



Urologic Surgery a Valuable Component of the Multispecialty ASC

Successful ambulatory urology in the time of
health care reform.

Dr. Herbert Riemenschneider

Key thoughts on successful urology in the ASC

Urology at The Knightsbridge Surgery Center

- A multispecialty center with Urology as a dominant service
- Experience at KSC has demonstrated that Urology service makes a reliable contribution to the bottom line
- The steady flow of fundamental (short) urology cases contribute a median of \$500 to the operation's bottom line
- These cases are performed in high number and frequently

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Urology Staff

- The center has one of the larger urology staffs of multispecialty centers nationally
- Fifteen member partners and ten non-member urologists
- The urology staff has been recruited by a combination of management effort and word of mouth related to center reputation

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Urinary Tract Stone: Case in point

- Most of the Urologists are involved in ER care
- It is not unusual to have the urology staff called by an ER physician while a patient with a stone problem is in the ER waiting room
- These patients can be seen in **less than one hour**, the stone problem resolved at the center through treatment and the **patient discharged to home**

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Educational Seminars:

- Educational Seminars by the physician staff and the center or support groups using the center, providing information to the community or in support of the community
- This information is made available through the Web to the community and beyond. This provides a reliable source of referral business to the center and its urology staff.
- **We use education as a marketing tool!**

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Customer Relations:

- The Center scheduler is the key to the relationship with the surgeons' office.
- Frequent visits to the surgeon office are required
- Hosting events for the surgeon office schedulers is very important
- **Online scheduling is by far the greatest gift** that the Center can give to the surgeon office scheduler

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Online Scheduling for Physician Offices

- Physician Practice is the Primary ASC Customer
- Online scheduling has made scheduling cases as easy and convenient as possible for physician practices
- Office staff can find openings and schedule at anytime maximizing surgeon efficiency & utilization
 - a) Released Block and Open Times Visible
 - b) Special Technology Availability
 - c) Quick and Reliable Online Confirmation

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Online Scheduling (continued)

- Improved visibility and transparency in the scheduling process reduces scheduling errors and oversights.
- Physician offices like that they aren't limited to scheduling during ASC business office hours. Can schedule on their time.
- Increase in efficiency means that there is no need to hire an additional scheduler as case load has grown.

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Web based Pre-Admissions:

- Patients can now provide medical history and registration information online
- Reduces time the clinical staff spends on the phone by 15-20 minutes per case
- Patients like it because they can complete the questionnaire when they are ready

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Management:

- Developed a Management Relationship with Regent Surgical Health
 - a.) Developed RN & support staff
 - b.) Reined in cost of operations
 - c.) Labor costs managed, goal of 12hrs/case
 - d.) Bonus program developed for support staff
 - e.) Developed staff cross training program
 - f.) Flexible schedule for staff hrs. to match cases

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Management

- Develop JV with Ohio Health
- KSC-JV-OH(49% and some super rights)
- Good ROI for partners
- The Physician owners, through their management company, retain control of day to day operations.

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Materials Cost Control:

- GPO
- GPO access through JV Partner
- Surgeon education regarding purchasing
- Individual negotiations on special procedure materials

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Materials Cost Control:

- Accurate case cost analysis
- Action to reduce case cost
- Supply cost daily vigilance by materials manager, nursing staff and administrator
- Tough negotiations for capital equipment

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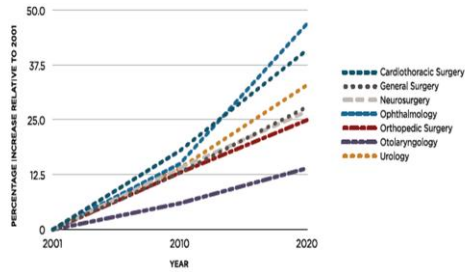
Management:

- Risk management
- Infection control
- Peer review: In a multispecialty center it is very important that case review of deviation from the standard of care is managed by peers
- Educational programs : a.) New technology b.) Remedial related to standard of care

Oh Yes, Urology

The Demand For Services Continues to Increase

FORECASTED DEMAND GROWTH IN THE NUMBER OF PROCEDURES BY SPECIALTY



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SAME CENTER 2009 TO 2010 ASC CASE VOLUME GROWTH BY SPECIALTY*

	Case Volume		2009 to 2010 Growth	
	Cases Performed 2009	2010	# of Cases	% of Cases
Otolaryngology	45,513	47,305	1,792	3.9%
Gastroenterology	125,641	125,523	(118)	-0.1%
General Surgery	36,550	33,410	(3,140)	-8.6%
Obstetrics/Gynecology	21,046	20,105	(941)	-4.5%
Ophthalmology	67,937	65,259	(2,678)	-3.9%
Oral Surgery	4,473	4,674	201	4.5%
Orthopedics	76,206	74,938	(1,268)	-1.7%
Pain Management	81,499	82,734	1,235	1.5%
Plastic Surgery	15,951	17,447	1,496	9.4%
Podiatry	16,436	16,274	(162)	-1.0%
Urology	25,782	27,541	1,759	6.8%
Neurology	2,706	2,709	3	0.1%
Other	5,705	6,009	304	5.3%
Total:	525,445	523,928	(1,517)	-0.3%

