

# Fiduciary Duty of Running an OIS

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# Principles

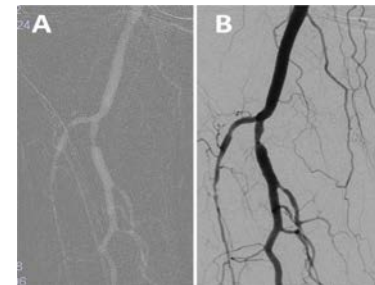
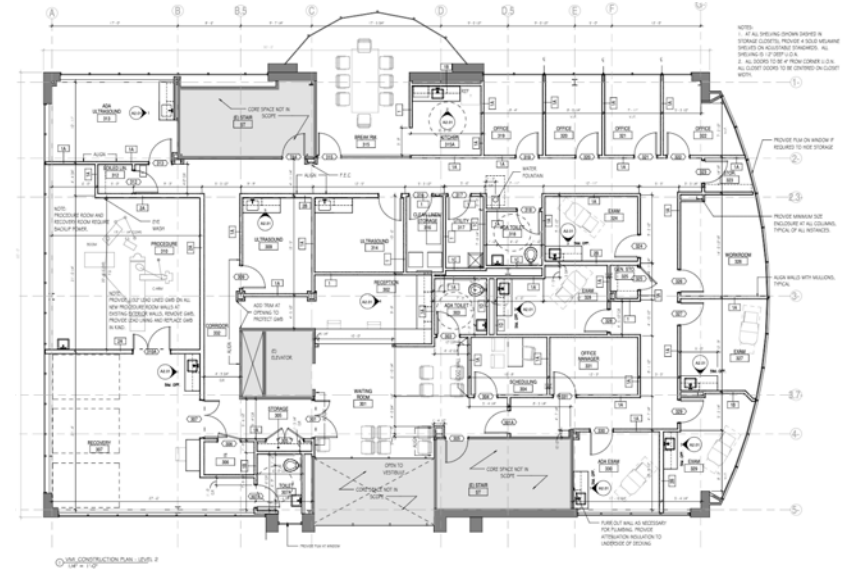
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- Our patients deserve the highest quality of care and the best experience
- Design and plan every process as if you were doing so for a loved one
- Clinical compliance is of the utmost importance
- As investors in your own business, focus on measuring results and understanding your bottom-line
- Use data to measure all of the above



# Start-up Considerations

- Facility
  - Lease or Buy?
  - Maximize RSF
  - Minimize footprint
- Capital Equipment
  - C-Arm
  - Ultrasound
- Technology Infrastructure
  - EMR
  - Other practice management tools
  - Hardware



