Knightsbridge
SURGERY CENTER

Key thoughts on Urology in the ASC

Successful ambulatory urology in the time of health care reform.

Urology at The Knightsbridge Surgery Center

- A multispecialty center with urology as the dominant service
- Established because of the inability of hospital ORs to efficiently accommodate many urology cases
- Became a high volume center, but more than once flirted with bankruptcy

KSC Problems

- Management
- Contract Negotiation
- Who is the Customer ?
- Surgical Scheduling
- Insurance Market Dominated by 3 Cos.

KSC Actions

- Restructured/Replaced Management
- Developed Out of Network Strategy
- Improved practices ability to schedule cases by adding remote scheduling (SCOR)
- Developed a JV Strategy with Ohio Health

Management

- 2004 Developed a Management Relationship with Tom Mallon and Regent Surgical Health
  - a.) Developed RN & Support Staff
  - b.) Charge Master for Contract Negotiation
  - c.) Developed In/Out of Network Strategy
  - e.) Reined in Cost of Operations

Remote Scheduling

- Physician Practice is Primary ASC Customer

  Office staff can find openings and schedule at anytime maximizing surgeon efficiency & utilization.
  - a.) Released Block Time Immediately Visible
  - b.) Available Special Technology Visible
  - c.) Quick Online Confirmation

  Maintain ASC staff control of schedule and resources

  Improved scheduling has meant improved customer experience for surgeon, practice and patient, and improved efficiency for the ASC staff.

Insurance Dominated Market

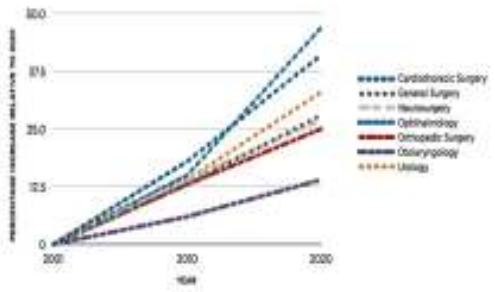
- 2006 the squeeze began
- 2007 KSC completes a JV with OH (49% and some supermajority rights). Good ROI for partners.
- The Physician owners, through their select management co., retain control of D to D operations (due to services of HC Attorney Oppie Rollison Marshall & Mellhorn, Toledo,Ohio)

The KSC/OH JV has produced PROFITABLE CONTRACTS

Oh Yes, Urology

The Demand For Services Continues to Increase

FORECASTED DEMAND GROWTH IN THE NUMBER OF PROCEDURES BY SPECIALTY



Net Revenue Per Case - Very Acceptable

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.) Cystoureteroscopy W/lithotripsy CPT 52353 $ 4,684
- 8.) Cystourethroscopy W/Rem. Calculus CPT 52352 $ 4,525
- 9.) Excision of Peyronies Plaque & Graft CPT 54111 $ 4,215

The ROI has been Very Pleasing for all JV Partners

- Ohio Health is sharing their employed physicians, by allowing them to acquire privileges for outpatient surgery, at KSC.

The Ambulatory Surgery Center Advocacy Committee (ASCAC)

- 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://advancingsurgicalcare.com
- Please support this organization !!

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