



**3 SECRETS PRACTICE
MANAGERS OF
SURGERY CENTERS**

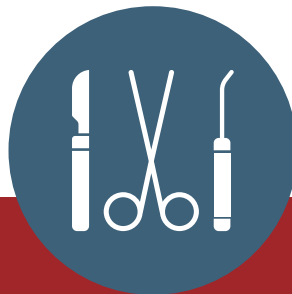
**KNOW THAT HELP THEM
SLEEP WELL AT NIGHT**

**“REAL LIFE STORIES FROM
PREVIOUSLY FRUSTRATED
PRACTICE MANAGERS”**

WE KNOW YOUR JOB IS HARD

For almost 20 years, we've heard hundreds of horror stories from Practice Managers and Administrators of Surgery Centers who, despite being organized and thorough, lose sleep over the number of challenges related to operating room efficiency and outcomes.

Let's face it, if you are an Administrator for a busy Surgery Center, you have your hands full with the operations side of managing the facility as a whole... you can't be expected to be an expert in anesthesia too!



Schedule an Audit
With CPR Anesthesia
866-773-4252

From disruptions caused by day-of-surgery cancellations to the complicated medical billing process, the stress of delivering the highest quality anesthesia to your patients is one thing that shouldn't cause you stress.

If that sounds familiar... you are not alone, but there's no reason to suffer.

Rest assured, there is a solution to your most common frustrations that you face as an Administrator of a busy Surgery Center.

MEET JANINE-PRACTICE ADMINISTRATOR

Janine is an Administrator for a Surgery Center like yours, and although she has been managing the operations for over 8 years at this facility, she is very familiar with this exact scenario.

Rarely does a day go by that doesn't throw some sort of curve ball at Janine. Every one of those curve balls is different, but several were related to the essential, and often, complicated details regarding the anesthesia side of surgery.

Janine needed to find a solution so the Surgery Center could deliver the best patient care and outcomes, while at the same time, reduce the disruptions of last minute cancellations so she could accomplish her ultimate goal to drive revenue up and enhance the patient experience.





“

*Here are **3 Secrets** that Janine and the most profitable Surgery Center Practice Administrators know that reduce their stress and help them sleep well at night.*

”

Schedule an Audit
With CPR Anesthesia
866-773-4252

“IT’S 5PM AND A THIRD OR WAS JUST SCHEDULED... FOR TOMORROW.”

The Scenario:

On this day, Janine discovers that a third OR was added for tomorrow and panics because she does not have anesthesia coverage. It’s 5pm and she is having to scramble to make everyone happy. For the 3rd time this month, she is stuck working late, pulling her hair out thinking ***“I shouldn’t have to spend this much time on anesthesia staffing!”***

If you are like Janine, and other practice Administrators with high expectations of themselves, what frustrates you more than anything is having to cancel cases which loses revenue and upsets patients. It stings because it all falls on you and in spite of everything else that runs like clockwork, your surgeons are upset, patients are upset and your credibility takes an unnecessary hit.

SECRET #1. OUTSOURCING ANESTHESIA STAFFING SIMPLIFIES YOUR ANESTHESIA PROCESSES

Janine realized this was the last time she would find herself in this position and decided to alleviate the headache of anesthesia scheduling.

Anesthesia groups have proven and effective processes with dedicated staff to recruit, onboard and schedule CRNAs or anesthesiologists to the ORs as cases are needed for coverage... even when it’s 5pm and you are scrambling to figure it all out.

Schedule an Audit
With CPR Anesthesia
866-773-4252



Janine's Solution:

By hiring a professional anesthesia group, Janine was able to alleviate dozens of hours of work for her and her already overworked team. Those hours of work equaled to thousands of dollars in overtime and lost revenue by having to cancel cases regardless of her efforts.

Consistent and easy communication around surgeon block times, changes in scheduling of cases and vacations ensured Janine that all parties involved are notified of scheduling. Employing a simple process of notification of dates of surgery, number of cases, and how many operating rooms will be needed will eliminate the frantic search for last minute coverage and provide peace of mind.

By **outsourcing** to an anesthesia group, Janine slept easy and didn't have to work late because:

- Providers were properly vetted
- References and credentials were reviewed and verified
- Providers were now available for last minute add-ons
- The right CRNA or Anesthesiologist always showed up on time and ready to work

“UGH! ANESTHESIA BILLING IS WAY TOO COMPLICATED... AND WE ARE LOSING REVENUE BECAUSE OF IT!”

The Scenario:

Another of Janine’s major frustrations was billing, and it didn’t help that the person she recently hired made some major mistakes with anesthesia coding and provider credentialing.

Mistakes like that mean the surgery center may not get paid on a claim. When that kind of mistake goes undetected it compounds over time, and in Janine’s case, would have cost tens of thousands of dollars!

