

ASC Administrators Guide To Success



So, what does it take to successfully manage an ASC and be a great ASC administrator?

Operating a successful ambulatory surgery center takes excellent leadership, organization, and operational skills. An ASC administrator must be able to assure operations run in an outstanding manner, recruit physicians, maintain accreditation, and simultaneously mentor, encourage and support their staff. As an ASC administrator, you wear many hats.

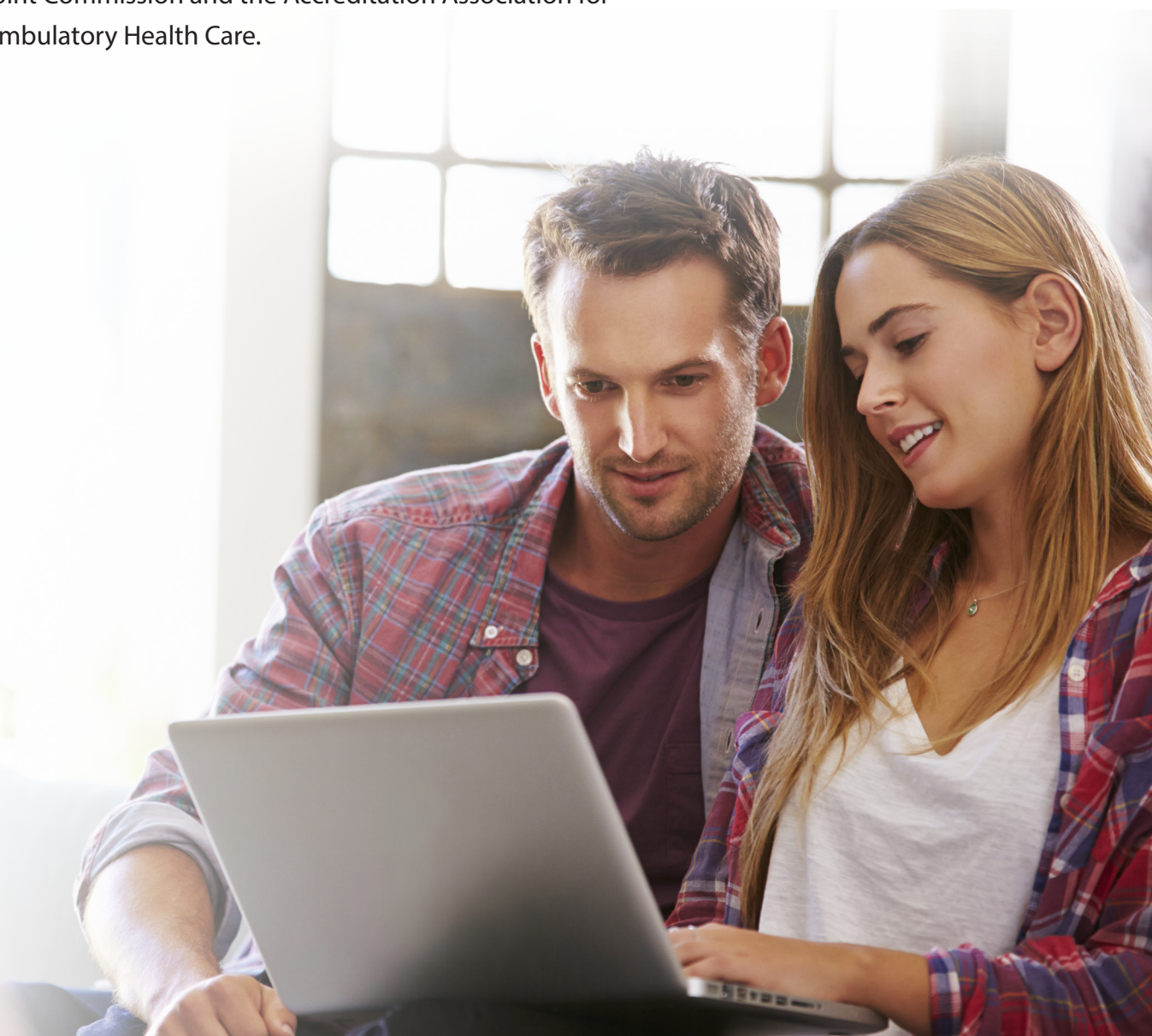
Here are 9 steps for success in your leadership role and in your outpatient surgery center.

01

Study your Appendixes

Whether or not your surgery center is CMS-certified, understanding the guidelines and regulations put out by the Centers for Medicare and Medicaid Services can provide valuable context. Appendix L and Appendix Z provide operations guidelines for ASCs and are available for download from the Ambulatory Surgery Center Association (ASCA).

