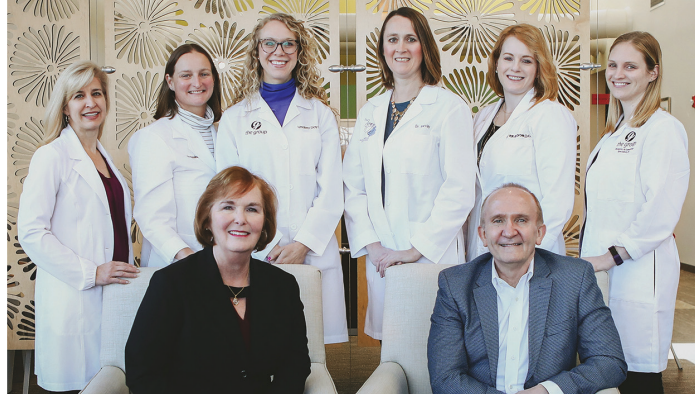


A Group Effort

INDEPENDENCE AND TEAM APPROACH AID *THE GROUP* IN DELIVERING MORE SERVICES AND BETTER OUTCOMES FOR PATIENTS.



With a combined 55 years of experience, Dr. Rita Aronson and Dr. Kenneth Naylor are the two longest-tenured physicians at The Group Obstetrics & Gynecology Specialists, but they're hardly the first. As young physicians, Dr. Aronson and Dr. Naylor learned under the watchful eyes of the practice's founders. Now the senior physicians at Iowa's oldest OB-GYN practice, Dr. Aronson and Dr. Naylor are mentoring the next generation of obstetricians and gynecologists to carry on The Group's legacy.

"So many practices are selling out to hospitals and healthcare systems," says Dr. Aronson. "When that happens, it's not always best for the patients. Because we're not controlled by a large health system, we can make decisions much more quickly if we want to change direction, focus, or the services we provide."

THE INDEPENDENT ADVANTAGE

The Group's independence allows the practice to provide services such as weight loss management, which addresses the biggest problem in healthcare today: obesity. More recently, The Group began offering an aesthetics program that includes laser treatments for unwanted hair growth, varicose veins, skin rejuvenation, and tattoo removal, as well as injectables such as Botox®.

"Patients appreciate that we offer a broad spectrum of services," says Dr. Naylor. "They like having one place they're familiar with that can offer a wide variety of services with consistent physician supervision. That's been well received."

The Group's team includes eight physicians, all of whom administer obstetrics and gynecology and each with their own specialization. That means it's rare for a patient to present with a problem that at least one of The Group's physicians can't diagnose and treat. Because patient care is a team effort at The Group, physicians meet weekly to discuss patients' conditions and collaborate on solutions to complex problems.

SURGICAL CONVENIENCE

Unique to The Group is the ability to perform a multitude of on-site surgical procedures. "We're the only OB-GYN practice in the region that does so many procedures in the office, which spares patients from making unnecessary trips to the operating room," says Dr. Naylor. "Our patients save literally thousands of dollars on hospital fees, anesthesia fees, and all those extra fees associated with procedures performed in the hospital."

Those fees often also include imaging, but that's another advantage at The Group; the on-site

operating room is right across the hall from the practice's three ultrasound rooms. "If something happens during surgery, imaging can be done in a matter of seconds to aid the surgeon," Dr. Aronson says. "Most hospitals can't say the same."

The Group's physicians stay up to date on the latest standards in patient management, and all members are adjunct clinical associates at The University of Iowa, where they contribute to the training of the next generation of doctors. Dr. Aronson and Dr. Naylor are proud to continue the tradition they inherited from the generation that preceded them at The Group.

"We have great physicians," says Dr. Naylor, "and I know the future is very bright."



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