



**FOR IMMEDIATE RELEASE**

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**Cardinal Health, GENASCIS Combine Forces to  
Help Ambulatory Surgery Centers Improve Profitability, Efficiency**

**LOS ANGELES and DUBLIN, Ohio – Feb. 10, 2010** – Cardinal Health and GENASCIS™ today announced a partnership to help ambulatory surgery centers improve operational efficiency and overall cost effectiveness by combining Cardinal Health's expertise in improving supply chain management with industry-leading revenue cycle management services from GENASCIS.

Cardinal Health currently delivers medical and pharmaceutical supplies to and creates supply chain solutions for thousands of hospitals and surgery centers, nationwide. The company's Presource® Products and Services and Clinical Apparel/Patient Protection businesses conduct full clinical and logistical assessments for hospitals and surgery centers – identifying supply chain pain points and recommending product and workflow solutions to reduce inventory, promote staff safety and productivity, and improve cost effectiveness.

Now, when Cardinal Health's supply chain assessments identify surgery centers that may benefit from improved revenue cycle management practices, Cardinal Health will connect those customers with GENASCIS, which provides revenue cycle management services to more surgery centers than any other company in the United States. A revenue cycle management specialist from GENASCIS can then make strategic recommendations regarding how the surgery center can improve overall profitability by implementing new charge capture, coding, billing and reimbursement processes.

"Cardinal Health is committed to helping surgery centers improve efficiency and staff productivity so they can focus on patient care and procedural cost effectiveness," said Steve Inacker, a president of Cardinal Health's Medical segment. "Our partnership with GENASCIS enables us to help surgery centers further improve their cost-effectiveness by providing services that allow them to get fully compensated for the quality medical care they provide patients."

Leveraging the GENASCIS proprietary database, which contains revenue cycle management data, processes and best practices for more than 700 surgery centers nationwide, customers will also be able to benchmark their overall fiscal performance against their peers and identify the specific best practices that are most likely to improve it.

"By combining our deep benchmarking data and the expertise of our revenue cycle specialists with Cardinal Health's supply chain and OR management expertise, we can arm surgery centers with best practices, region and specialty-specific reimbursement trends, and streamlined workflow recommendations that can help them make meaningful improvements to their efficiency and profitability," said Ed Gallo, GENASCIS' chief executive officer.

For more information on ambulatory surgery center business assessments from GENASCIS, contact 866.208.7348, extension 265. For more information about how Cardinal Health's Presource Products and Services business can help you improve supply chain efficiency, contact [PresourceSolutions@cardinalhealth.com](mailto:PresourceSolutions@cardinalhealth.com).

### **About GENASCIS**

The company was created by integrating the services of firmly established, industry-leading business entities in the ASC space. Prior to consolidating under the GENASCIS brand, PMG Partners was the nation's leading provider of technology-enhanced revenue cycle services for ambulatory surgery centers and specialty physicians. MEDIBIS™ designed and built the surgery center industry's only analytical, business intelligence and benchmarking software. And GIT was widely acknowledged as the premier resource for transcription and clinical coding services for ASCs and specialty practices. Collectively, GENASCIS offers an unmatched understanding of ASC commerce, end-to-end outsourced revenue cycle services, and powerful proprietary technology solutions, including MEDIBIS Analytics; MEDIBIS Query; CODECYPHER™ Coding Compliance Engine; and the ASC peer analysis web site CompareMyASC.com. CODECYPHER enables ASCs to quickly and cost effectively generate a customized coding analysis that highlights compliance issues, risks and opportunities, as well as provide case-specific decision support. CompareMyASC.com is a free, online tool that provides ASCs invaluable insight into their revenue cycle efficiency by measuring several key performance metrics against industry averages and what GENASCIS has identified as best practices. With corporate headquarters in Los Angeles, Calif. and offices in San Diego, Calif. and Oklahoma City, Okla., GENASCIS has over 400 employees and currently works with more than 700 surgical centers and specialty physician practices in 44 states. More information can be found at [www.GENASCIS.com](http://www.GENASCIS.com)

### **About Cardinal Health**

Headquartered in Dublin, Ohio, Cardinal Health, Inc. (NYSE: CAH) is a Fortune 18 health care services company that improves the cost-effectiveness of health care. As the business behind health care, Cardinal Health helps pharmacies, hospitals and ambulatory care sites focus on patient care while reducing costs, improving efficiency and quality, and increasing profitability. As one of the largest health care companies in the world, Cardinal Health is an essential link in the health care supply chain, providing pharmaceuticals and medical products to more than 40,000 locations each day. The company is also a leading manufacturer of medical and surgical products, including gloves, surgical apparel and fluid management products. In addition, the company supports the growing diagnostic industry by supplying medical products to clinical laboratories and operating the nation's largest network of radiopharmacies that dispense products to aid in the early diagnosis and treatment of disease. Cardinal Health employs more than 30,000 people worldwide. More information about the company may be found at [www.cardinalhealth.com](http://www.cardinalhealth.com)

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