*Data is representative of a sample size of 115 same center, ambulatory surgery centers located throughout the United States.
By Kevin McDonough, CFA, Senior Manager, and Colin Park,
Senior Analyst, VMG Health | September 21, 2011

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Center Volume Trends

- Decrease due to oversaturation of ASC
- Fewer available specialists
- Declining out of network strategy
- Increasing consolidation in payor industry
- Urology 5.3% of 2010 case volume
- **Years 2009-2010 Urology 2nd largest case volume increase of 6.8% in ASC market**

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ESWL In The ASC:

- Litho is generally more cost effective for kidney stone than transureteral laser
- Litho volume and reimbursement is currently stable
- Litho treatment times are predictable.
- Litho ownership by urologists is legal (Stark Exempt)
- When negotiating with Litho Co. exclude physician owners
- Brings litho owner urologists to center to perform other cases
- National average/urologist litho cases 40/yr.

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ASC Urology

- Higher revenue cases that are appropriate:
 - Extra-Corporal Shockwave Lithotripsy
 - Implant Neurostimulator
 - Cryo Surgical Ablation for PCa Total or Focal Therapy
 - Slings for Male Incontinence
 - Slings for Female Incontinence
 - Prosthetic Urinary Sphincters
 - Penile Prosthetic Implants
 - Excision of Peyronies Plaque and Grafting

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KSC/ASC Priority Urology Procedures:

1. Implant Neurostimulator	CPT 64590 \$12,310
2. Implant Multicomponent Prosthesis	CPT 54405 \$9,666
3. Implant Artificial Urinary Sphincter	CPT 53447 \$8,816
4. Cryoablation Prostate for Cancer	CPT 55873 \$5,600
5. Sling for Male Incontinence	CPT 53440 \$5,190
6. Sling for Female Incontinence	CPT 57288 \$4,875
7. Cystoscopy with Removal of Calculus	CPT 52352 \$4,265
8. Ureteroscopy with Removal of Calculus	CPT 52352 \$4,525
9. Excision of Peyronies Plaque & Graft	CPT 54111 \$4,215

Net Revenue Per Case - Very Acceptable

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Attracting New Surgeons:

- Excellent ASC reputation in the community is paramount
- Staff surgeons bring other surgeons to ASC
- Social Media:
 - The ASC website shares the features of the center
 - Promotes existing staff
 - Educational programs that are disease or technology focused
 - Features unique equipment

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Web Marketing:

- The ASC Web Site
 - Markets individual practices
 - Gives physicians marketing tools associated with the center
 - Provides recruiting of surgeons through the center site
 - Promotes awareness of full service online case scheduling
 - Promotes availability of unique ASC resources
- <http://knightsbridgesurgery.com>



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EFFECTIVE SOCIAL MEDIA STRATEGY

What will change in the future

Social Media Impact

Physicians will increasingly expect personal, relevant experiences with the ASCs they choose to do business with.

The hallmarks of these experiences will be proactive problem solving and dedicated points of connect — across multiple media.

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The Fastest Way to Increase Your Google Ranking

Sit at the table. Don't sit on the sidelines

Drive traffic and bring your site higher with search engines

Help you leverage traffic to your existing site
Promote physicians and connect
Inform the public when physicians are providing seminars

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The Knightsbridge Experience and How it is Helpful:

- Knightsbridge has been and remains a center where good ideas are explored
- We want to share what we have learned
- We believe there are more than 4000 Urologists who do not have an **equity** affiliation with an ASC
- This we believe is a very viable market for an ASC to develop

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The Ambulatory Surgery Center Association (ASCA)

- This organization includes the national and any state ASC associations, as well as representatives of all types of ASC operators and physicians.
- It is working on behalf of the industry to raise awareness of the important role that ASCs play in the health care system.
- <http://ascassociation.org/ascact2011/>
- **Please support this organization !!**

Other sources contributing information

- American Kidney Stone Management (AKSM)
 - Lithotripsy Services
- ScheduleSurgery.com
 - SCOR: Remote Scheduling
 - P-SCOR: Web Pre-Admissions
- ASCWebsites.com
 - Web Optimization Strategy
- Regent Surgical Health