SURGERY CENTER
AT TANASBOURNE

Direct Access Program for Colonoscopy

Good for Patients & Good for Business

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PROVIDENCE

Surgery Centers

About SCTB

- Hillsboro, OR (suburban Portland)
- Opened 2009
- Located on hospital campus
- 17,000 square feet
- 4 ORs, 2procedure rooms
- Multi-specialty: general surgery; spine; orthopedics; gynecology; plastic surgery; ear, nose and throat; pain management; GI

About SCTB (continued)

- Unique Joint Venture Structure
  - 13 surgeon-owners
  - Providence Health & Services
  - Blue Chip Surgical Center Partners
- Strong Culture
  - Clinical excellence & patients first
  - Engaged, committed physicians & staff
  - Innovation & productivity

The Problem with Colonoscopies

- Unmet clinical need
  - Colon cancer is 2nd-leading cause of cancer deaths
  - 90% preventable with early detection
  - Low compliance rates with screening recommendations
  - Estimated 25-30%
  - Even lower for women
  - Easy to put off
  - Uncomfortable (especially for women)
  - Inconvenient & time-consuming (time off work)
  - Expensive (especially at local hospital)
  - Practice office scheduling issues

Our Solution: Direct Access Program

- Great fit with ASCs – Remove Barriers & "Excuses"
  - Filling community need – 1 local hospital, 1 GI practice
  - Easier scheduling than at hospital – convenient appointments available within 2 weeks
  - Ability to reach out to patients
  - Easier access – lots of free parking
  - Relatively "easy" procedure for outpatient – in & out in a few hours
  - Surgeon & staff experience & motivation
  - Lower costs for patients & payers as compared to local hospital

Our Solution: Direct Access Program

- Physician leadership
  - Physician collaboration
  - Standard block scheduling ensures appointments available
  - Only Board Certified female colo-rectal surgeon in Oregon
  - SCTB Medical Director engaged with Providence network and local PCPs

Our Solution: Direct Access Program

- Staff Responsibilities
  - Verification of insurance
  - Screening patients for eligibility for Direct Access program
  - Scheduling Direct Access appointments and overcoming patient objections
  - Work directly with PCP staff
  - Work with Colonoscopists' staff and handle schedule changes
  - RN calls patient 1 week prior to procedure to review instructions and health history

Direct Access: How It Works

- Direct, same-day referral
  - From PCP to the surgery center
  - Self-referral by patients
- Patient outreach & initial phone interview
  - Eliminates need for PCP to call GI/colonoscopist
  - SCTB staff contacts patients within 48 hours
  - Appointment scheduled within 7-14 days
  - Get to "Might as well get it over with"
  - Patients directed to site for online registration form & background information (Preparing for Surgery)

Patient Registration

Online Patient Preparation Guide

Direct Access: How It Works

- Patient history forwarded to Colonoscopist
- Confirm procedure with PCP
- Day of procedure – important steps
  - Personalized, friendly reception
  - Pre-op procedure designed for patient comfort
  - First interaction of colonoscopist & patients
- Follow-up post-procedure

Direct Access: Outcomes

- 0% infection rates
- 0% complication rates
- Most patients in & out within 3-4 hours
- Outstanding patient satisfaction
  - 4.87 on 5.0 scale
  - Typical patient comment: “just a breeze”

Direct Access: Results

- 128 referrals to date
- Contact made 92% of referred patients
- Procedures completed on 62%
- 10-15% screened out for health reasons
- Net gain of 15-20 cases/month

Direct Access: Patient Benefits

- Important procedure completed, risk addressed
- Barriers removed – "Might as well get it over with"
  - Convenience of appointments
  - Follow-up reminder – no more "forgetting"
  - Parking & ease of access
  - Efficiency = time savings
  - Comfort working with female physician

Direct Access: Benefits

- Cost Savings
  - Patients save 40-60% on copays and out-of-pocket than at local hospital
  - Lower costs to payers

Direct Access: Marketing

- Effectiveness of program readiness for expansion
- Direct mail campaign October 2010
- Local media strategy in place
- Geographically-driven Google AdWords campaign
- Further PCP outreach

Direct Mail

Direct Mail

Direct Mail

Keys to Our Success

- Engaged physicians
  - Committed to patient care
  - Willingness to network – MD engagement with PCP community
  - Willingness to invest in marketing
  - Full support of Board & all surgeon-owners
- Trained, motivated staff
- Strong operational environment
  - Standard protocols, equipment, supplies
  - Block scheduling filled
- Strong relationships with PCPs

Questions?