

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:

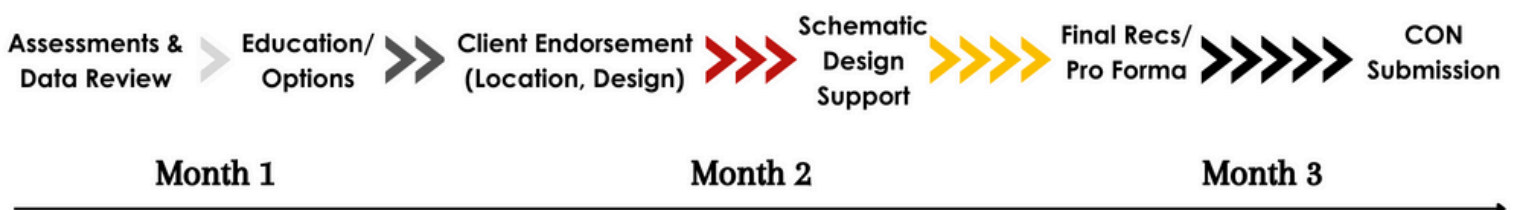
Corazon conducted an Ambulatory-Focused Cardiovascular Business Plan to include:

- *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:**





Expert Testimony:

The results of Corazon's business plan were used to formulate a CON application which was submitted on-time. Corazon's experts provided expert testimony at the CON hearing where the clinic was granted approval to conduct cardiac cath procedures. This testimony highlighted Corazon's expertise and the thoroughness of their project planning and execution.

Results Thus Far:

Corazon remains dedicated to assisting this facility by engaging in continuous discussions about the construction and design of the new space, along with capital equipment purchases. Additionally, Corazon's specialists conducted a site of care analysis for the client, identifying the appropriate locations for specific procedures. The facility expressed great satisfaction with Corazon's efficient process and timely completion of the project, considering the deadline for the Certificate of Need (CON) submission.

“
| **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 |
”

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