



Start Up Offers Gynecologist and Urologist In-Office Procedure Options

Milwaukee, WI, April 25, 2007 --(PR.com)-- Physicians in Wisconsin now have procedure options once unavailable without costly capital investments in equipment and staff. Badger Medical Systems Inc. is a new business in Wisconsin which aims to provide Gynecologist and Urologist equipment and staff on a per case basis. By using Badger Medical System's services doctors will now be able to offer minimally invasive procedures in-office instead of having to resort to scheduling a patient for a hospital operating room visit.

Badger Medical Systems offers a variety of procedures normally requiring a healthy investment in technical equipment. Endometrial ablation, transurethral microwave thermotherapy, micro invasive sterilization via Essure, and hysteroscopy directed biopsy or polypectomy are just a few of the procedures that the company supports. Badger Medical Systems offers Physicians access to state-of-the-art equipment and experienced staff for in-office procedures normally requiring them to navigate a challenging hospital perioperative scheduling process.

In-office procedures are routinely less costly for both Physicians and their patients. The lower costs for patients whose Physicians use Badger Medical Systems services increases treatment options Physicians can present to their patients. Now procedures normally limited or excluded by patients' co-pays are within reach.

Fortunately, patients and physicians feel the benefits of in-office procedures in more places than their pocket-books. According to Dr. Richard Gimpelson, MD, the former President of the American Association of Gynecologic Laparoscopists and pioneer in the field, in-office procedures enable better quality care. "Patients do better, they are not as sedated, they are much happier," says Dr. Gimpelson in an interview on hysteroscopic procedures with the educational resource site OBGYN.net. With Badger Medical System's focused, experienced OR Nursing staff present, the physicians office staff is able provide a nurse-patient ratio is 1:1. With a fanatical emphasis on care standards, technology, and efficiency, President, Patrick Linnihan, Badger Medical Systems aims to bring the best equipment and procedure care to their physicians. "The company's equipment list looks a lot like a state of art surgical center. We made sure that our equipment and procedures are the best on the market. For example, all of our scopes are sterilized via our own Sterrad NX gas plasma unit, which is the same caliber equipment in hospitals. Additionally, our scopes are 100% single-sourced from Wolf, which is recognized as one of the world's top medical optics companies," says Linnihan.

The company not only offers quality customized office procedure services. It has already developed custom equipment for in-office procedures which they plan to market to physicians already performing in-office procedures who have been forced to navigate complicated vendor relationships to find critical supplies in low quantities. Beth Matysik, RN, MS, and the company's Nurse Manager, says Badger Medical is innovating healthcare support, and contributing to a lower-cost solution to ease the burden on payors, patients and physicians. "Because all we do are these procedures, we're able to develop a process which finds the best way to support the patient and physician with the most efficient, highest quality care using our services. In many cases this means redesigning the support equipment to get the job done



easier,” says Matysik.

Badger Medical Systems provides the equipment and personnel to perform in-office TUMT, endometrial ablations, Essure, urodynamic testing and hysteroscopic procedures without the need to make capital purchases or impact staffing levels. This drives greater access to medical procedures for patients and higher practice reimbursements to physicians' practices.

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