Janine knew they were NOT properly equipped to handle anesthesia specific billing, so it was vital to their financial success that she find the right solution to handle their anesthesia billing.

SECRET #2. OUTSOURCING ANESTHESIA BILLING STREAMLINES YOUR FACILITY PROCEDURES

Outsourcing your billing to your anesthesia group is an important key to maximize your revenue.

The complications of anesthesia billing are relieved when you choose the right partner, so everything is handled and you can focus on other issues.

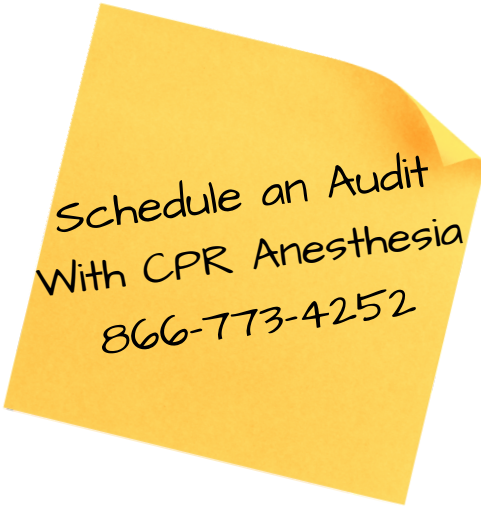
Janine's Solution:

It was a happy day when Janine started to outsource the surgery center's anesthesia billing.

She was able to eliminate the time spent on anesthesia billing, reallocate their billing resources, and concentrate more on creative ways to maximize their facility revenue.

Janine's Anesthesia Group saves her time and frustration by taking all of this off her plate:

- Data Entry
- Anesthesia Coding
- Claim Processing to Insurance Carriers
- Claim appeals and follow Up
- Patient Statements/Collections



Schedule an Audit
With CPR Anesthesia
866-773-4252

“HOW CAN WE GROW OUR SURGERY CENTER WITH SUCH LIMITED TIME AND RESOURCES!”

The Scenario:

When the partners of this Surgery Center called Janine into the office to discuss expansion of the facility and opening additional locations, Janine knew she'd have to make some changes in operations.

Feeling a little overwhelmed, knowing the resources needed for that kind of expansion are immense, and that the facility's processes and procedures would need to be streamlined for this expansion to be successful, Janine was eager to reach out to a partner who could help.

SECRET #3. OUTSOURCE ANESTHESIA MANAGEMENT TO SCALE AND GROW

Working with the right outsourced anesthesia group that has an exclusive focus on anesthesia, let's your business grow and scale as you bring on additional surgeons, build out additional ORs, open additional locations or expand your services.

It allows you to have a partner that has extended resources to help you in multiple areas that cause inefficiencies, frustration, and loss of revenue.

Janine's Solution:

Janine brought on a full service anesthesia group as a partner that provided additional resources, to deliver on their plan for growth and expansion.

Janine was pleasantly surprised to discover that their anesthesia partner could help in the following areas:

- Attract new surgeons
- Provide coverage for new case types
- Equipment procurement
- Maximize growth without incurring additional expenditures

Janine outsourced to the right anesthesia group and was able to combine clinical best practices with proven anesthesia management procedures which improve operating room efficiency and outcomes and reduce costs.

Within 12 months, her Surgery Center achieved all their growth goals, and was making plans towards opening a 3rd location.



Schedule an Audit
With CPR Anesthesia
866-773-4252

YOUR Surgery Center can outsource anesthesia related operations to anesthesia specialists that offer proven methods of management and allows you to focus on the rest of your business.

“

**“I AM SO GLAD I HIRED AN
ANESTHESIA GROUP.
NOW I CAN REST EASY.”**

”

Streamlining your procedures with an anesthesia group will:

- Provide coordinated care with anesthesiology expertise
- Be your single point of contact for anesthesiology services
- Ensure system-wide adherence to quality protocols, policies, and procedures

Happily, this Surgery Center took action, made some easy edits to their processes, procedures and partners and has now **increased profits by 15%**, while Janine is leaving the office by 5pm, comforted by the fact that she will never have an emergency regarding anesthesia staffing or billing again.

JANINE'S SECRET CAN BE YOURS TOO... SHE HIRED CPR ANESTHESIA.

If you are open to it, we'd be happy to set up our *Anesthesia Audit* for your Surgery Center.

Schedule your 28 minute Discovery Call, our gift to you, to find the gaps where you can maximize profits, reduce stress and set the stage for your future growth.

**TO COMPLETE YOUR
"SURGERY CENTER TIME &
ENERGY SAVING ASSESSMENT"**

[CLICK HERE](#)



**LET US HELP YOU SLEEP WELL AT
NIGHT... AND YOUR PATIENTS SLEEP
WELL DURING SURGERY!**