



The 5 C's: Steps to Maximize Profits

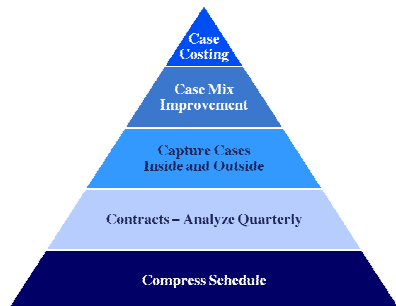
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2

5 C's Ease of Implementation

"In the long run, men hit only what they aim at."
Henry David Thoreau



3

5 C's: Steps to Maximize Profits

1. Compress Schedule & Close Day

- Lowers Clinical Staffing Costs by 20%
 - Staff hates at 1st, then hates reopening that day
- Release Block 5 Days Prior
 - Contact Block MD
- Constantly Evolving

4



5

Out of Network vs. Payer Contracts



5 C's: Steps to Maximize Profits

2. Contracts – Analyze Quarterly

- OON Opportunity?
- Do Not Accept MCO's Initial Contract Offers
- Outsource if Not a Core Competency

7

5 C's: Steps to Maximize Profits

3. Capture New Cases Inside & Outside

- Audit Surgeon Partner Practices to Identify Cases Eligible for ASC
- Ask Partners to Nominate MD Prospects
 - Partner should initiate contact
 - Administrator detail financial opportunity

8



Some specialties are better than others...



5 C's: Steps to Maximize Profits

4. Case Mix Enhancement

- Add Spine or Bariatrics
- Higher Margin
- Recent Shift to Outpatient
- Technology & Post OP Protocols
- Recruit Specialties Already Offered
(No Capital Investment)
- May Bring Pain if Spine Recruited

10

5 C's: Steps to Maximize Profits

5. Case Cost Every Case

- Reimbursement minus OR Time
(\$18 per minute) minus Supplies = Net Profit
- Review at Monthly Board Meetings
- Look for Opportunities to Standardize
- Record Start Times by MD

11



'To be simple is to be great.'
Ralph Waldo Emerson

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