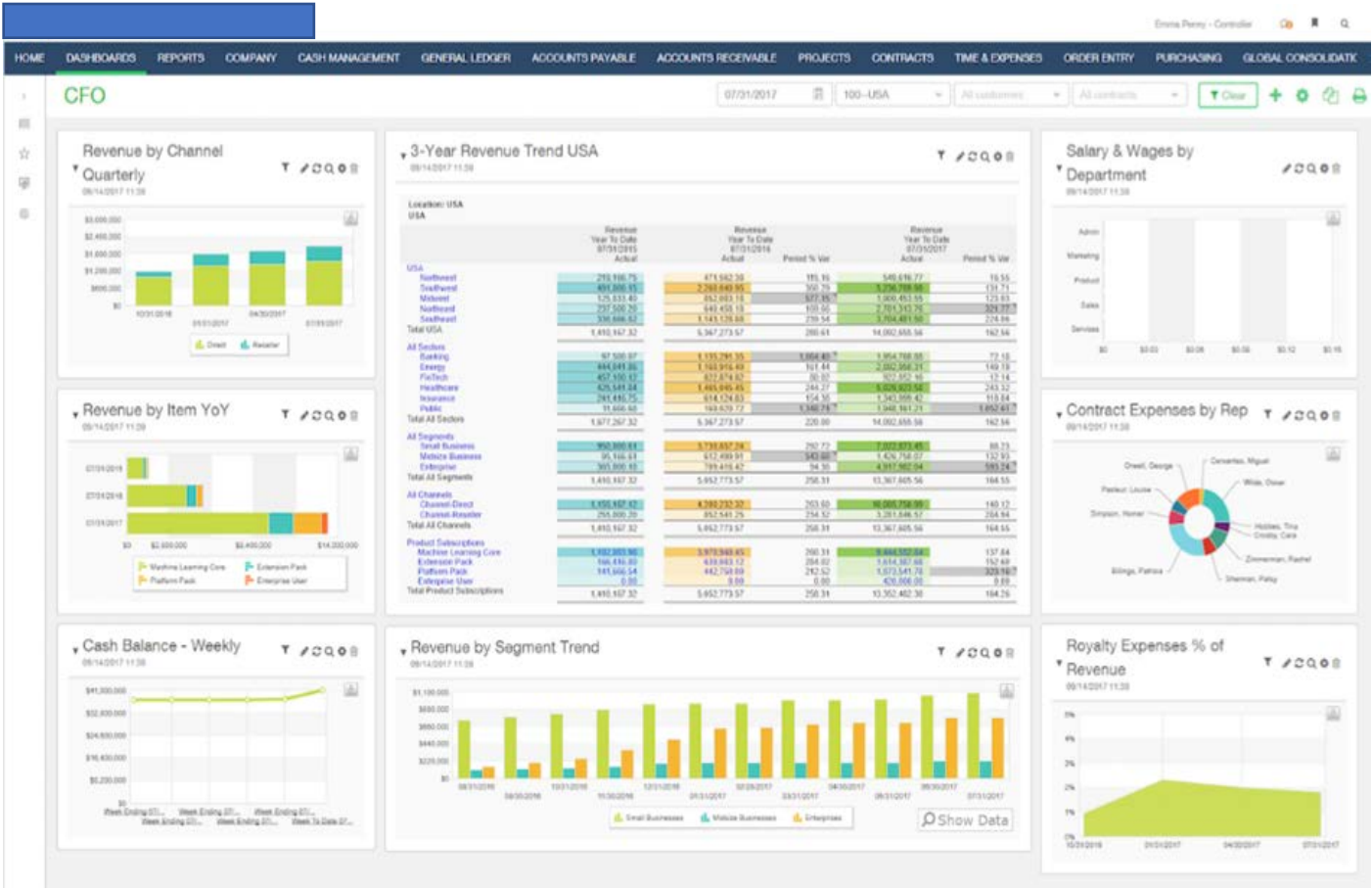
# Operating Considerations

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- Practice Governance
- Staffing Standards and Culture
- Accounting and Controls Standards
- Revenue Cycle Management
- Financial Reporting and Measuring
- Clinical Compliance
- Supply Chain Management
- Marketing and Outreach



# Examples: Accounting

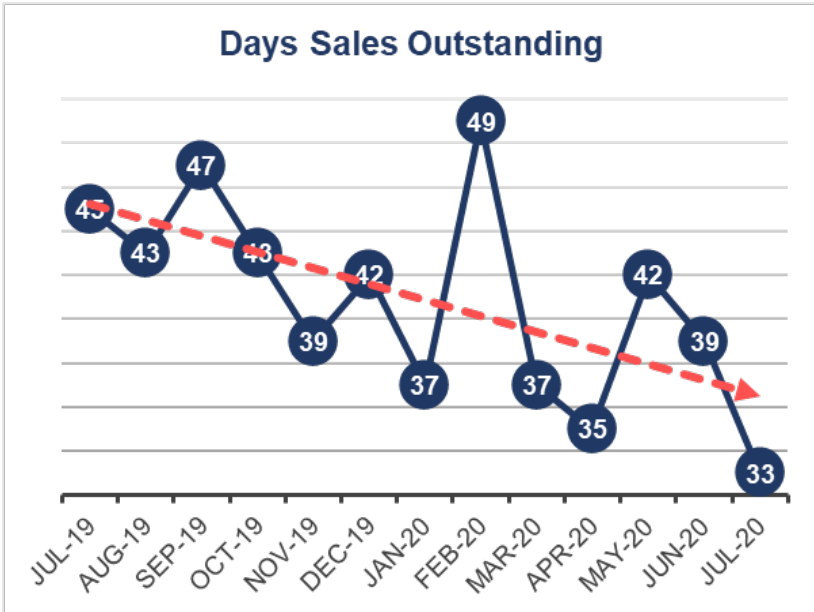
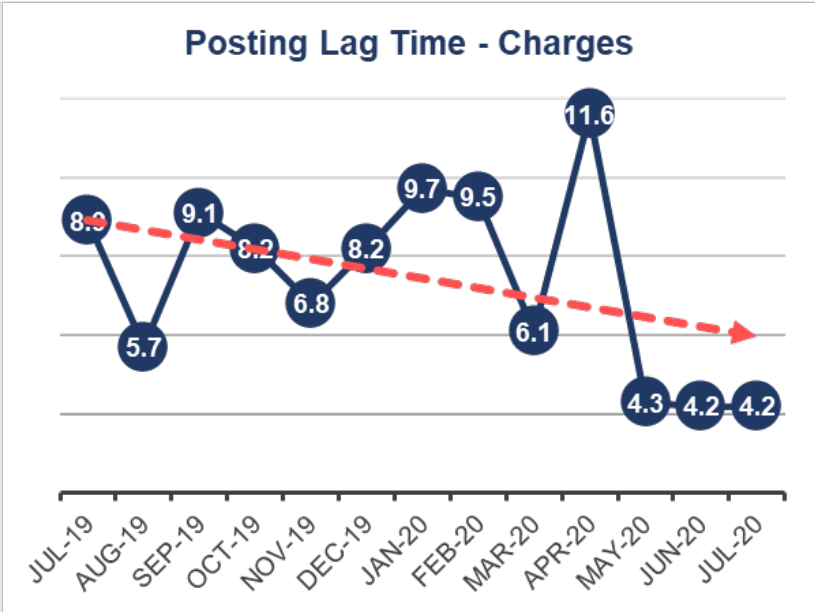


