

# ASC Development

## Client Profile

### Size

45 Providers

### Location

FL

### Specialty

Cardiovascular

## Services Deployed



ASC Operational Strategy & Execution



Strategy & Performance Analysis



Program Development



IT Systems Strategy & Implementation

## Overview

Our Client was interested in adding single specialty ASC to its portfolio beginning in Northeast Florida. SCALE was engaged to help:

- + Capture revenue from hospitals and other institutions where the doctors perform procedures today.
- + Expand procedures from a single room catheterization lab to a multi-use surgery center.
- + Develop an ASC so that all practice physicians may benefit from participation.

## Execution

+ SCALE's development work to set up the ASC included:

- + Informatics & Business Intelligence
  - + Real estate
  - + Design
  - + Cost estimates
  - + Construction
  - + Operational processes
  - + Medical Oversight committee
  - + IT
  - + Licensing
  - + Staffing
  - + Setting up ramp up schedule and budget
- + SCALE conducted a proforma analysis based on current physician volume to evaluate the potential performance of an ASC.
- + SCALE developed a detailed implementation plan for the development of a de novo surgical center and led a team through a 15-18 month process to execute the development plan.
- + SCALE's unique compliment of leaders with experience in pro forma analysis and ambulatory surgery center development worked together to give our Client the best insight into likely performance while acting as a partner in development, funding and licensing.

## Results

- + Our Client now has clarity on available volume and revenue based on the volume for a de novo ASC.
- + Our Client now understands the costs to build and operate an ASC.
- + Our Client now has a trusted outsourced partner concentrating on timely and efficient execution on their behalf.
- + Our Client was not subjected to any equity dilution, which would normally be associated with 3rd party development.