



Robert C Goettling, ESQ

Principal

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Bob Goettling has over 20 years of healthcare experience, most of which has focused on the transactional aspects of Ambulatory Surgery Centers (ASCs) and Physician Practices. Mr. Goettling joined The Bloom Organization in early 2007 bringing his vast expertise to help widen the scope of services offered by the firm. He is a licensed investment banker and general securities principal and has led Bloom's M&A advisory group to over \$1 Billion in transactions.

Prior to joining Bloom, Mr. Goettling co-founded NovaMed Inc. (Nasdaq: NOVA), one of two publicly traded ASC and Practice Management companies, where he held a variety of senior level executive positions during his 12 years with the company including Senior Vice President Corporate Development. Mr. Goettling had both operational and development responsibility and conducted numerous acquisitions, divestitures and mergers while heading NovaMed's development team for over 10 years. Mr. Goettling also had operational responsibility for both ASCs and physician practices during his years with NovaMed.

Before NovaMed, Mr. Goettling founded (and eventually sold) an optical consulting company, an optical laboratory and practiced law with Katten Muchin & Zavis in Chicago where he specialized in general and business litigation. Mr. Goettling received his B.S.B.A. with honors in Economics from Creighton University in 1985, and his J.D. from the University Of Notre Dame Law School in 1988. He speaks regularly at many ASC and healthcare conferences and is an expert on structuring healthcare transactions..

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