

Who's Who in the Ambulatory Surgery Industry
By Kathy Dix, Kris Ellis, and Jennifer Schraag

Rick DeHart found his niche in the orthopaedic specialty arena in 1996. In 1999, with the help of his partner Scott Thomas, DeHart launched a company with more focus on orthopaedic procedures in the ambulatory setting -- thus Pinnacle III was born. Pinnacle III evolved over the years and now focuses on three core competencies: outpatient ambulatory surgery, diagnostic imaging, and physical rehabilitation.

DeHart serves as president and chief executive officer, and prides himself on overcoming the hurdles in building his company. By the end of 2005, Pinnacle III will operate 20 centers, and has branched out in the development and management of gastrointestinal, bariatrics and multi-specialty centers.

"We've had a fair amount of success," says DeHart. Pinnacle's focus on orthopaedics has proven successful and DeHart says that while it was exciting getting into the ASC industry and watching it grow; its continued growth is exhilarating as well.

"We're doing things that I never thought we'd be doing in the ASC's. There's definitely going to continue to be evolution within the industry," he says.

DeHart also advocates for the ASC community on the state level through PINNACLE III's involvement in several state associations. "We encourage that for our centers," he says. "We want people to be active at the state level and functioning at those state meetings."