



## The Role of Workers' Compensation in Successful ASCs

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 Scott Gibbs, MD, Neurosurgeon  
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## Workers' Comp: Perception vs. Reality

### Perception:

- Expensive to administer
- Urgent
- High-hassle

### Reality:

- Vastly underestimated business potential
- Employers love it
- Opportunity to build direct relationships with payors (employers)

**Bottom Line: With proper approach and right system,  
 WC can be highly profitable for ASCs in some states.**



## Workers' Comp: Opportunity

### John DiPaola, MD, Orthopedic Surgeon

- A pre-eminent expert in WC
- Hugely successful, based on tailored processes and technology

### Scott Gibbs, MD, Neurosurgeon

- Entrepreneurial thinker
- Seizing market opportunity
- Building ASC business on strong WC foundation



#### **Occupational Orthopedics:**

##### ***We believe that:***

- The working people of the United States are the foundation of our society.
- Each worker who was injured on the job should have immediate access to state-of-the-art medical care in a comfortable and supportive environment where they are treated with respect.
- Our mission is to get them back to their jobs as quickly and safely as possible.

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#### **Occupational Orthopedics:**

- WC-only practice
- See new patients in 5 days & emergencies ASAP
- High-performance practice management system
- Active physician case management

***Bottom Line: OccOrtho is a highly efficient practice offering professional gratification and solid business performance.***

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#### **Synergy:**

- Surgical Density of Workers' Comp
- Efficiency of ASC

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#### Keys to Success: Communication

Create Order Out of Chaos

- Predictable Inquiries
- State Law Requirements
- Priority Response

**Effective Pre-emptive Communication Reduces the WC Administrative Burden and “Hassle Factor”**

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#### Keys to Success: Capabilities

- Not Just “Bread and Butter” Cases
- Bigger Reconstructive Cases
- Anesthesia is Key
  - Multimodal Pain Management

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**End Results: Win – Win – Win – Win**

- Payors – Reduced Costs
- Patients – RTW/SAW
- Partnership – Identity/Viability
- Physicians – Good Outcomes

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**Practice Background**

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## Questions and Discussion



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