

# Featured Partner

Cardiovascular Care Group (CCG) is a physician-driven company that partners with cardiologists to address the fundamental problems in the delivery of care for patients with cardiovascular disease. CCG's goal is to break down the barriers caused by today's fragmented delivery system that have led to suboptimal, more expensive cardiovascular care. CCG's model offers an alternative that provides significant governance control for cardiologists and higher financial reimbursement potential.



AN INTERVIEW WITH STEVE BLADES, PRINCIPAL



**Q: Why have you chosen MedAxiom as a strategic partner?**

A: CCG is proud to be a strategic partner with MedAxiom's member groups. MedAxiom provides CCG unparalleled access to the most progressive CV practices in the US. MedAxiom is helping to shape the future of cardiovascular care delivery and CCG wants to be an active participant in the process.

**Q: How does your business currently interact with the Cardiology practices?**

A: CCG has enjoyed relationships with several MedAxiom members for over a decade through our predecessor company, Cardiovascular Services of America/Cardiovascular Care Affiliates, and its outpatient cardiac cath lab cardiology practice partnerships.

More recently, we have been in discussions with several MedAxiom members to explore alternatives to local hospital integration or remaining independent in the face of significant regulatory and reimbursement changes.

We are strong advocates that CV practices need to determine their own destiny. CCG believes this is best accomplished from a hospital-based platform where cardiologists are in control of their patient service line. We believe redesigning existing heart hospital relationships and developing new physician partnerships involving hospital joint ventures provide two preferred options to traditional hospital integration models.

**Q: What differentiates your organization from others?**

A: CCG is first and foremost a physician-led enterprise that believes that physicians need to take a leadership role in healthcare reform. CCG intends to help redefine the delivery of cardiovascular care in close partnership with CV practices.

**Q: How do you intend to add more value to your customers in the next 12 months?**

A: CCG will add value by providing CV practices with an alternative to traditional hospital integration. In traditional hospital models, CV physicians often lose their private practice identity, are forced to compete with other specialties for scarce hospital resources, and don't have critical decision-making authority over their own specialty services.

**Q: What new activity can we expect to see CCG develop in the next 12 months?**

A: CCG is finalizing transactions to acquire two existing heart hospitals before the end of this year. In addition, CCG is working on strategic partnerships with several national hospital companies to create heart hospital joint ventures with cardiovascular practices

**Q: What are your long-term goals in serving the Cardiology practice arena?**

A: CCG's vision is to improve clinical outcomes for patients with cardiovascular diseases through a physician-led and patient-centric delivery of care approach. Our long-term goal is to work with cardiologists to develop a new comprehensive cardiovascular care model to replace the current delivery system with one that provides higher quality and lower cost; ultimately leading to better patient care and fair, sustainable CV provider reimbursement.

**Q: Who should the MedAxiom practices contact with questions about your company or products?**

A: MedAxiom members should contact me ([sblades@cvcaregroup.com](mailto:sblades@cvcaregroup.com) or 615-776-1810) or Steve Johnson ([sjohnson@cvcaregroup.com](mailto:sjohnson@cvcaregroup.com) or 615-515-9872) with any questions about CCG. They can also visit the CCG website at [www.cvcaregroup.com](http://www.cvcaregroup.com).