In addition, you will want to familiarize yourself with state guidelines and other accreditations, such as the Joint Commission and the Accreditation Association for Ambulatory Health Care.



02

Project Manager

Dashboard My Projects Timesheets People Resources Reporting Documents

Marketing campaign

▼ Research & planning

- Internal brainstorm
- Client survey
- Creative brief
- Kick-off

▼ Website

- Design
- Slicing, HTML and CSS
- Coding
- Content
- Testing

▼ Social media

- Content preparation
- Visuals and images
- Publishing schedule

▼ Outdoors

- Design
- Printing
- Guerilla preparation

▼ Press and media

- Partner contracts
- Design
- Publishing schedule

Understand Scheduling Will Always Be A Work In Progress

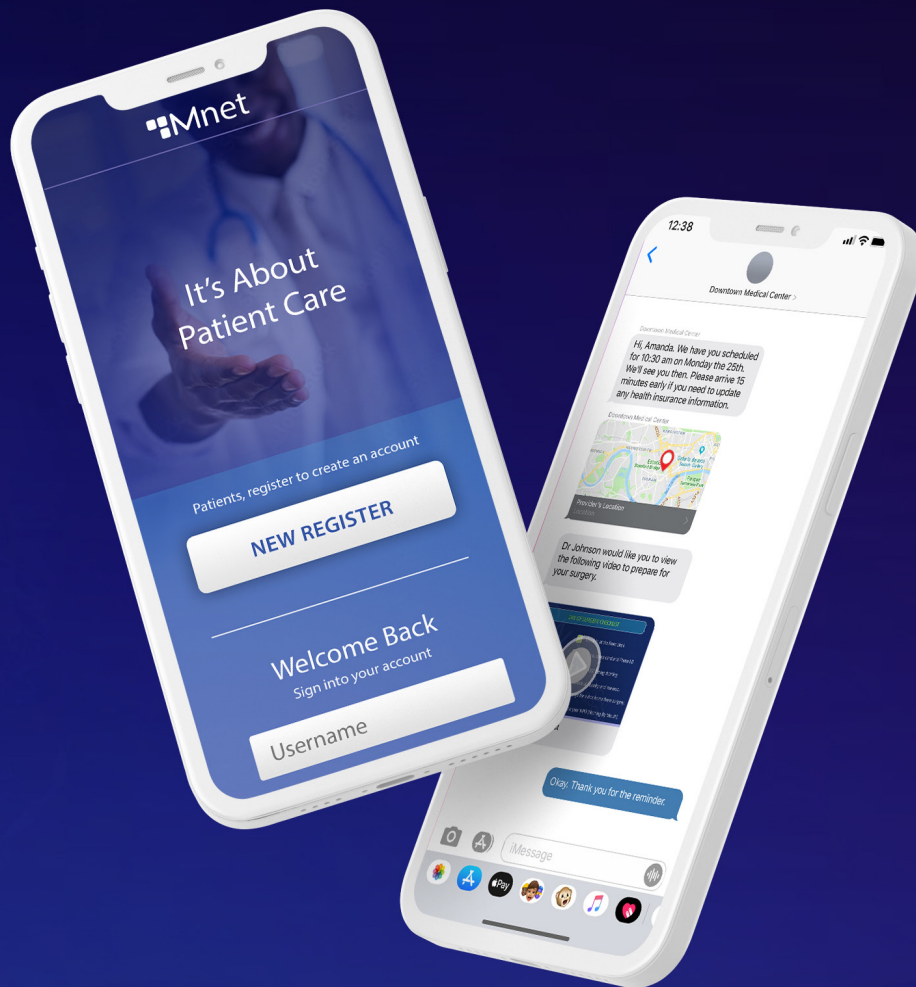
Efficiency is crucial to the success of an ASC. But getting patients from point A to point B in the best way is going to be a continual process of improvement. Good leaders conduct regular reviews to identify gaps in efficiency, optimize resources, and minimize downtime.

When you take over an ASC, you may need to invest in new tools that help staff communicate more effectively, both with patients and each other.

03

Don't find a software company, find a partner

Find a software partner who not only offers tools to help you, your staff, your patients, and your physicians, but a partner who speaks your language. Having a clinical partner who has been in your shoes and knows how a busy ASC runs will assure success.



DID YOU KNOW

One Medical Passport is a clinically focused team of physicians and nurses. Our cloud-based ASC solutions were built by clinicians, for clinicians. That's how we know the stress of your day-to-day operations at a busy ASC!



