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Fifth Annual

Who's Who

in the Ambulatory
Surgery Industry

Who's Who in the Ambulatory Surgery Industry

Welcome to our fifth annual Who's Who in the Ambulatory Surgery Industry. We asked our readers and members of the industry to nominate outstanding individuals who serve the outpatient healthcare community, and the facilities that shine. The dynamic caliber of these candidates is what makes this industry all that it has become. So, in light of the challenges the ambulatory surgery industry weathers, it is appropriate to celebrate your victories, acknowledge your contributions, and ponder the future of this dynamic healthcare delivery model.

THE PEOPLE



David M. Thoene

David M. Thoene is vice president of business development with Titan Health Corporation, which specializes in surgery center development, acquisition and management.

Thoene has been involved in the ASC industry since 1982 — a year in which he developed three surgery centers that are still operating profitably today. “Shortly after starting in this business I discovered that one size doesn’t fit all,” Thoene shares. “Looking back on more than 50 projects I can say that no two were alike. They were all the result of physician groups with slightly different needs.”

And that is where the passion lies. “I love helping young physician leaders develop surgery centers that are safe, efficient, and responsive to the changing practice needs of the doctors who work in them,” he explains.

Thoene’s niche is in his approach to feasibility analysis and strategies for managing the real estate requirements of surgery centers. He also is a member of FASA and of the California Ambulatory Surgery Association, and he was a founding member of the American Surgical Hospital Association (which was renamed PHA).

“The industry has impressed me with its versatility and ability to adapt over the past 25 years,” he says. “I can’t imagine that will change in the future. Each year we see a new group of young physician leaders in search of ambulatory surgery center opportunities. What hasn’t changed is their motivation — they want a venue that is safe for their patients and that is efficiently operated, and a management team that is responsive to their individual needs.

“Our industry must continue to search for the technical improvements that safely allow more complex procedures to be performed in patient-friendly settings like outpatient surgery centers.”

Thoene is an avid cook, traveler and gardener — three things that enable him to spend quality time with his family, children and grandchildren.

“This industry has allowed me to make a social contribution that has improved the life of literally tens of thousands of patients — I know because I’ve been a patient in facilities I’ve helped to create. I’m very proud of my work.”



Peggy Zampetti

Peggy Zampetti, RN, is senior vice president of facility development and clinical operations at Titan Health Corporation, an acquisition and management company. She has worked in the ASC industry for 28 years and is proud of the many hats she has worn.

“I do feel somewhat special in my current role as I am able to use all my past experiences as staff nurse, nursing director and administrator in the designing, building, licensing, certification, accreditation and management of all our centers,” Zampetti says. “It’s great to be able to relate on so many levels since I’ve done the jobs myself.”

She didn’t start out with all this knowledge, however.

“Recalling my first job in an ASC I must admit my ego was a bit bruised,” Zampetti says. “Coming from a hospital setting with great perioperative skills, I soon realized how narrow my scope of nursing had become. In the ASC arena I was able to broaden both my clinical and business skills. I knew that the ASC industry was right for me as it opened up opportunities for career growth and heightened my understanding of cost containment in healthcare balanced with quality of care.”

She is involved with FASA and CASA and speaks at several conferences. “My passion comes from a strong belief that ASCs play a very important role in the healthcare delivery system,” Zampetti says. “We do one thing — surgery — and we do it well!”

Who's Who in the Ambulatory Surgery Industry

For four years, we have provided this special "Who's Who" section to focus on noteworthy ambulatory surgery centers (ASCs) within the United States. Each year, we see a different focus. Some years have featured centers successfully holding their own among competitors; other years, we have seen conversions from ASCs to specialty surgical hospitals. This year, we focus on quality — ASCs are consistently showing powerful statements of patient satisfaction. Patients are inevitably delighted with their experiences at ASCs, which provide the best of healthcare in a positive, comfortable setting.

THE FACILITIES



Hershey Outpatient Surgery Center, LP

Hershey, Pa.

Hershey Outpatient Surgery Center (HOSC), LP, opened for business in May of 2004. The multispecialty center boasts over 100 surgeons utilizing the center, which features seven operating rooms for colorectal, dental, general, neurology, oral, orthopedics, otolaryngology, pediatrics, podiatry, plastics, pain management and urology.

"The key element to operating a relatively new center of this size is having quality and experienced staff," says David W. Orskey, administrator of the center. "The clinical staff is well-seasoned with experience in all of the specialties we provide, and are flexible to meet the needs of the case and surgeon. Our administrative staff are focused on seamless hand-offs of patient scheduling, insurance, and patient accounts. Leading the center is a management team that relies on data, teamwork, and experience to manage and carry out the operational requirements of a large center."

Dedication to patient satisfaction and safety is paramount to the center's success, Orskey adds. Patients receive pre-stamped satisfaction

surveys, and the clinical staff monitors their responses. The results are used in quality assessment and performance improvement projects. Quarterly results are shared with the facility's safety, executive, and governing committees. And quarterly staff meetings are used to celebrate the team's successes.

"As the number of ambulatory surgery centers in Pennsylvania grows, and the competition and political forces that want to detract from the success and efficiency of ASCs clamor on the surgeons, investors and the administrator actively campaign for the benefits ASCs provide. Recently in Pennsylvania, certificates of need and bills relating to physician ownership and referrals have been proposed by our state that would directly affect the financial savings that ASCs provide patients, employers and payors. Independently and collectively, these issues have been addressed through personal letters to our senators, membership in FASA, our state organization (PASA), and through attendance at national conferences that support our industry," Orskey says.