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Amerinet Executive Briefing Focuses on Physician-ASC Collaboration on Implant Costs

St. Louis, Mo. (February 1, 2010) – Physician engagement opportunities and incentives can significantly improve quality, reduce operational costs and help ambulatory surgery centers (ASCs) thrive in today’s new marketplace, according to a new Executive Briefing published by Amerinet.

“In today’s dynamic market, forces are aligning for increased collaboration between healthcare providers and their physicians,” explained Amerinet clinical strategist Dave Forquer. “In this environment, it is imperative that healthcare providers, including ASCs, use collaboration and data to improve margins.”

The briefing examines the financial, consumer and reporting challenges that ASC managers and administrators are faced with today and how these challenges will affect their business in the future. It also reviews new implant and device technology, discusses tips for engaging physicians and offers an overview of implant and device contracting opportunities which will legally assure physicians are aligned with ASC goals and missions.

“Impending reform has created pressure and opportunity to offer procedures more cost effectively, which for many less complex procedures may mean moving them to the outpatient setting,” said Forquer. “With possible changes to health insurance coverage, there is the logical outgrowth of doing more procedures on more patients as insurance coverage potentially widens. Cost effective, well-managed ASCs have the potential to do very well.”

To be successful, ASCs must develop value analysis processes and stringent financial review of new procedures and device adoption as part of their standard processes and policies. It is imperative that the facilities’ physicians be engaged in the process from the outset, with relevant, actionable data serving as the building block for the facilities economic direction – providing the facts and evidence needed to communicate the realities facing every stakeholder, both internally and externally.

The briefing was part of a webcast series Amerinet sponsored jointly with Becker’s ASC Communications. A free copy is available at www.amerinet-gpo.com.

About Amerinet

As a leading national healthcare group purchasing organization, Amerinet strategically partners with acute and alternate care providers to reduce costs and improve quality through its performance solutions. Built on a foundation of data, savings and trust, and supported by a team of clinical and supply chain experts, Amerinet enriches healthcare delivery for its members and the communities they serve. To learn more about the Amerinet difference, visit www.amerinet-gpo.com.