery Center Business Review.

The new surgery center in Bettendorf will include two operating suites, pre-operative and recovery areas, and office and treatment space. Russell Construction was hired as the general contractor, and Gere/Dismer Architects is serving as project architect.

"This will be an opportunity for our practice to improve our ability to deliver outstanding, cutting-edge surgical care to all our patients in collaboration with the resources and services available through Genesis Medical Center," Dr. Martin said.

Ambulatory surgery centers can offer increased physician and staff efficiency over hospital operating rooms, which are used for both inpatient and outpatient surgeries and usually require different setups, supplies and equipment for each type of surgery. As a result, physicians can perform more procedures in less time, and patients enjoy fewer delays.

ORA is the largest orthopaedic and rheumatology practice between Chicago and Omaha recording nearly 100,000 patient visits each year at offices located in Davenport, Moline, Silvis, Clinton, Muscatine, Durant, DeWitt and Geneseo. It also has a greater number of fellowship-trained physicians covering more areas of bone and joint specialization than 90 percent of U.S. orthopaedic practices.