

*FOR IMMEDIATE RELEASE*

## **NewHope Bariatrics Center Passes Rigorous National Standard**

### **Accreditation Demonstrates Center's Adherence to Strict National Care Guidelines**

*Kansas City, Kansas (April 23, 2009)* – NewHope Bariatrics Surgery Center announced today that it has earned the distinction of being accredited as a Center of Excellence by The American College of Surgeons Bariatric Surgery Center Network Accreditation Program (ASC). The center is located in Overland Park, Kansas, a growing suburb of Kansas City.

NewHope Bariatrics Surgery Center becomes just the ninth outpatient center in the nation to earn this accreditation. More importantly for the greater Kansas City area, NewHope Bariatrics is the only outpatient ASC Center of Excellence for weight loss surgery in the area and the entire State of Kansas. This distinction not only recognizes that the center has met the most rigorous standards in the industry for patient care and safety, but it offers significant value to patients seeking weight-loss care who may currently be denied access by their insurance providers. Health insurance providers recognize, and in many cases require, the center of excellence accreditation as a condition of coverage. With NewHope Bariatrics Surgery Center now holding this accreditation, the center is excited to be able to help patients not only receive high quality care, but also gain access to insurance benefits to help them afford that care.

“We’re gratified that this prestigious organization recognizes the great care we provide our patients,” said Stephen Malley, M.D., the Medical Director of NewHope Bariatrics Surgery Center. “We work hard to earn our patients’ trust, and this accreditation can provide additional assurance to future patients who might be considering surgery to treat obesity.”

Dr. Malley is one of the nation’s most experienced surgeons in the LAP-BAND® Procedure. The LAP-BAND® System is one of the only weight-loss surgical options that can be performed in an outpatient surgery center. The procedure is performed laparoscopically, typically in about one hour, and patients return home the same day. It is also the only reversible weight-loss surgery. Dr. Malley has performed over 1,300 LAP-BAND® Procedures.

NewHope Bariatrics Surgery Center, which opened in 2007, had to meet a number of the group’s strict standards to receive the certification. Among other things, NewHope:

- Has demonstrated a safe and effective environment for surgery and post-operative care.
- Carefully tracks patient’s long-term post operative results including satisfaction.
- Provides extensive support services for patients, including education, nutrition and psychological support.
- Supplies detailed reporting on patient outcomes to the program.

The American College of Surgeons Bariatric Surgery Center Network Accreditation Program (ACS BSCN) accredits U.S. facilities that have undergone an independent, voluntary and rigorous peer evaluation in accordance with nationally recognized bariatric surgical standards. Bariatric surgery accreditation not only promotes uniform standard benchmarks, but also supports continuous quality improvement.

Obesity is a growing epidemic in the United States. According to the fourth annual *F as in Fat: How Obesity Policies Are Failing in America, 2007* report from the Trust for America's Health, adult obesity rates over the past year rose in 31 states, including Kansas, which was ranked as the 27th highest rate of adult obesity at 24.3 percent. Obesity can lead to serious health consequences, including type 2 diabetes and even premature death.

NewHope Bariatrics and Dr. Malley offer a comprehensive program beginning with extensive education, pre-surgical consultation and financial counseling, and continuing through aftercare programs focused on long-term clinical support and access to a community of patients and health-care professionals. The entire program is designed to help people achieve their weight-loss goals and improve their quality of life.

The NewHope Bariatrics Obesity Surgery Center is located at 10787 Nall Avenue, Suite 100, Overland Park, Kansas. Free educational seminars are offered to the public. To register or to find out more information, please call 1-877-NEW-HOPE (1-877-639-4673) or visit [www.newhopebariatricskc.com](http://www.newhopebariatricskc.com).

NewHope Bariatrics (Charlotte, North Carolina) develops and operates ambulatory surgery centers and bariatric programs in partnership with highly regarded bariatric surgeons and surgery centers that serve the needs of the seriously overweight. The NewHope Bariatric Centers focus on adjustable gastric banding procedures (primarily the LAP-BAND<sup>®</sup> System), delivering compassionate care, excellent clinical results, and superior patient satisfaction ratings. For more information, visit [www.newhopebariatrics.com](http://www.newhopebariatrics.com).

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