

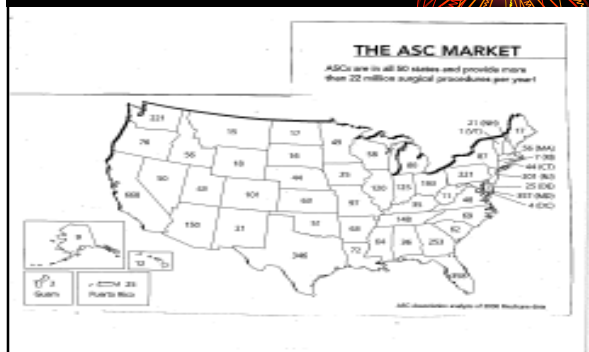
General Surgery in ASCs

Why More General Surgeons are Moving to ASCs and Are General Surgeons Worth Pursuing as Partners?

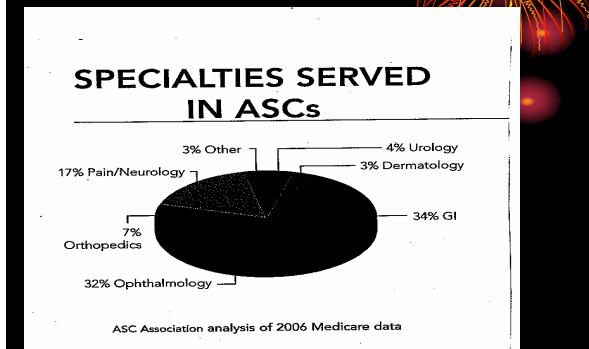
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The ASC Market



Specialties in ASCs



Challenges to ASC Success

1. **Complacency**
2. **Lack of Strategic Vision**
3. **Aggressive Cash Distribution Policies**
4. **Country Club Membership**
5. **Operating Agreement Not Up To Date**
6. **Lack of Exit Strategy for Physicians**
7. **Divided Loyalty**
8. **Market Competition: Retaining Market Share**

Net Revenues

	<u>Gross</u>	<u>Net</u>
• Orthopedics	\$8973	\$2443
• GYN	\$6404	\$1757
• ENT	\$7066	\$1742
• Podiatry	\$7061	\$1664
• Plastic	\$6198	\$1415
• General	\$5534	\$1545

Source: VMG Health Intellimarker

General Surgery Data

	<u>Costs</u>	<u>Reim</u>
• Lap Chole	\$700	\$3225
• Nisson	\$1450	\$2922
• Hernia	\$350	\$2110
• Hernia (mesh)	\$600	\$2110
• Ventral Hernia	\$600	\$2110
• Ing Hernia – plug	\$640	\$1404
• Lap Hernia	\$900	\$3775

Case Selection

- **Hernia**
- **Lap Chole**
- **Breast**
- **Nisson**
- **Hemorrhoids & Fistulas**



Decisions

- **Patient Selection – ASA Value**
- **Reusable vs Disposable Supplies**
- **Standardization**
- **Skill of the General Surgeon**
 - **outcome**
 - **time to perform procedure**
- **Equipment – improved outcomes**
- **Implant costs**



In the words of a General Surgeon:

- **“makes my life good”**
- **efficiency and productivity**
- **“more cases in 3 hours than all day at the hospital”**
- **patient satisfaction**
- **don’t get bumped**
- **“70% of my cases are outpatient cases – 60% can be performed in an ASC”**





Questions?