04

Prioritize workflow efficiency

As the administrator, you must make sure an efficient workflow is established for pre-op, intra-op, and post-op. This will impact so many aspects of your facility such as staff satisfaction, diminishing burnout, patient preparedness, patient outcomes, and cash flow.

First, review each stage of your perioperative process and ask yourself these questions

How are physicians offices scheduling cases with us? Is there a way to streamline this and cut out missed phone calls/faxes, errors in manual entry, etc.?

How are we notifying vendor reps when a new case is scheduled to make sure we have all trays and equipment before the day of surgery?

How are we educating patients about their specific procedure to increase preparedness and positive outcomes, and decrease cancellations?

How are we alerting patients of their financial obligations to increase our cash flow?

How are we communicating and engaging with patients during the entire perioperative process?

How are we tracking our patients from the moment they arrive in our building until the moment they leave? Should we still be using white boards and dry erase markers?

If you're unsure of how to improve your workflow after answering the above questions, here's an overview of the process our 1500+ customers have implemented

Pre-Op

Using Office

1. Procedure are scheduled
2. Physicians upload forms to your hospital

Using Vendor Management Tool

3. Vendors know exactly what is needed from hospitals

Using Payments

4. Patients are alerted of their financial obligations

Using Engage

5. Preop texts, emails and videos are sent to the patient

Intra-Op

Using Big Board

6. Staff is updated on all patient statuses using Big Board
7. Text message status updates are sent to patients' family members and ride home

Post-Op

Using Engage

8. Postop messages and surveys are sent via text and email

Using Archive

9. Charts are stored and organized electronically

Using Mnet Solutions

10. White-glove billing experience commences

05

Keep pushing towards high patient satisfaction

Patient satisfaction has been pushed to the front of the priority list for most outpatient surgical centers. Improving your scores takes conscious, continuous effort on behalf of every member of a healthcare facility.

Your patient satisfaction scores highly impact reimbursements, physicians, staff, and of course patients. Here are four tips we suggest focusing on:



4 TIPS ON PATIENT SATISFACTION



06

Optimize your cash flow

Revenue may be up at your Ambulatory Surgery Center, but cash flow may still be tight. Revenue is a long-term measure, while cash flow has a daily impact on your facility. To improve cash flow, focus on day-to-day operational costs. Part of the solution is found in how you handle patient payments; if patients drag their feet before getting around to paying for procedures, cash flow can get tight quickly.

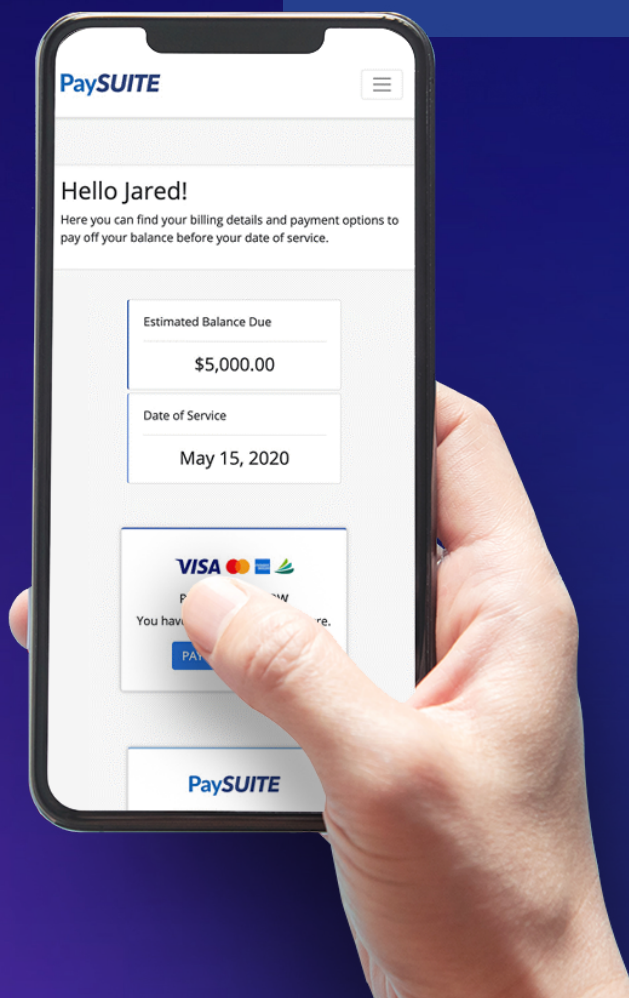
Consider sending automated patient financial reminders via text and email. Bills get misplaced, payments are prioritized by patients, and sometimes things fall through the cracks. Patients sometimes forget to make a payment or aren't aware they still owe money to the ASC. Sending financial reminders will give them a clear view of their obligations and encourage timely payments.

