

## MERIN largest surgical facility in Western U.S. *Henderson-based facility attracts thousands of surgeons nationwide*

**HENDERSON, NEV.** - Not only is Southern Nevada's healthcare community evolving into a premier medical region in the southwest part of the nation, but with the establishment of the Henderson-based Medical Education & Research Institute of Nevada (MERIN), the area's positive medical reputation is beginning to grow worldwide.

"Just the other day I was talking to a doctor from the U.K. [United Kingdom] that had heard great things about us," said Dr. Michael Croveti, who founded the independent and not-for-profit MERIN in 2004. "The perception of healthcare here is already changing."

Croveti may best be known as an internationally renowned orthopedic surgeon, but his legacy may one day focus on him being a visionary when it comes to Southern Nevada healthcare.

According to Croveti, MERIN is dedicated to improving the quality of health care by providing a state-of-the-art facility for advanced surgical training and the testing of innovative surgical procedures and new equipment. The facility is the only center of its kind in Nevada and the largest in the Western United States.

In just over a year, thousands of surgeons from across the nation and around the world have traveled to the Henderson institute to learn new surgical procedures and test innovative surgical instruments and techniques. Ultimately, this training results in improved health care delivery, less invasive operations, improved surgical outcomes, shorter patient recovery time and the reduction of post-surgical infection.

And, according to those attending MERIN ([www.merinv.org](http://www.merinv.org)), the

institute is destined to become a leader – if it is not already.

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But the vision of Dr. Croveti was

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two-fold. Not only did he understand the need to develop a world-class facility where many of the most revolutionary medical devices are tested and refined, he also understood the need to make the facility a preferred destination.

Enter Southern Nevada, where MERIN is located in the city of Henderson just minutes from the world famous Las Vegas Strip as well as the easily accessible McCarran International Airport.

"What I saw was the need for a great facility," Croveti said. "I just felt like if we built a great one here in Southern Nevada that people would come. It turned out to be so much better than we ever dreamed it would be. The 'if you build it, they will come' philosophy could never have been more correct."

In fact, people are coming in droves. MERIN has quickly gained recognition among physicians, researchers and medical device companies and is on the verge of already being completely booked for 2006.

"We are already turning people away," Croveti said. "It's unbelievable."

Based upon staffing, resources and management, MERIN projected being able to hold classes 120 days during 2006. By mid-November of 2005, 93 days of classes had already been scheduled for 2006.

"There are many things that I have done business wise that it took me a good two to three years to know I made the right decision," Croveti said. "With this, I knew almost immediately."

In fact, prior to getting up and running, Croveti said he knew establishing the facility in Henderson was the correct choice. He worked directly with Henderson's mayor, Jim Gibson, and the city's economic development division manager, Bob Cooper, to make the dream of MERIN a reality.

"Without the mayor and Bob Cooper, I don't know if we would have ever been able to open up," Croveti said. "They put together a team of people to make sure the project got done. They value the school, they value medicine. I don't think I have ever been involved with a political group that has ever been more innovative and involved. I can pick up the phone and call the mayor and he will help me. As far as Bob Cooper goes, he always has answers for me. It is unbelievable."

The praise goes both ways in this relationship.

"Dr. Croveti is the type of person who truly wants to make a difference in his community and the world," Cooper said. "We, as the City of Henderson, immediately saw his vision, embraced his dream and did everything we could – within our power – to help him and the facility."

Located adjacent to Las Vegas,

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## CON'T – HENDERSON

Henderson made a name for itself in the 1990s as being the fastest-growing city in the nation. In fact, Henderson – known for its master-planned communities and high-quality of living – has been at the front of Nevada's growth spurt, growing from just 60,000 people in 1990 to currently over 240,000. That population would make Henderson the 14<sup>th</sup> largest city in the state of California – larger than such cities at Irvine, Glendale and San Bernardino.

Embracing the evolution of healthcare in Southern Nevada is nothing new for Henderson's Gibson and Cooper. In fact, they both played major roles in the development of the Southern Nevada Medical Industry Coalition (SNMIC). Founded in 2002, the SNMIC exists to have a collective voice to ensure improved access and delivery of quality healthcare to the rapidly growing Southern Nevada region.

The organization focuses in three primary areas of interest: legislative improvements, human resource issues

and strategic alliances. Healthcare professionals, higher education providers, local and state

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governments, chambers of commerce and business professionals from a variety of industries are all involved.

This unique collaboration of professionals helps to assure success in assisting the continued growth of the region's medical industry as well as the area's overall economic climate.

Obviously, MERIN is helping in that effort.

“Our programs are so incredibly important,” Crovetti said. “Medicine is constantly changing. Every time a new device comes out, it has to be practiced before it goes into the OR [operating room]. Now, we get physicians out of the office, to Las Vegas and Henderson and get the tools in their hands where they can practice on cadavers.”

Suddenly, Henderson has become a player on the national medical scene.

“We are showcasing the city on a national level,” Crovetti said.

And for those involved, they know this is only the beginning. Just ask that physician in the U.K.

**For more information on the City of Henderson's Economic Development Division, call (702) 267-1650.**