



Grow Your Profits by 10% or Greater This Year

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Why Grow Profits?

- Patients deserve access to these best of class sites for surgery
- 2010 volume decline (VMG Intellimarker 2010)
- Flat facility reimbursements
(Medicare increase of 0.2% in 2011)
- Physician Medicare reimbursement cut by 30% in 2012?
- ½ of ASC's are marginally profitable or worse

"...relentless pursuit of excellence, and willingness not to embrace the status quo."
Howard Schultz,
CEO Starbucks

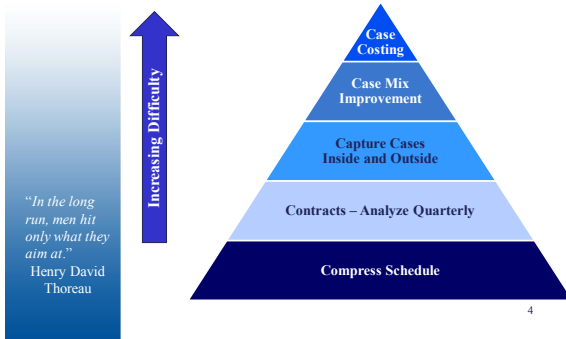
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Successful Becker Conference Attendees choose only 1 of these 5 recommendations for immediate implementation!

- Unity of Purpose
- Board Approval
- Ease of Implementation

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5 C's Ease of Implementation



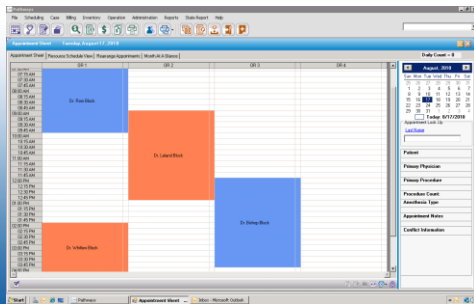
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1. Compress Schedule & Close Day

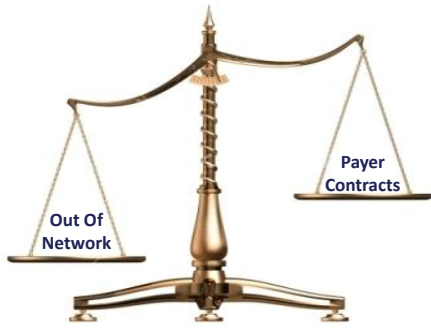
- Lowers clinical staffing costs by 20%
 - Staff initially resistant, then resists reopening that day
- Throw out conventional wisdom!
- Release block 5 days prior
 - Contact block MD
- Constantly evolving schedule
- Close operating room (3 OR's to 2 OR's)

"We are what we do repeatedly."
Aristotle

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Out of Network vs. Payer Contracts



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2. Contracts – Analyze Quarterly

- OON opportunity?
- Do not accept MCO's initial contract offers
 - Data driven negotiation
 - Do You Know United's Profit Margin?
- Implants... bundled or carve out?
- Outsource if Not a Core Competency

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3. Capture New Cases Inside & Outside

- Audit surgeon partner practices to identify cases eligible for ASC
- Ask partners to nominate MD prospects
 - Partner should initiate contact
 - Administrator detail financial opportunity
- Direct to Consumer?

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4. Case Mix Enhancement

- Spine fastest growing specialty moving to outpatient setting
- Available!
- Higher margin
- Shift driven by technology & post op protocols (23 hour stay?)
- Pain specialty is complimentary to spine

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5. Case Cost Every Case

- Reimbursement minus OR Time (\$18 per minute) minus Supplies = Net Profit
- Review at monthly board meetings
- Look for opportunities to standardize
- Record start times by MD

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Which "C" will you choose to implement in your ASC?

"Life is the sum of all our choices."
Albert Camus

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