“Using the Payments solution has reduced any confusion patients had regarding their financial obligations, helped start the dialog about the pre-collection process, and made payment information clear and straightforward in text and email.

Kari Sroka CCS-P, Business
Office Manager of Illinois
Sports Medicine &
Orthopedic Surgery

Did You Know

One Medical Passport offers an automated patient payments solution that sends texts and emails to patients with their co-pay information, total amount due, and a link to where they can pay.



First-Party Billing Services

Another way to increase collections and cash flow at your surgical facility is by implementing patient billing services. The goal of our first-party billing services (early-out) is to increase cash flow and resolve accounts receivable before they are written off to bad debt.

From insurance balances to self-pay, our first-party patient billing services are designed to be a true extension of your billing office, providing the highest customer service and improving the patient experience.

For example, utilizing Mnet's 1st Party Patient Billing Solutions, one surgical hospital reduced

their bad debt by \$1.1 million and increased patient collections to \$1.86 million in the first year alone (a 121% increase!).

These solutions help patients speak with live agents, set-up approved payment plans, or select from additional financial services to settle their balance.

Implementing these solutions will reflect your facility's high regard for every patient's concern, ensuring that professional help is promptly available regardless of the nature of their query.

“PaySUITE increased after hour payments and freed up staff to spend more time with patients, all while we saw cash back to our facility

Baylor Surgical Hospital

Mnet's 1st party patient billing provides the following

1. Integration with the patient accounting system and merchant services provider
2. Dedicated patient billing service center available nights & weekends catering to over 200 languages
3. Daily inbound and outbound patient communications
4. Payment Monitoring
5. Custom online patient portals and mobile Text-to-Pay solutions

07

Over prepare for complex cases like spine and total joint replacements

You must be able to select appropriate candidates for these complex cases, which can oftentimes be a challenge. Facilities face the challenge of patients failing to report their complete history, leaving out critical information that can be a hard stop for surgery such as a pacemaker, difficult intubation, or kidney failure.

To combat these challenges, you should consider implementing an in-depth pre-admissions process that includes a way to easily flag patient risk factors. This will assure nothing falls through the cracks and patients are a good fit for an outpatient setting.





Next, you must look at your vendor and tray management. Typically, surgical facilities have to call, text or email vendor reps about upcoming cases and any case changes. It's a mix of communication styles with no standard process and zero accountability. Cases are often cancelled or delayed when reps don't show up or if they bring the wrong equipment or implants. Reps get frustrated when they show up and the case has been cancelled or delayed days before, but they were never informed.

Consider implementing an automated vendor rep communication and tray management tool. This will allow your staff to be completely equipped and prepared for every case.

“One Medical Passport's vendor management tool (TORQ) has eliminated an endless game of phone tag with vendors to confirm that they are aware of the case, and that the sets and/or implants will be at the facility for the case.

Cory Hall, PA-C, Chief
Executive Officer Marin
Specialty Surgery Center

The global COVID-19 pandemic has left many industries short staffed. The healthcare industry has especially been struggling with these staffing shortages

08

Navigate staffing shortages like a pro

In the United States, there has been a nursing shortage for years, but the pandemic has exacerbated that problem in ways like never before.

The healthcare system is losing nurses and other frontline healthcare workers to burnout or to better-paying and less stressful temporary jobs.

Exhausted or demoralized by the prolonged pandemic, nurses are quitting or retiring. Many are leaving for lucrative temporary jobs such as traveling nurses which pay \$5,000 to \$8,000 or more a week.

With the nationwide nursing shortage, ASCs are losing on staff recruitment and retention as nurses jump to high-paying hospital contracts with big sign-on bonuses.

According to the 2021 OR Manager Salary/Career Survey, during the past 12 months

- 56% of ASC leaders reported that recruiting experienced operating room nurses is more difficult compared last year
- 40% of ASC leaders reported that the most common staffing challenge was hiring more direct care staff
- 49% of ASC leaders reported an increased Registered Nurse (RN) turnover

As an Administrator, what can you do to navigate these major staffing shortages?

Many ASCs simply cannot match what hospitals and travel nursing agencies are offering in terms of salary.

While health benefits and competitive salary levels are important, surgery centers may be able to offer other perks for nurses or other staff they are looking to attract. Overall, it's about making your facility a great place to work with a winning culture.