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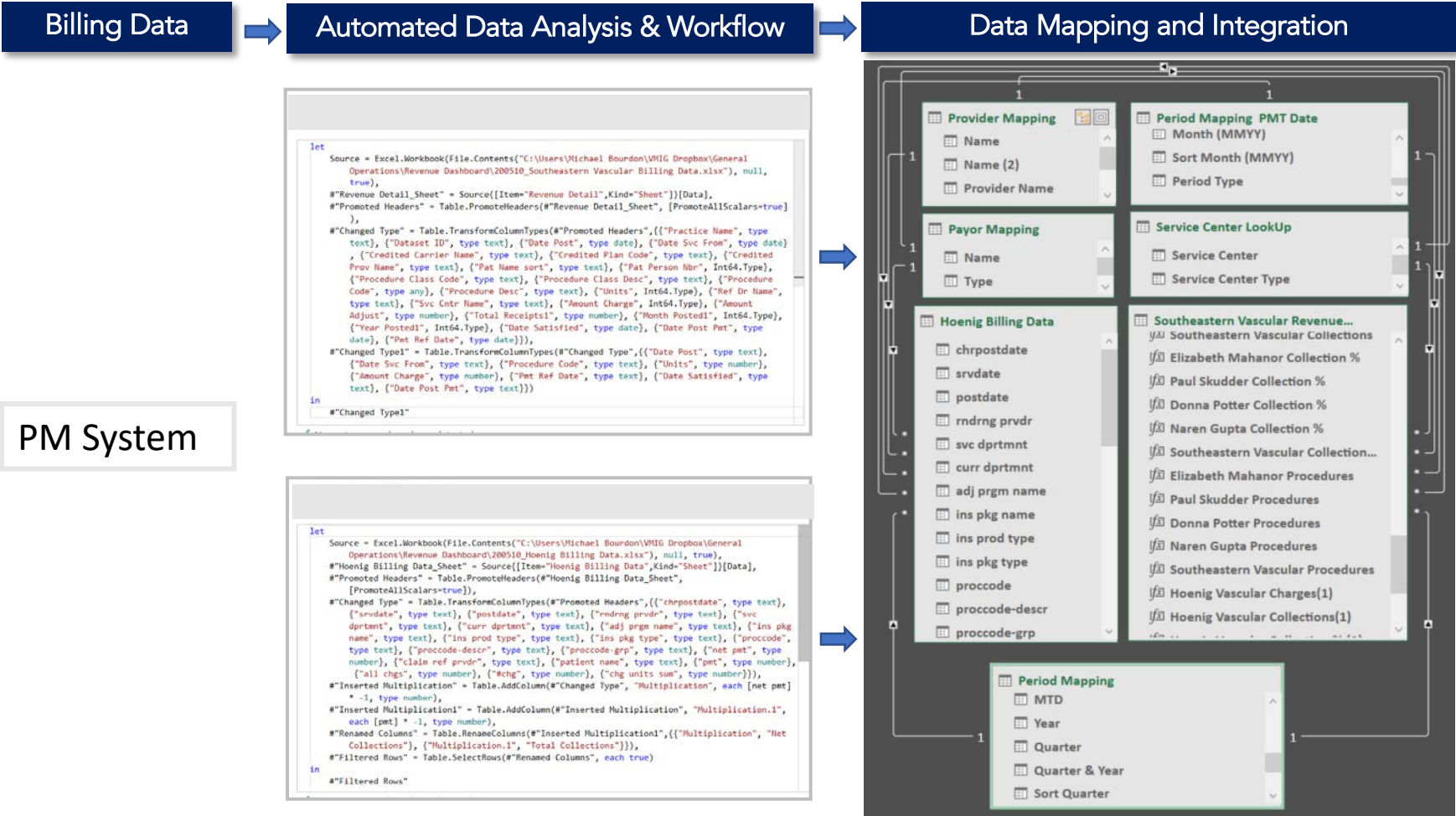
September 25, 2020



