

Your ASC is under attack. What are you going to do about it?

STRATEGIC OUTPATIENT SOLUTIONS PRESENTS an “ASC STRATEGIC MAKEOVER”

The NJ ASC industry is facing tumultuous times.

- The new PIP fee schedule reduces payments for common procedures by 80%+ & eliminates the financial viability of performing certain procedures entirely.
- While Out-of-Network (“OON”) billing has always been under some form of attack, Horizon seems determined to kill OON entirely. Its new “small employer plan” policies cap OON benefits at \$2,000 (essentially eliminating OON benefits).
- Insurance carriers are not paying claims based on UCR & are adopting internal fee schedules.
- Surgeons are being thrown out of insurance networks for bringing patients to OON ASCs.

Are you going to accept the terminal prognosis or are you going to be proactive & examine all of your options?

Most NJ centers will experience a decrease in profits from \$1-10million per year! This will wipe out profits at some centers & cause a *huge* drop in distributions at others. Many ASCs and hospitals that were satisfied with traditional low margins & low earnings are gloating. Centers need to react forcefully & take immediate steps to protect their business.

Strategic Outpatient Solutions is offering an “*ASC Strategic Makeover*”.

- We will examine your business focusing on the essentials: billing & collecting; payor & procedure mix; productivity; & your largest expenses.
- We will make recommendations that could help mitigate against the reimbursement onslaught.
- At the same time, we will review your key contracts to see what options you have & provide recommendations on how to survive in this environment.
- Upon completion of the review process, we will meet to discuss your options on how to handle the attack on your center & its partners.

Typically, this analysis would likely exceed \$15,000. However, to show our solidarity & support to the NJ ASC industry, we will conduct an “*ASC Strategic Makeover*” for a one time fee of only \$4,000. Protect the future viability of your ASC by taking action now and call us today.

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