

Requirements for Success

ASC

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Development

⦿ Drivers

- A few key surgeons willing to work hard, long hours for one to two years.

⦿ Partners

- Good doctors, smart, “stand-up”, good businessmen

Corporate Partner

- ⦿ Physician Friendly or Un-Friendly
- ⦿ Plus- Experienced with ASC's
 - Facilitate development & contracts
 - Guide the entire process
- ⦿ Minus- Require majority ownership
 - Approach as a business
 - Interested in “bottom-line”
 - Cannibalize the ASC

Architect/Builder

- ⦿ Experienced in design & construction of ASC's
- ⦿ Small, efficient facility
- ⦿ Don't over-build

Nurse-Manager

- ASC experience (set-up/opening)
- Ability to network
- Supervise construction
- Equipment, Pharmacy
- Regulations, Licenses

Operational

- ◎ **Keep Overhead Low**
- ◎ **Health Insurance**
 - Contract or not
 - Evaluate
 - Do not take bad contracts
 - Out of network?

Key Specialties

- ⦿ Orthopaedics
 - Two busy surgeons can carry a small ASC.
- ⦿ ENT
- ⦿ Pain management
- ⦿ Hand
- ⦿ Podiatry
- ⦿ General Surgery

Other Specialties

- ◎ Urology, G.I.
 - Can be good if they do all cases in the ASC and with the right insurance mix
- ◎ Cosmetics—Bad
 - Usually cash
 - Long cases
 - Will bargain for best \$

◎ Initial cases

- Done under the surgeon's medical license

◎ Best cases

- Less than two hours
- Avoid expensive implants
- Evaluate insurance mix

◎ Break- even

- 90 to 100 cases /month
- Partners bring every possible case to ASC

◎ Anesthesia

- Contract
- Understand ASC patients
- Fast turnover
- Not a partner unless does a lot of pain cases.

⦿ Medical Director

- Surgeon-Partner
- Not anesthesia
- Pay reasonable stipend

⦿ Nurse Manager

- Known to partners (local)
- Good people person
- Attention to detail:
 - Paperwork
 - Regulation
 - equipment

⦿ Nurses/Scrub Techs

- Critical to success
- Quick turn-over

⦿ Accreditation-License

- AAAHC-3 year
- Deemed Medicare status
- No state license for now