

Beckers Review: Outpatient Business Infrastructure

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Overview

- Marketing Promotion & Sport Affiliations
- Concept of Multidisciplinary
- What is Minimal Invasive & Where Is It Going
- Business Models: Plus & Minus

Marketing Strategy

- Tell The Stories
- Online Presence
- Old Fashioned Relationships
- The Patient

U.S. OLYMPIC COMMITTEE

An Official Medical Services Provider
of the U.S. Olympic Team

- Cared for twenty-one 2012 Team USA Athletes that competed in the London Olympic Games. Nine of these athletes together earned twelve medals.



RED BULL NORTH AMERICA

An Official Medical Services Provider of
Red Bull North America

Twitter:

Ian Walsh Can't thank Dr. Bray and the @discmd staff enough for fixing my wounded wing and knocking weeks off my recovery time!

Robbie Maddison Recovery? Just rest and see the right surgeon. Makes all the difference. @discmd

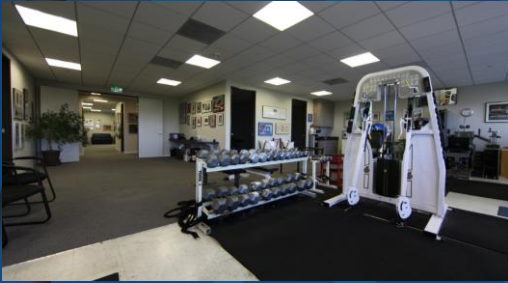
Kirsten Sweetland 5 year cycle broken in 1hr. THANK YOU @discmd and @Redbull!! Very excited to get going :)





An Official Sports & Spine Center
of the Los Angeles Kings

Multidisciplinary



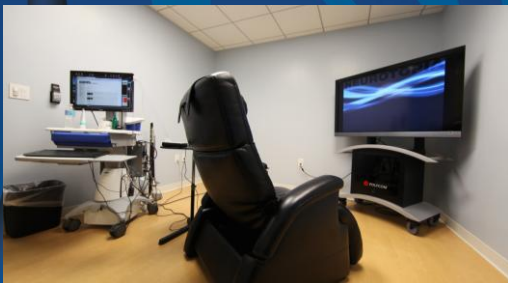
Multispecialty

- Orthopedic
- Neurosurgery
- Physical Medicine
- Pain Management
- Anesthesia
- Chiropractic

Services

- Acupuncture
- Soft tissue
- Rehab services
- Biomechanics
- Pain Management
- Electrodiagnostics
- Nutrition
- Supplements

Neurotopia "Brain Sport"



Marina del Rey Technology



Minimally Invasive Surgery



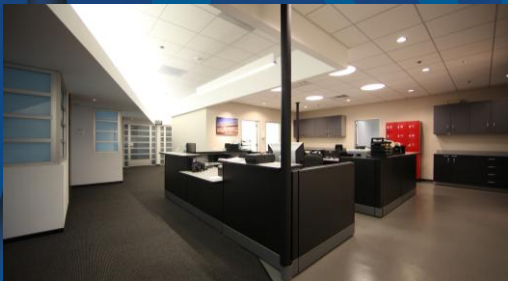
Vertically Integrated Structure

- Diagnostics
- Clinic are used by multiple specialties sharing space
- Infrastructure requirements
- Pacs, computer network, EMR system

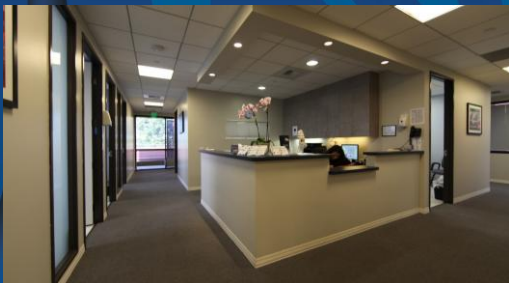
Beverly Hills Lobby



Beverly Hills Clinic



Marina del Rey Clinic



PACs Viewing Room



Exam Room



The ASC

- Build out for high acuity and lower volume cases
- Higher level of service for restricted time
- Lower cost / better outcomes
- Karen to review how we did this

Consider Your Cases Now... And To Come

- Spine: all levels of complexity
- Complex joint and replacements
- Not just pain management and micro disc
- Not just knee scope

ASC Lobby



Recovery Bay



Private Overnight Rooms



Operating Room



Business Model Options

- Management group turnkey operation
- Hospital joint venture
- Physician owned
- ASC only or integrated group

Management Company

Advantages

- Turnkey
- Non experience needed
- Proven management
- Low cost to start up

Disadvantages

- No control
- Give up 40 -60 %profit
- No say in future direction
- May be resold or remanaged

Hospital Joint Venture

Advantages

- Keep your local partner happy
- Good for controlled market area
- Certificate of need states
- Build a relationship

Disadvantages

- Mix of contracts
- Loss of control
- Share income
- Built in politics

Physician Owned

Advantages

- Control
- Power
- Money
- Less politics

Disadvantages

- Create an infrastructure
- Risk money?
- Leader champion
- High risk of failure

ASC Only

Advantage

- Don't have to herd cats
- Each individual has limited involvement
- Simple model

Disadvantage

- No integration to patient
- No marketing
- Cant due many of the specialties

Old and The New

- Private practice ,academia,kaiser,military
- Hospital owned vrs outpatient stuctures
- You need Contracting, HR, marketing, business development, affiliations, specialized billing, electronic computerized everything, technology, microscopes scanners ,robotics

My Advice

- Read Beckers

Thank You!