



COLON HEALTH CENTERS
OF AMERICA, LLC

First CHC America Site Opens

Inaugural Site Opens in Delaware with Support of Blue Cross Blue Shield of Delaware Contract

[Colon Health Centers of America](#), the leading provider of CT Colonography (CTC) services for Gastroenterology specialists, is opening its first site in New Castle County (Wilmington/Newark), Delaware on September 2, 2008. The inaugural site, created in partnership with CHC America's first Client/Owner GI group, [Mid-Atlantic GI Consultants](#) (MAGIC) of Newark, Delaware, was enabled by the signing of a contract with [Blue Cross Blue Shield of Delaware](#) (BCBSDE).

This landmark arrangement enables the opening of [Colon Health Center of Delaware](#), the first community-based, integrated Colon Health Center in the nation, bringing together the convenience and safety of a non-invasive, sedation-free CTC with the opportunity for a same-day, same-prep, therapeutic colonoscopy for those with discovered polyps. The contract with BCBSDE represents the first major commercial payor to reimburse screening CTC in the US, and the first commercial payor to do so outside of Madison, Wisconsin.

BCBSDE has agreed to reimburse CHC America's [Patent-pending, Integrated Screening Model](#) [CTC followed by therapeutic colonoscopy for those with discovered polyps] and is providing a single, bundled, episode-of-care payment "per screening event". The payor believes that it is essential to have the capability to provide same-day, same-prep therapeutic colonoscopy for patients who need it.

CHC America is working to secure contracts with other Mid-Atlantic regional, as well as national, payors to support this and future CHC America sites.

The Colon Health Center of Delaware incorporates a "wellness/spa" ambience and is dedicated to getting the 50% or more of unscreened individuals off the "screening sidelines" and receiving life-saving colon cancer screening. The center will serve as CHC America's showcase site and template for taking the model across the country.