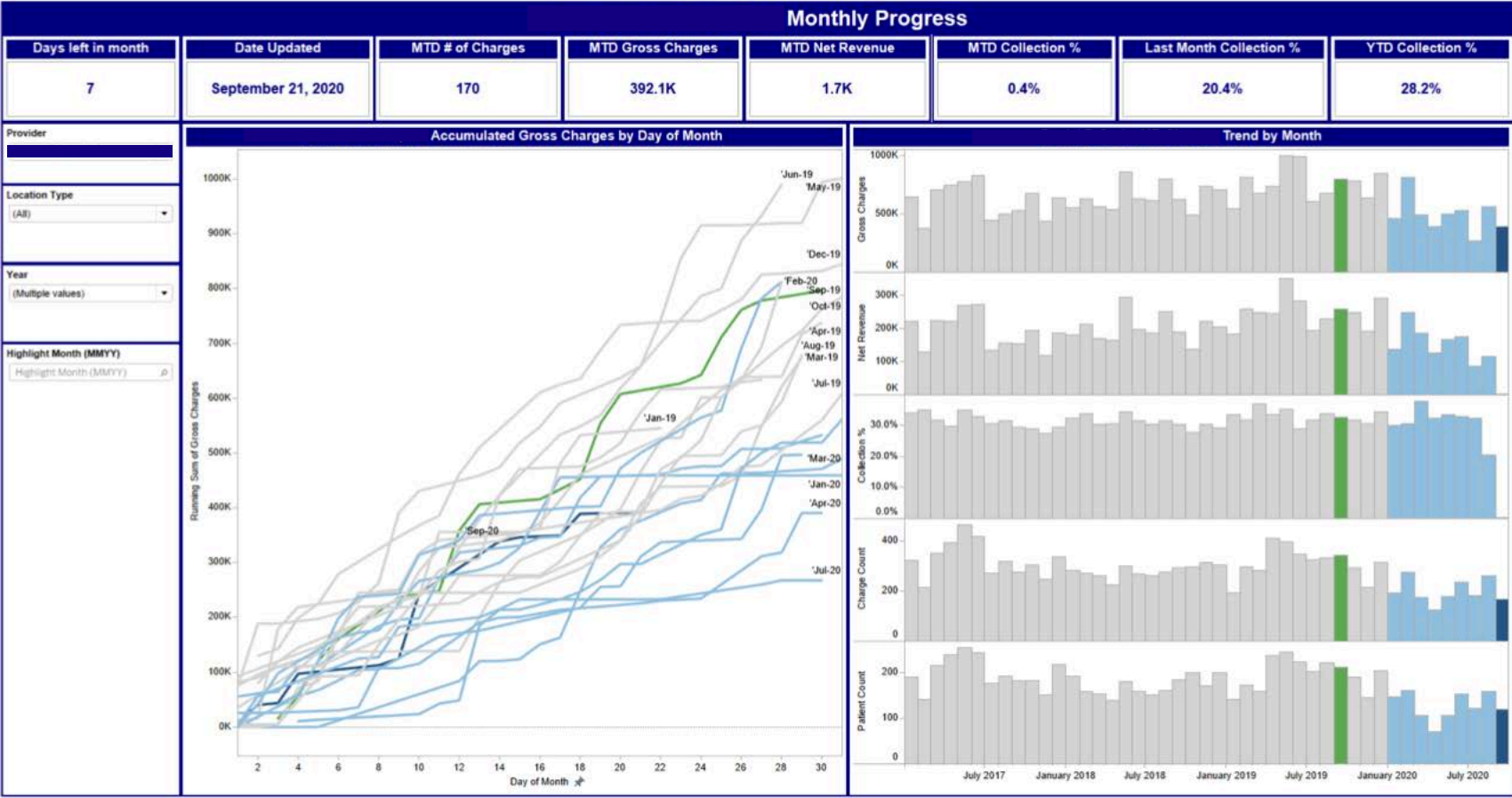
# Examples: RCM



# Examples: RCM and Data Integration

