

A large midwestern multi-specialty clinic with more than 600 physicians and 15 cardiology providers engaged Corazon, Inc. in March of 2022 to develop a business plan to validate the expansion of invasive cardiology services in a newly constructed Ambulatory Surgery Center (ASC). Services in the ASC would include diagnostic cardiac cath, PCI, peripheral vascular, and EP. In addition, Corazon evaluated the clinic's need to build a cath lab through new construction. This initiative aimed at retaining cardiology patients in the local clinic setting vs. the burden for patients to go to hospital providers which some are of great distance.



## What We Did:

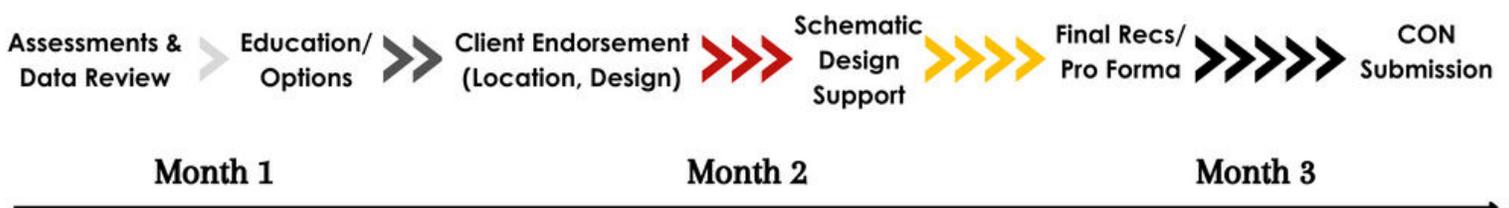
Corazon conducted an Ambulatory-Focused Cardiovascular Business Plan to include:

- Market study reviewed current market capture and procedure utilization to develop volume projections
- SWOT / Competitive analysis
- Cath lab design in collaboration with an architecture firm
- Operations evaluation to include staffing, physician manpower, equipment, etc.
- Five-year Pro Forma development

Corazon also provided high-level education to staff related to cardiac cath lab staffing, requirements for patient selection, eligible procedure types, CMS reimbursement, and the differences between operating an Office-based Lab (OBL), Ambulatory Surgery Center, or Hybrid model (i.e, a combination of the two).

## Project Timeline:

Corazon was tasked to complete the project on an expedited timeline to have the entire business plan completed in eight weeks. The project completed rapidly in order to meet certificate of need (CON) deadlines. **The following graphic represents this accelerated approach:**





## Results Thus Far:

The results of Corazon's business plan were used to formulate a CON application which was submitted on-time. Corazon assisted in design consultation for the "shelled space" for the cath lab and provided recommendations for a minimum of ASC specifications – these specs will allow for a hybrid model (i.e., ASC on certain days of the week and OBL on the others) if the clinic chooses to do so. Corazon continues to support this facility through ongoing discussions related to the construction and design of the new space and capital EQPT purchases. The facility was more than satisfied with Corazon's process and timeliness of the project given the deadline for CON submission.

Corazon, Inc., is a leader in providing consulting, recruitment, interim management and accreditation services for heart, vascular, neuroscience, and orthopedic specialty programs. We aim to guide program and new service development in a project-management role but do not seek equity partnership in the labs.

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| **Corazon was essential in guiding us through the aspects of what cardiology procedures can and cannot be done in an ASC and how to operationalize the model.**

-Clinic Administrator |  
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To learn more about this Ambulatory Business Plan, call 412-364-8200 to speak to one of our experts.

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