



IVY VENTURES, LLC®
Outpatient Growth Solutions

Press Release

From Ivy Ventures, LLC.

For Immediate Release

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Intermountain Healthcare Engages Ivy Ventures for Strategic Outpatient Growth Solution

Richmond, VA, July 1, 2010

Intermountain Healthcare has engaged Ivy Ventures, LLC of Richmond, Virginia as its long-term strategic partner to grow outpatient imaging services. Ivy Ventures will support Intermountain Healthcare's strategic initiatives, analyze relationships with key physician groups, assess the market and competitive environment, review capital investment opportunities, develop innovative customer service solutions, and provide sales and marketing expertise for diagnostic imaging services. The expansion of the existing relationship between Ivy Ventures and Intermountain will encompass twenty-one hospitals and seven imaging centers across Idaho and Utah.

Brent Johnson, VP of Imaging Services for Intermountain Healthcare, said "Intermountain Healthcare is an organization driven by a mission of excellence in the provision of healthcare services to communities in the Intermountain region. We realized that we needed established subject matter experts to help us get to the next level of excellence in those service lines that require a more patient and physician-oriented focus. Ivy Ventures brings a unique set of skills to this partnership. We've seen their programs succeed by growing imaging volume and improving our service levels at three of our facilities; it makes good business sense to expand those programs to all of our healthcare facilities. Ivy and Intermountain share a common vision that better patient care starts with market-leading customer service."





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Cliff Park, Operations Officer for Intermountain Healthcare Urban South Region, said “I am appreciative of the exceptional effort and incredible results that Ivy Ventures has produced over the last 30 months and look forward to continued success through our long term partnership. In particular, the SNAPCare program has been a big success in Intermountain Urban South market. SNAPCare helped us address unique customer service issues with our employed physician network, dramatically improved patient and physician access, and grew our imaging market share.”

Milan diPierro, Chief Operating Officer for Ivy Ventures, said “A hospital’s performance in outpatient service lines, like outpatient imaging, is a good barometer of efficiency, effectiveness, and customer satisfaction. We are honored to be chosen as Intermountain’s long term strategic partner to implement market-leading programs that enhance patient care, assuring their continued success in a highly competitive market. During tough economic times, patients vote with their feet. They select providers that deliver the best care and the best value proposition. Our comprehensive approach incorporates strategy, analytics, and best in class operations to maximize the value that Intermountain can deliver to patients and referring offices. We couple these programs with a professionally managed sales and marketing program to assure that lines of communication are always open and that profitable outpatient volumes continue to grow.”

About Ivy Ventures, LLC

Ivy Ventures, LLC, is based in Richmond Virginia and was founded in 2003. Ivy is uniquely positioned to leverage unparalleled industry experience and has a proven track record of success helping healthcare providers increase profits, physician satisfaction, and patient satisfaction. For more information on Ivy Ventures, LLC, visit www.ivyventures.com.

About Intermountain Healthcare

Intermountain Healthcare is a nonprofit health system based in Salt Lake City, Utah, with 23 hospitals, over 900 physicians and clinicians in the Intermountain Medical Group, a broad range of clinics and services, and health insurance plans from SelectHealth. We are the largest healthcare provider in the Intermountain West, with over 32,000 employees and serving the healthcare needs of Utah and southeastern Idaho residents. Our mission is to provide clinically excellent medical care at affordable rates in a healing environment that's as close to home as possible. For more information on Intermountain Healthcare, visit www.intermountainhealthcare.org.

