



Provider Profile

Oregon Medical Group
Eugene, Oregon

A primary-care-based multi-specialty group that provides medical care to residents of Eugene and Springfield, Oregon Medical Group has 72 providers located in 13 separate clinics at nine sites.

Founded in 1988, Oregon Medical Group is comprised of approximately 75% primary care providers and 25% sub-specialty providers. The company has experienced rapid growth over the past five years, tripling its size in terms of gross revenues.

GE Healthcare Financial Services Helps Oregon Medical Group Fuel Growth

When Oregon Medical Group recently embarked on a major expansion of its imaging department, it turned to GE Healthcare Financial Services as its logical choice for a source of financing.

A few years earlier, the provider group decided to take itself private to become physician-owned and physician-controlled. GE Healthcare Financial Services provided the financing that enabled Oregon Medical to buy out its contract with a Physician Practice Management (PPM) company.

So, when it came time for Oregon Medical to finance its new imaging center, it was a natural extension to talk to GE Healthcare Financial Services.

“We were substantially expanding our imaging department, including remodeling 13,000 square feet of space and adding new equipment,” explains Peter Davidson, chief executive officer of Oregon Medical Group.

“We went through a competitive bidding process and GE Healthcare Financial Services was competitive on the financing rates,” Davidson says.

Partnering for Growth

A key part of Oregon Medical’s strategy was to develop a partnership with a vendor that would grow with them. “Our company’s been expanding fairly dramatically over the past five years, and we wanted a partner that would grow with us into the future,” Davidson says.

“GE Healthcare Financial Services was very competitive and was able to come in with the full package.”

*Peter Davidson, CEO
Oregon Medical Group*

Because they requested both equipment and finance, Oregon Medical needed to work with both the equipment sales business and finance business within General Electric. “One of the nicest things about dealing with GE is that the various departments communicate very well together,” Davidson says. “It’s very different from some of the companies we’ve worked with in the past, where the equipment side doesn’t talk with the financing side. So you must begin the process all anew once you’ve decided on the equipment you want to finance.”



GE Healthcare Financial Services

Unmatched Healthcare Expertise

Healthcare expertise played a major role in Oregon Medical's selection of GE Healthcare Financial Services. "We really saw the importance of that when we repurchased our practice," Davidson says. "We looked at five different institutions and decided on GE as our primary lender."

"GE Healthcare Financial Services streamlined out all of the issues that didn't relate to a healthcare company – the issues that banks typically apply to all loans. GE understood exactly what physician businesses are about and where our interests are."

According to Davidson, GE Healthcare Financial Services' knowledge of healthcare made the entire transaction much easier. "They just streamlined out all of the issues that didn't relate to a healthcare company – the issues that

banks typically apply to all loans," he says. "They understood exactly what physician businesses are about and where our interests are. It was a much more streamlined transaction, and we were able to put the deal together in a very short period of time."

A Successful Start-up

The new Oregon Medical Group imaging center went into operation in September, 2002. And the expansion has been, in Davidson's words, "tremendously successful."

"We've gotten comfortable that GE Healthcare Financial Services is going to treat us in a fair and equitable manner," Davidson

says. "It makes projects such as this a lot more streamlined, and it makes it possible to get them done in a timely manner. We've been very pleased."

For more information on how we can help you successfully meet your business objectives, contact us at 1-800-598-6201 or visit us at www.GEHealthcare.com.

"GE Healthcare Financial Services enables projects such as this to get done in a timely manner."



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