

Emory Healthcare teamed up with Corazon to conduct a market assessment for the possible development of Bariatric Surgery Programs at Emory Healthcare Regional Affiliate Markets in Southern and Mid-Georgia areas. Corazon explored the market potential for a collaborative bariatric program at Coffee Regional Medical Center and identified other hotspots for bariatric services.

What Was Evaluated:

- The potential for bariatric surgery programs in regional affiliate markets through a comprehensive business analysis.
- A collaborative venture between two organizations, with the bariatrics program based at Coffee Regional, a hospital boasting 98 beds.
- Expanding the service area to encompass a radius of up to two hours to tap into additional volume opportunities.
- The program promises significant growth in volume by the fifth year, offering a substantial opportunity for advancement.



Bariatric & Metabolic Center
A center for health and wellness

Results:

Coffee's bariatric program was developed in Fall 2020 with the leadership of Emory's bariatric surgeon, Dr. Edward Lin. The program is currently led by Coffee Regional Medical Center's General Surgeon Dr. Chet Royals. As of January 2023, the program is an MBSAQIP-Accredited Center.



For a more detailed explanation of this Bariatric Surgery Assessment, call 412.364.8200.