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## **Bernie Marcus, Dan Cathy back launch of new Malizia Clinic**

**Atlanta Business Chronicle - by [Urvaksh Karkaria](#) Staff Writer**

A handful of business titans, including philanthropist Bernie Marcus and [Chick-fil-A](#) Inc. President Dan Cathy, are financing their own version of health-care reform.

They have put in more than \$25 million to launch the Malizia Clinic, a tax-exempt, nonprofit urology practice that aims to take the rush out of medical care.

The clinic focuses not on high-volume, but high-touch patient care, said Dr. Anthony Malizia Jr., president and clinic director. Being salaried, the group's physicians can practice medicine without having to worry about doing a procedure to pay the light bill.

"They have no incentive to do unnecessary procedures," said Malizia, who trained at the [Mayo Clinic](#) and has been in practice for 25 years. "On the other hand, they are not afraid to do something that might be complicated and take a long time, because the reimbursements are so low."



Byron E. Small

A new way of taking care of patients: Dr. Tony Malizia, left, with Bernie Marcus. "I didn't open this clinic to make money," Marcus says.