Surgical Review Corporation (SRC) gets bombarded daily with questions about bariatric surgery, our Centers of Excellence programs and our recently released outcomes database. We get so many telephone calls and emails each day that we established a Support Center to handle them all in a timely manner.

The number one question we get is *WHY*? Why should a center apply to the Bariatric Surgery Centers of Excellence (BSCOE) program? Why do surgeons and hospitals need to enter their data into BOLD? Why does BOLD ask so many questions? Why won’t my health insurance pay for my surgery? Why did my surgeon recommend the adjustable gastric band instead of a gastric bypass? Why does diabetes go away after bariatric surgery?

The daily barrage of calls and emails come from patients, their families, the media, health plans, surgeons and program coordinators alike. The subject matter varies but the theme is the same – *why*?

Everyone wants answers. No one wants to wait. SRC is expected to deliver the answers. Until recently, there wasn’t a single source for answers. Health plans offered few. Think back to the early part of this decade when payors refused to cover bariatric surgery altogether.
Much progress has been made since this highly successful program began less than three years ago. But many don’t realize that this is only the first step. If SRC’s focus was limited to awarding Centers of Excellence designations, it would fall short of its mission and questions would begin to mount. The BSCOE program answers some of the questions, but the next questions will become more and more complex. Questions such as:

- How do we stratify patient risk factors?
- Which clinical pathways are the most effective?
- How effectively are co-morbidities resolved and durable weight-loss achieved by surgery type?
- What are acceptable outcomes levels, such as mortality and complication rates, to maintain a level of “Excellence?”
- Can payors be convinced that they receive a return on investment if they cover bariatric surgery?
- Are the current BSCOE program requirements suitable for centers to stay excellent in the future?

SRC expects the answers to these and other important questions to come from our recently released Bariatric Outcomes Longitudinal Database (BOLD™). This innovative database will be used to capture detailed information on each patient such as co-morbidities, the type of surgical procedure, adverse events, weight-loss progress and outcomes. All BSCOE program participants are required to report their data and as a result, we expect more than 100,000 patients each year will be entered. BOLD™ is a tool that will be used for improving:

- **Patient care**: Data from BOLD™ will be provided back to surgeons and their staff so they can learn from the results.
- **Coverage**: Finally, surgeons will have better data than most payors. Data that will be verified by site inspection.
- **Patient Safety**: Adverse events will be closely scrutinized.
- **Quality**: BOLD™ will be used to guide future BSCOE program requirements.

Without a central source for answers, bariatric surgeons were headed into perilous territory. But instead of idly sitting by and becoming a victim, they chose to take charge of the situation and establish a program to provide answers. Those in the industry are starting to notice.

Armed with a superior quality program and better data than anyone else in the industry, bariatric surgeons take a giant step closer to being able to answer, “Why?” SRC is simply following doctors’ orders.

**About the Author:**

Gary Pratt is the Chief Executive Officer of the Surgical Review Corporation. Gary graduated from the University of Tennessee with degrees in marketing and accounting. Mr. Pratt has started seven successful businesses and was a partner in a national accounting firm. He is a proud member of the Obesity Action Coalition.
The Obesity Action Coalition (OAC) is a non-profit patient organization dedicated to educating and advocating on behalf of those affected by obesity, morbid obesity and childhood obesity. The OAC distributes balanced and comprehensive patient educational materials and advocacy tools.

The OAC believes that patients should first be educated about obesity and its treatments and also encourages proactive patient advocacy. The OAC focuses its advocacy efforts on helping patients gain access to the treatments for morbid obesity. As a membership organization, the OAC was formed to bring patients together to have a voice with issues affecting their lives and health. To learn more about the OAC, visit www.obesityaction.org or contact us at (800) 717-3117.

OAC Resources
The OAC provides numerous beneficial resources for patients, as well as professionals. All OAC resources are complimentary and may be ordered in bulk. To request materials, please contact the OAC National Office at (800) 717-3117 or send an email to info@obesityaction.org.

Newsletters
• Obesity Action Alert - the OAC’s free monthly electronic newsletter
• OAC News - OAC’s quarterly education and advocacy newsletter

Brochures/Guides
• Are you living with Obesity? Brochure
• Advocacy Primer: Your Voice Makes a Difference
• BMI Chart

• OAC Insurance Guide
• State-specific Advocacy Guides
• Understanding Obesity Series
  - Understanding Obesity Brochure
  - Understanding Obesity Poster
  - Understanding Morbid Obesity Brochure
  - Understanding Childhood Obesity Brochure

OAC Membership
The OAC was founded as the “patient voice” in obesity. As a membership organization, the OAC exists to represent the needs and interests of those affected by obesity and provide balanced and comprehensive education and advocacy resources. Membership in the OAC is integral in strengthening the voice of the millions affected by obesity. Various membership levels are available and each is accompanied with several valuable benefits such as:

• Official membership card/certificate
• Annual subscription to OAC News – OAC’s quarterly educational and advocacy newsletter
• Subscription to Obesity Action Alert – monthly e-newsletter distributed on the 1st of each month
• Access to valuable educational resources and tools
• Patient representation through advocacy, in addition to information on advocacy issues concerning patients

Yes! I would like to join the OAC’s efforts. I would like to join as a/an:

- Patient/Family Member: $20
- Professional Member: $50
- Physician Member: $100
- Surgeon Member: $150
- Institutional Member*: $500 (Surgery centers, doctors’ offices, weight-loss centers, etc.)
- OAC Chairman’s Council*: $1,000 +

* These membership levels have exclusive benefits.

Name: ____________________________
Company: ____________________________
Address: ____________________________
City: ___________ State: _______ Zip: ___________
Phone: ___________ Email: ___________

Payment Information
Enclosed is my check (payable to the OAC) for $ _______.
Please charge my credit card for my membership fee:

- Discover®
- MasterCard®
- Visa®
- Amex®

Credit Card Number: ____________________________
Expiration Date: _______ Billing Zip Code: _______