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.....
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!!
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?

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