



10 Key Legal and Business Issues for ASCs

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I. Key Financial Issues

1. Move your center to a great reimbursement market
e.g., 330% of Medicare in one market vs. no premium above Medicare in another
2. Great Billing and Collections – from patients and payors
3. Don't sign bad contracts with payors that represent a small percentage of business – the rental of networks
4. Be willing to do some out of network – increasingly challenging but.....

ASC Successes and Challenges (13 Key Points) and Key Healthcare Issues for 2013

5. Constantly be recruiting; sell units at fair market value – close on key surgeons
6. Consider a hospital partner but assess carefully
 - a. Doctors
 - b. Contracts
 - c. Hail Mary Pass
7. If a Center has failed 6 times, view it like a restaurant on a corner that has failed 6 times, good luck!!

ASC Successes and Challenges (13 Key Points) and Key Healthcare Issues for 2013

8. Hire great people as administrator, business office, DON, etc.
9. Go for Greatness – infections rates, wrong site, great staff, leading surgeons, not just profit, raving fans as patients and surgeons – movement to true quality and reporting
10. Standardize costs per surgery
11. Meet with Board often – develop a core mission with focus on both greatness and high profits.
12. Being great and being profitable are critical to long term success
13. Be alert to your risks – key physicians/key payors/key employees

II. Key Healthcare Issues Post Supreme Court Rule and 2013

1. Impact on 2012 Election
 - a. Middle of Electorate
 - b. Right wing
2. Pace of Consolidation of Systems and of Practices
3. Investing in Healthcare
4. Integration – Risk Products
5. Information Systems
6. Payor Provider Fights – David vs. Goliath

Questions or Comments?

For follow-up issues, please feel free to contact:

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