

Regional Companies Providing Management Options and Care

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Disclosures:

- Shareholder of American Vascular Associates
- Board Member Cardiovascular Coalition Washington DC



Advantages of Regional Companies

Jan's Top Ten

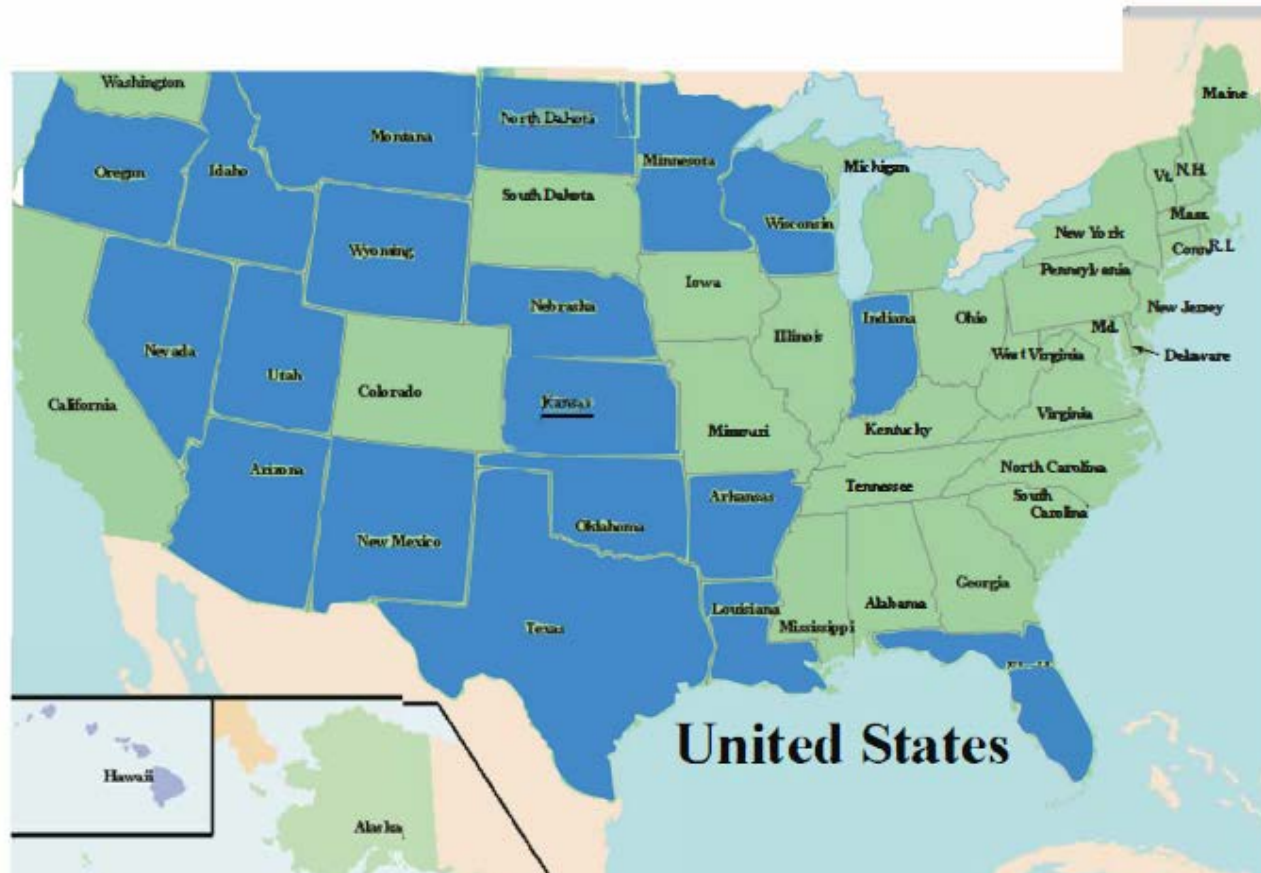
- 1) Analysis of practice and opportunity
- 2) OBL vs Hybrid vs ASC
- 3) Shared Financial Risk
- 4) Development Expertise
- 5) Marketing Strategies
- 6) Management of day-to-day operations
- 7) Billing expertise, Coding expertise and Insurance Contracting
- 8) Vendor relationships
- 9) Shared staff
- 10) Medical community of similar-minded entrepreneurs

