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## The Camden Group Announces Affiliation with Long Time Client GRIPA

*Alliance strengthens firm's advisory services in clinical integration and development of accountable care organizations*

**Los Angeles, California, May 26, 2010** -- The Camden Group, a national healthcare business advisory firm, today announced that it is now affiliated with Greater Rochester Independent Practice Association (GRIPA), a leading physician hospital organization (PHO).

The Camden Group sought the affiliation with GRIPA given the increased demand from healthcare clients to find ways to facilitate improved coordination of care and achieve greater integration in order to deliver greater value to healthcare consumers. With its 812-physician membership, two community hospitals, and a medical management and IT staff, GRIPA is one of the first in the nation to achieve a favorable advisory opinion from the FTC on their plan for clinical integration. Camden clients will now have direct access, including site visits, to GRIPA in order to learn and understand ways to deliver accountable care.

“We are thrilled to have this unique opportunity to be affiliated with such a groundbreaking organization – one that we have worked with for several years,” said Steve Valentine, president of The Camden Group. “Healthcare is changing, and it’s moving in a very clear direction. GRIPA embodies the future of healthcare and achieves the core objectives defining this new age in accountable healthcare – greater clinical quality, improved cost effectiveness, and superior patient experience.”

In addition to The Camden Group’s affiliation with GRIPA, the firm announced earlier this year its hiring of GRIPA’S former CEO, James Smith, FACHE, as senior vice president. Smith is heading up The Camden Group’s advisory services in clinical integration and the development of accountable care organizations. Eric Nielsen, M.D., the current CMO of GRIPA, also recently joined The Camden Group as Medical Director for the firm.

“This collaboration brings great exposure and expertise for both our organizations,” said Gregg Coughlin, president of GRIPA. “Healthcare is revolutionizing at an incredible pace, given the anticipated impact of healthcare reform. Together, we’re dedicated to innovating the industry to make healthcare work better – for everyone.”

This latest news follows the recent announcement by The Camden Group that it has added Robert A. Minkin, former CEO of Exempla Saint Joseph Hospital, to serve as senior advisor to the firm. Minkin is a leading national expert on bundled payments. Under Minkin’s leadership as president and CEO, Exempla Saint Joseph won the bid to participate in a three-year CMS Acute Care Episode (“ACE”) demonstration project to “bundle” payments to hospitals and physicians. Exempla Saint Joseph is one of four hospitals with cardiac programs to participate in the pilot demonstration.

### **About The Camden Group**

The Camden Group provides a vast array of consulting services on areas ranging from hospital operations improvement, strategic, financial and business planning, and physician group advisory services. Since its founding in 1970, The Camden Group has advised more than 1,000 hospitals, medical groups, outpatient facilities, and other healthcare organizations nationwide. For more information, please visit [www.thecamdengroup.com](http://www.thecamdengroup.com).

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