

# ASC Turnarounds 5 Keys Steps to Success

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## PRESENTERS

- Robin J. Fowler, M.D., Founder  
Interventional Management Services
- Kenny Spitler, Chief Development Officer  
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- Barton C. Walker, Partner  
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## The 5 Key Steps

- Legal
- Ownership
- Productivity
- Contracts
- Staffing




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## LEGAL

- Operating Agreement Parameters
  - a. Capital Contributions
  - b. Personal Guarantees
  - c. Fraud and Abuse Safe Harbors
  - d. Buy Sell Provisions
  - e. Non-Compete Covenants
  - f. Terminating Events & Redemption



## OWNERSHIP

- One physician owner is problematic to successful syndication.
- Corporate partner levels the playing field.
- Percentage of ownership mix is critical to success and longevity of partnership.
- Targeting, recruiting and syndicating to outside physicians.



## PRODUCTIVITY

- Publish Provider Productivity
  - Caseload by Provider
  - Charges by Provider
  - Collections by Provider
- Encourage Peer Pressure
- Facilitate Realistic Discussions



## CONTRACTS

- Managed Care
- Group Purchasing Organizations
- Billing, Coding and Collecting
- Direct Vendor Equipment and Supplies
- Technology
- Leases
- Service



## STAFFING

- Multi-faceted Administrator
- Strong Clinical Lead
- Appropriate Coverage for Case Volumes
- Center Wide Attitude of Service (Patients, Doctors & Team)
- Goals and Expectations Well Defined
- Accomplishment Incentives



## CONCLUSION





## QUESTIONS



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