Analysis of Practice and Opportunity

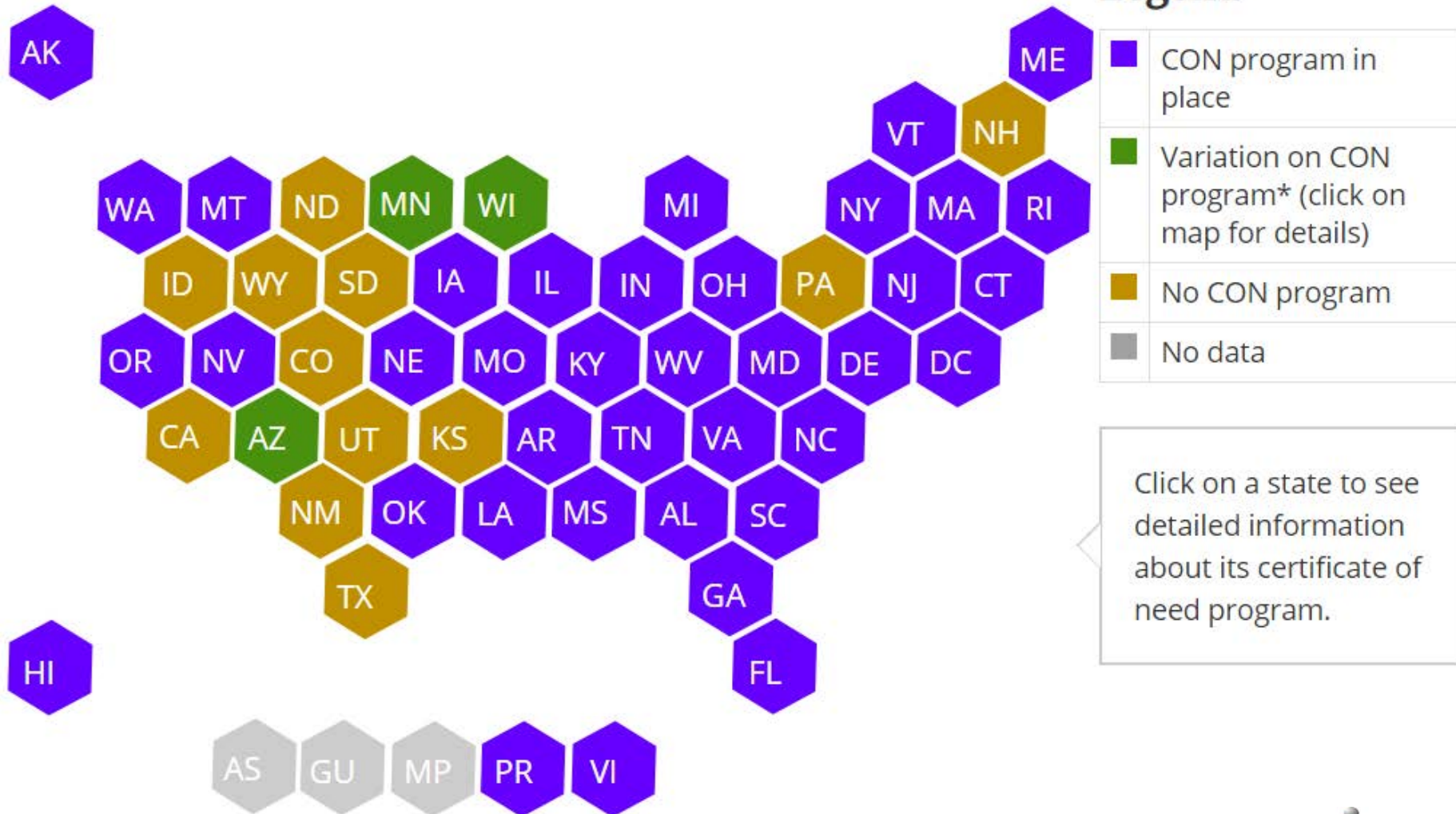
- To be or Not to be an OBL, a Hybrid or an ASC
- Demographics Analysis
- CMS data
- Procedures by type and number
- Analysis of feasibility with proforma
- CON,CPOM and BOM Regulations by state
- Resource map- Interventional Cardiology/Coronary procedures allowed by state
- Existing insurance contracts and credential status
- Cost: Risk vs Reward Analysis