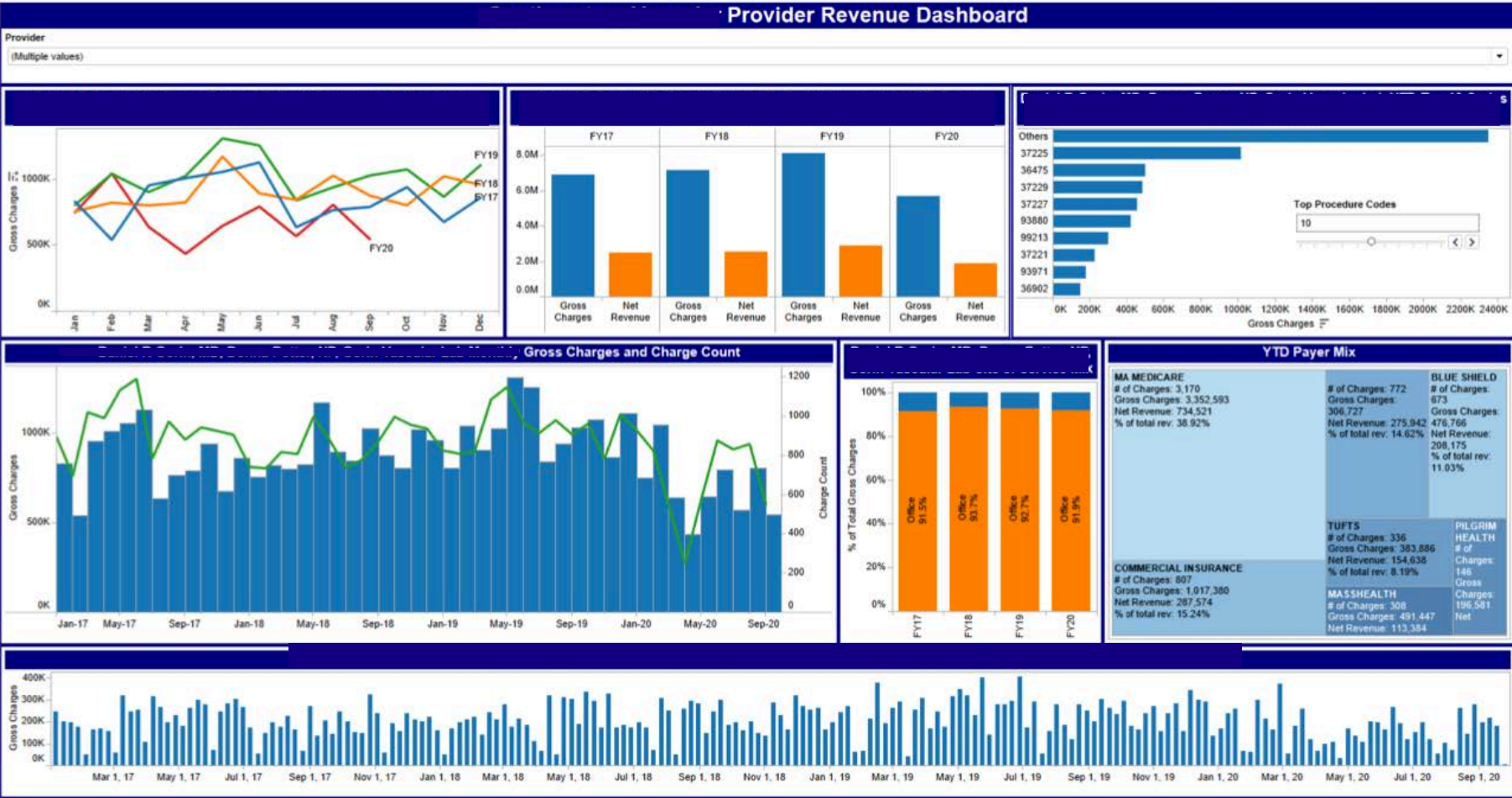


# Examples: Analytics and Measuring





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