



For Immediate Release

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GI Associates Honored as one of the Nation's Elite

Recognized For Quality And Safety By Leading Gastrointestinal Medical Society

Wausau, Wis. – June 28, 2010 – GI Associates is proud to announce that the American Society for Gastrointestinal Endoscopy (ASGE), a national professional society, has recognized the firm as part of its program specifically dedicated to promoting quality in endoscopy.

GI Associates is the only provider in Wisconsin, and just one of 48 endoscopy units in the United States to be granted the recognition this year. The ASGE Endoscopy Unit Recognition Program honors units that follow strict guidelines on privileging, quality assurance, endoscopy reprocessing and Center for Disease Control (CDC) recommendations, and have completed rigorous training on principles in quality and safety in endoscopy.

“Our patients deserve the highest standard of care. At GI Associates we work daily to provide the highest quality outcomes and experience for our patients” said Dr. Raymond L. Hartke, Medical Director of GI Associates Endoscopy Center. “We are honored to be recognized by ASGE for our efforts to enhance patient safety and quality.”

GI Associates is the largest physician practice in Northern and Central Wisconsin dedicated exclusively to gastroenterology care. Its physicians are experienced, board-certified gastroenterologists. A number of its registered nurses are nationally certified in gastroenterology care, and its associate providers are certified practitioners with specialized training. GI Associates works closely with Aspirus Wausau Hospital, named by *U.S. News & World Report* as one of the best hospitals in the United States for digestive disease care. In addition to the main office in Wausau, GI Associates has clinics in Weston, Stevens Point, Merrill, Woodruff and Eagle River. Visit www.giassoc.org to learn more or call 715-847-2558.

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About the American Society for Gastrointestinal Endoscopy

Since its founding in 1941, the American Society for Gastrointestinal Endoscopy (ASGE) has been dedicated to advancing patient care and digestive health by promoting excellence in gastrointestinal endoscopy. ASGE, with more than 11,000 members worldwide, promotes the highest standards for endoscopic training and practice, fosters endoscopic research, recognizes distinguished contributions to endoscopy, and is the foremost resource for endoscopic education. Visit www.asge.org and www.screen4coloncancer.org for more information and to find a qualified doctor in your area.

About the Accreditation Association for Ambulatory Health Care

(AAAHC/Accreditation Association), founded in 1979, is the leader in ambulatory health care accreditation with more than 4,500 organizations accredited nationwide. The AAAHC accredits a variety of ambulatory health care organizations, including ambulatory surgery centers, office-based surgery centers, endoscopy centers, college student health centers, and large medical and dental practices. The Accreditation Association serves as an advocate for the provision of high quality health care through the development of nationally recognized standards and through its survey and accreditation programs. Third-party payers, medical organizations, liability insurance companies, state and federal agencies, and the public recognize AAAHC accreditation as a symbol of quality.

About Endoscopy

Endoscopy is performed by specially trained physicians called endoscopists using the most current technology to diagnose and treat diseases of the gastrointestinal tract. Using flexible, thin tubes called endoscopes, endoscopists are able to access the human digestive tract without incisions via natural orifices. Endoscopes are designed with high-intensity lighting and fitted with precision devices that allow viewing and treatment of the gastrointestinal system.

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