



## Finding revenue streams for orthopedic surgeons

Working with orthopedic surgeons from around the nation for more than 15 years, we've found that most surgeons are working at a maximum level of PERSONAL productivity. However, DECREASING payor reimbursement for surgical CPTs, coupled with INCREASING overhead costs (staff, rent, insurance), has squeezed surgeon income downward.

There is a solution. In addition to referrals from PCPs, orthopedic surgeons receive a large percent of their patient flow from direct-to-consumer strategies. But there are a variety of medical services and products that represent complementary medical businesses from this patient flow which are traditionally sent down the road to other medical businesses that profit from the surgeon's patient base.

### The complementary imaging business

For example, if you are not collecting money on the profitable imaging business you refer out every day, you are giving away large amounts of your potential income to others. Revenue from MRI, CT, Ultrasound, Injection Suite Revenue, and Radiology Revenue, can be captured by the orthopedic surgeon and group practice.

Is it time in 2019 to stop giving your referrals away to others? We understand Orthopaedic and Spine Medicine.

Healthcare Strategies & Solutions was founded by Stephen Veals, who was a successful CEO for several orthopedic groups. In that role, Veals was responsible for setting up complementary businesses that maximized the value of the captive patient flow coming through an orthopedic practice.

This included ventures that set up MRI, CT, Ultrasound, and Injection Suites. We can quickly provide an analysis of your practice volume and if

it can drive a profitable imaging business. We can then provide the necessary proforma for working with lenders and partners.

Recently we worked with two separate physician groups, to create a highly innovative, profitable and fully compliant MRI Block Leasing Program allowing two separate groups to share ownership in an MRI setting they all helped to support with daily referrals. This innovative synergistic and compliant ownership of MRI and other imaging services provides new options to augment orthopedic surgeon income.

### We provide turnkey imaging projects

As a busy orthopedic surgeon, you do not have the time or expertise needed to make sure this project is developed, delivered on time and on budget. HSCAS does it all from concept to completion, including:

- Full project business analysis and proforma.
- Building and site selection.
- Vendor selection and negotiations.
- Management of Owner, Architect, Contractor meetings in the full site build out process.

- Top tier selection of cost effective, clinically superior remote send and receive imaging interpretations.
- Employee selections and management, policies and procedures.
- Full Stewardship of ACR Accreditation (The Gold Standard)
- Physicist testing.
- Full insurance negotiations and contracting.
- Analysis at selected intervals post installation and project "go live" to ensure top tier operations and profitability over the long term.

Call or e-mail us to see if an MRI, CT, Ultrasound, Injection Suite, or upgraded DR radiology project is right for you!

### Stephen A. Veals • President Healthcare Strategies & Solutions, LLC

Healthcare Strategies & Solutions, has worked with orthopedic surgeons and orthopedic groups around the nation. We help orthopedic surgeons improve their income through a variety of strategies, from developing new ancillary revenue streams for new and innovative imaging capabilities, improving collections from existing operations, ASC development options, and maximizing practice efficiencies.



### Want to know more about how to increase your income in 2019?

Visit our Internet site at HCSAS.org to read testimonials from our other orthopedic surgeon clients. Email us to start a dialogue on options that will enable you to capture revenue from your existing patient base, rather than referring it out to other medical businesses.

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