There are many healthcare workers who have become disenchanted with working very long hours and getting little flex time. ASCs can provide a work-life balance that they are likely unfamiliar with, as surgery centers typically don't require nights, weekends, holidays, or call changes.

An Administrator should work towards decreasing staff burnout by implementing the following

- Take breaks
- Focus on interdisciplinary collaboration
- Foster a strong network of social support: nurse manager, nurse colleagues, physicians, etc.
- Put the focus on employee satisfaction: fun work outings, dessert days, 10 minute chair massages
- Encourage physical wellness

With One Medical Passport and Mnet as your partner, your facility can free up your employees and resources to focus on patient care and safety, instead of cumbersome administrative tasks like obtaining pre-op information and collecting payments.

The process of pre-admissions, billing, and collections can be time consuming and frustrating for surgery centers – especially when they should be focusing that time and energy on providing quality care and outstanding patient experience.



09

Meet the demands of your patients

The healthcare industry has been undergoing an unprecedented level of transformation due to the rise in healthcare consumerism. Healthcare consumerism means patients are becoming more involved in their own healthcare decisions and well-being. In essence, it is the empowerment of the patient—the economic purchasing power and decision-making shifts into the hands of the consumer.

Healthcare consumerism is driven by a lot of factors, one of which is patients having greater financial responsibility (higher co-pay, deductibles, and overall costs). With such high costs, patients tend to “shop” for surgical options.

Patients’ expectations are also changing, driven by their experiences from other industries like airlines and retail. Patients demand improved services and enhanced experiences when engaging with providers and health systems.

As patients are faced with increased treatment choices, care options, and cost concerns, they are now becoming highly active in their healthcare choices.

Your patients now want easy, on-demand information that can be viewed and completed at their own convenience. To meet these demands, your facility must be able to send text messages, emails, and videos that are customized to each patient. By boosting patient engagement and implementing the above communication, you’re not only meeting patient demands but improving the overall patient experience.

Aside from text, one channel that has become highly demanded by patients is video. It’s no secret that video is a huge part of our everyday lives; and it’s now also an essential tool in healthcare.

This communication should be in place for the following

- Appointment confirmations and reminders
- Reminders to complete online pre-admissions
- Pre- and post-op instructions that are procedure and surgeon specific
- Patient payment reminders that include total amount due, payment options, and payment links

Your facility can meet this demand with our customized patient engagement videos. We've created a full library of short, educational videos that can be sent via text and email. Each video will educate patients on key steps to prepare for and recover from surgery. Each video can be customized for a specific facility, procedure, physician, and language. Our videos have been optimized to work within our patient engagement solution. A unique link to each specific video is automatically sent to patients at the correct time before or after surgery. Our patient engagement videos are optimized for use across all platforms such as phones, tablets, and computers.

By boosting patient engagement and implementing the above communication, you're not only meeting patient demands but improving the overall patient experience.


“We send patients their arrival time and information about what pre-op meds they need to take or not take. This has helped decrease cancellations. We also use Engage to send out a message after their procedure that includes a patient satisfaction survey. Our patient satisfaction survey response is now over 50% after implementing Engage

Sarah Paul, CPC, CASC, Administrator,
Dublin Surgery Center




PATIENT ENGAGEMENT VIDEOS

Patients want detailed, on-demand instructions before, during and after surgery. Your ASC can meet this demand with our customized patient [engagement videos](#). You will have access to a full library of short, educational videos that can be sent via text and email.



Video: Clear liquid diet



Video: No Smoking



Video: How to Use Hibiclens



Video: Day of Surgery Checklist



Video: How to Use a Walker



Video: How to Use Mupirocin

Software Tools that are proven to help ASC administrators

Medical Passport Letting You Focus on the Patient	Engage Connected Care is Better Care	Big Board It's Time to Ditch the Whiteboard
Office Grow Your OR Volume With an Electronic Office Boost	Archive Off Your Hands and into the Clouds	Payments Get Paid Faster and Decrease Your Bad Debt
Mnet's Patient Billing Solutions Patient billing solutions for providers helping patients pay their medical bills Concierge Patient Support PaySUITE Text-To-Pay		Vendor Mg. Get Comfortable Being in Sync With Your Vendors

“One Medical Passport has reduced the time that our pre-op call nurse has to be on the phone. We can now get all pre-op information in a timely manner and can get it to anesthesia to review.

Sarah Paul, CPC, CASC,
Administrator,
Dublin Surgery Center

Schedule a
demo with us
today. You'll be
glad you did!

SCHEDULE A DEMO NOW

