



How to Recruit High-Quality and Productive Surgeons to Work at Your ASC

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KEEP WHAT YOU HAVE!!

It is easier to keep what you have than get something you don't, or gain back what you have lost.



- Why do you shop where you shop?
- How do you choose a restaurant?



Why do Doctors use ASCs?



Why do Doctors use ASCs?

- Outstanding customer service
 - ❖ Measurable factors
 - ❖ Having the right equipment/supplies
 - ❖ Physician satisfaction questionnaire
 - ✓ Should be collected at least annually to address physician concerns.
 - ❖ Patient satisfaction questionnaire
 - ✓ Purpose – To obtain feedback from the patient that reflects the level of service provided by the staff.
 - ✓ Create specific questions that address measurable criteria of a process.



Why do Doctors use ASCs?

- Time savings
 - ❖ Close proximity to their office
 - ❖ On time starts
 - ❖ Quick turnovers
 - ❖ Convenient scheduling
 - ❖ Improved quality of life
- Quality
 - ❖ Low infection rates
 - ❖ High nurse to patient ratios
 - ❖ Knowledgeable/competent/stable staff



Why do Doctors use ASCs?

- Managed care contracts
- Value Added – What have you done for me lately?
- Return on Investment (ROI)
 - ❖ Distributions = participation
 - ❖ No distributions = no participation
 - ❖ Financial stewardship



The Selection Process:

- Choose wisely
 - ❖ Quality of the person
 - ✓ Past behavior is the best predictor of future behavior.
 - ❖ Quality of care
 - ❖ Efficiency of care



The Selection Process:

- ROI for cases
 - ❖ Case mix
 - ❖ CPT codes
 - ❖ Payer mix
 - ❖ Reimbursement
 - ❖ Supply/Staffing/Implant Costs



The Selection Process:

- Clearly define expectations and goals
 - ❖ Facility culture
 - ❖ Bylaws/Operating Agreement
 - ✓ Safe Harbor language
 - ✓ Limiting investments
 - ✓ Enforcement
 - ❖ Trial period



Recruitment/ Sales

■ Identification

- ❖ Use selection criteria
- ❖ Be on top of new physicians in town
- ❖ If you are a joint venture with a hospital work closely with the hospitals marketing department to assist you in identifying these surgeons.
- ❖ Target physicians who are disgruntled with competing ASCs
- ❖ Ask physicians to help you identify other surgeons
- ❖ Ask if they would be willing to call/meet with them (and then remind them to follow through)



Recruitment/Sales

- The sale
 - ❖ Set your objective
 - ❖ Research your prospect
 - ❖ Identify your, and anticipate their, needs
 - ❖ Determine what information you need to bring with you
 - ❖ Know your competition
 - ❖ Know any previous history
 - ❖ Remember to bring value to both you and the physician/scheduler



Recruitment/Sales

- Deliver what was promised
 - ❖ Educate and empower staff
 - ❖ Welcome each physician and thank them for being there-everyday
 - ❖ Ensure preference cards are accurate
 - ❖ Supply properly sized gloves and scrubs
 - ❖ Attempt to staff them with the same surgical team
 - ❖ Communicate



Recruitment/Sales

- Don't underestimate the power of the surgeon's scheduler!
 - ❖ You must win them over!
 - ❖ They want:
 - ✓ The path of least resistance
 - ✓ To do business with people they like and trust. People with positive, "can-do" attitudes.
 - ✓ To schedule at the time they call
 - ✓ Minimal to no hold times
 - ✓ To schedule the case when it is convenient for them and their patient
 - ✓ Little to no paperwork



Questions



Thank You!



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