No restrictions for diagnostic cardiac cath in Blue States



Certificate of Need State Laws



<https://www.ncsl.org/research/health/con-certificate-of-need-state-laws.aspx>

OBL vs Hybrid vs ASC

OBL	Hybrid	ASC
\$1 million	\$2 million	\$2 – 8 million



- Financial Analysis
- Initial investment
- State by state regulations apply for Hybrid and ASC Accreditation
- Timeline

Shared Legal and Financial Risk

- Regional companies typically are offering joint venture relationships Some majority, some minority
- Can also assist in financing and banking relationships
- Prepare business plans, projections and proformas which are bank friendly
- Analysis of appropriate legal structures by state laws
- Compliance with Safe Harbors and Anti-Kickback Statutes
- Can partner with established or new OBLs, hybrids, or ASCs
- Pick your partner, National Companies or Regional Company wisely



Development Expertise

- Site location
- Negotiation of leases
- Lease vs Buy
- Real Estate Investment Opportunity & Evaluation of ROI No Starke Issues
- Architectural space and floor planning expertise (avoid common pitfalls) Top 10 list now top 40
- Negotiation with GCs, subcontractors, and vendors
- Realistic timelines
- Conversion of OBLs to ASCs or hybrids

Marketing Strategies



- Analysis of demographics and existing practice patterns
- Identify and target patients and physicians
- Multimedia analysis and implementation (brochures, TV, video, LinkedIn, Facebook, Twitter, YouTube, radio)
- Training program for marketing activities by staff or consultants

Management of Day-by-Day Operations



- Management of non-physician staffing
- QA procedures and reviews
- Establishment and maintenance of policies and procedures

Billing, Coding and Insurance Contracting Expertise



Vendor Relationships and Contracting

- Capital Equipment and Maintenance Contracts
- Stocking
- Consignment
- Group Purchasing
- Monthly and by procedure type analysis of case cost
- Product use and opportunity to bundle by procedure disposables
- Bulk deals and opportunities
- Inventory in Clinical System



CUSTOM REPORTING



Surgi - Sys

Shared Resources

- **Potential shared staff**
- **Cumulative 401k programs**
- **Employee health plans**
- **Accounting services**
- **Legal services with expertise**
- **Centralized Intake coordinator training**
- **Centralized Staff training (your center or your neighbor's)**
- **Shared HR resources**
- **OSHA/HIPAA/Radiation safety**
- **Webinars and safety compliance**

Medical Community Support



NETWORK OF SIMILAR-MINDED PHYSICIAN ENTREPRENEURS



RISK ANALYSIS AND MANAGEMENT (CASE REVIEW)



ASDIN, NCVH, AND OEIS



ESTABLISHED LOCUMS' TENNENS NETWORK



KNOWLEDGE SHARING (ANNUAL MEETINGS)



WEBINARS WITH INDUSTRY SPEAKING OPPORTUNITIES



TELEHEALTH



ADVOCACY IN WASHINGTON, D.C. (CARDIOVASCULAR COALITION)



COVID 19 Response

- Establishment of Covid-19 Advisory Board
- Analyzation and distribution of pertinent guidance and data to clinics
- Establishment and distribution of policies and procedures for limiting patient and staff exposure in February
- Interpretation of CDC and state-by-state guidelines for exposures at the center level
- Distribution of PPE from sister locations
- Sourcing of alternative distributors of PPE
- Management of CARES act money and PPP
- Coordination of Recommendations from Specialty Organizations



Team Zoom

- Regional companies utilize remote communications and have Zoom rooms on site to enhance communication
- Communicating over multiple media platforms and keeping centers close is what regional companies do best
- Ability to present info via screen-share during a call.
- Value enhanced during the Covid Pandemic

Partner Considerations

- Trustworthy and experienced
- National firms, ASC companies, Regional companies
- Great dinner company
- Fair conflict resolution
- Open, honest, healthy discussions with mutually beneficial results.

"Good documents make good partners." Spend the time and money for appropriate legal advice up front using an attorney knowledgeable in healthcare and transactional law.

THE TIME IS NOW