

Urology Center of the South

## **Single Specialty Physician Group Seeks to Establish Ambulatory Surgery Center**

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### **Situation**

HADC hired NHA on behalf of an 11 - member specialty physician group to analyze their clinical practice operations in order to determine the number of outpatient surgeries and in office procedures being conducted by type, location, payer, and referral source. The goal of this analysis was to determine the viability of a physician owned ambulatory surgery center and if viable, the optimal location, necessary change in practice location and/or patterns and any partnering issues critical to payer contracting, management services and ongoing operational viability.

### **Solution**

With a positive market and operational needs assessment, NHA worked with HADC, which completed the facility planning, site identification and acquisition, design, development and financing.

NHA's continued role included preparing the financial operational projections, evaluation of alternative real estate ownership models with various financing and ownership alternatives, preparation and submission of a certificate of need (CON) application to the Tennessee Health Facilities Commission and representation of the physician group at the Commission hearing, receiving CON approval for the surgery center. Additionally, NHA worked on identifying a hospital partner and negotiating the joint venture relationship with that party to result in a successful implementation of a 34,000 square foot medical office building. The building is operational today and includes an ambulatory surgery center with four operating rooms and two special procedure rooms, a 24 hour exam room urological clinic and the physician group's corporate offices.

### **For More Information**

For more information about NHA services, call our offices at (305) 444-5007. To access information using the internet, go to: <http://www.nhaconsulting.com/>

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### **Solution Overview**

#### **Customer Profile**

Urology Center of the South is a Single Specialty Physician Group.

#### **Business Situation**

Determine the viability of a physician owned ambulatory surgery center and opportunity to co-locate clinical practice.

#### **Solution**

NHA conducted a market and operational needs assessment. Prepared and filed the CON application. Developed Financial Projections to support funding.

#### **Benefits**

- Consolidated Businesses
- Revenue Enhancement
- Increased Patient Satisfaction
- Improved Physician Practice Efficiencies

#### **Partners**

