The Best Ideas & Biggest Threats to ASCs

Ambulatory Surgical Centers of America
Luke M. Lambert, CEO

Best Idea – Short Term

- Sell centers 100% to hospitals in isolated geographies.
  - Young physicians not going to isolated geographies and joining practices that compete with the hospital.
  - Hospitals market dominance keeping ASCs out of good contracts.
  - Take your capital gains now.

Best Idea – Medium Term

- Collect EOBs from your area hospitals. Incentivize nurses in physician offices to obtain.
- Use them when negotiating payer contracts.
- Show potential savings.
  - Know how much you're saving the payers.
  - ID what you could save payers.

Best Idea – Long Term

- Become part of a hospital system's strategic plan.
  - Beachhead to grow market share.
  - Grow relationships with competitor's surgeons.
  - Physician friendly ventures.
- Partner with the competitor of the nearest hospital.

Biggest Threat – Short Term

- Out of network reimbursement being curtailed/eliminated.
  - Payers imposing low fee schedules.
  - Threatening to expel physicians from plans.
  - Imposing administrative difficulties.
    - Checks sent to patients.
    - Prior approval processes.

Biggest Threat – Medium Term

- Hospital reimbursement premium.
  - Drives physician employment by hospitals.
  - Buying 100% of ASCs.
  - Leading to concentration of marketshare / market dominance. CA – Attorney General is investigating this from an anti-trust perspective.

Biggest Threat – Long Term

- Office competition.
  - Some day the government or payers will push the high volume ASC procedures into the office environment using professional site of service differentials or denying reimbursement elsewhere.
  - Cataract surgery.
  - Gastroenterology screenings.

THINK AGAIN

Ambulatory Surgical Centers of America
866-98ASCOA or 866-982-7262
www.ascoa.com

THINK BETTER