

Through a strategic partnership with Medtronic's Ambulatory Surgery Center Division, Corazon supported The Current Clinic in evaluating and refining a business plan to launch a dedicated electrophysiology ambulatory surgery center (EP ASC). More cardiovascular procedures are moving into outpatient settings due to expanded CMS covered procedure lists and growing demand for lower cost care. Electrophysiology procedures such as cardiac ablation, pacemakers and ICD implantation are now increasingly viable in the ASC setting.

Corazon delivered a data-driven assessment focused on EP ASC feasibility, market demand, operational planning, regulatory compliance and growth strategy.



Business Challenge

The Current Clinic is an ASC-based care model focused on treating arrhythmia patients through same-day procedures. The organization sought to validate and strengthen its approach to building a specialized EP ASC. Key questions included:

- What is the market opportunity for EP procedures in an ambulatory surgery center?
- What procedure volumes are realistic and sustainable?
- How should staffing models and facility design scale over time?
- What regulatory requirements must be met for licensure and CMS participation?
- How do recent CMS rule changes impact EP ASC viability?

A structured and evidence-based analysis was required to reduce risk and support decision making.

Corazon's Approach

Market Analysis & Volume Projections

Corazon conducted a comprehensive market analysis using population data, outpatient utilization rates and demographic trends. Key findings included:

- Underutilization of ablation and ICD procedures compared to Minnesota benchmarks
- Significant opportunity to capture outpatient EP volume through improved access and ASC migration
- Volume projections based on conservative market share assumptions increasing from 5 percent in year one to 10 percent by year five

Procedure-specific projections were developed across ablations, pacemakers and ICDs to create a realistic growth trajectory.

Capacity Planning and Operational Model

A detailed EP ASC capacity model aligned projected volumes with lab utilization and operational constraints. Key outputs:

- Growth from about 205 annual cases in year one to more than 1200 cases by year six
- Expansion from one EP lab to two labs by year four based on demand
- Identification of capacity constraints at year six with recommendations to extend hours or add weekend operations

Pre- and post-procedure capacity was also modeled to ensure efficient patient throughput and reduce bottlenecks.

From 205 to 1,200+ cases in 6 years

Staffing Model and Clinical Requirements

Corazon developed a scalable staffing model aligned with both patient demand and ASC regulatory requirements. Highlights:

- EP lab registered nurse staffing increases from about 2.75 FTEs to nearly 5.0 FTEs as the second lab comes online
- Growth in EP tech and radiology support roles to maintain procedural efficiency
- Defined staffing expectations for intraoperative care, sedation monitoring and post anesthesia recovery

These recommendations ensured the model supports both patient safety and operational efficiency.

Regulatory and Compliance Strategy

Regulatory readiness was a core component of the engagement. Corazon provided education and planning guidance across state and federal requirements. Key areas included:

- Minnesota ASC licensure process including application, plan review and facility inspection
- CMS enrollment and compliance with Conditions for Coverage
- ASC Quality Reporting Program requirements and associated payment implications

Additional guidance included preparation for OAS CAHPS patient experience reporting and accreditation strategy.

Alignment with Industry Trends

Corazon also helped align the business plan with emerging healthcare trends and policy changes. Recent updates to the CMS ASC Covered Procedure List now support a broader range of electrophysiology procedures. This change:

- Increases financial feasibility for EP ASCs
- Supports migration from hospital outpatient departments to lower cost settings
- Enables specialized outpatient care focused on cardiovascular disease

This positioning strengthens long term growth potential for EP focused outpatient centers.

Results and Impact

The engagement resulted in a validated and actionable strategic roadmap for launching an EP ASC. Key outcomes include:

- A refined business plan grounded in market data and realistic assumptions
- A scalable model for volume growth, staffing and facility expansion
- Clear regulatory pathway for licensure, certification and compliance
- Increased confidence in financial and operational viability

In February 2026, The Current Clinic completed the first cardiac ablation procedures performed in an ASC setting in New Mexico. This milestone highlights the growing acceptance of outpatient electrophysiology care.

Corazon & Medtronic's Partnership

Electrophysiology in ambulatory surgery centers is becoming a key growth area in cardiovascular care delivery. Organizations that invest in EP ASC strategy today are well positioned to lead the next phase of outpatient cardiovascular care.

This engagement demonstrates the combined value of Medtronic's ASC Division and Corazon's consulting expertise. Our partnership partnership supports healthcare organizations seeking to expand into ASC development, to learn more, contact us at 412-364-8200.



For a more detailed explanation of this EP ASC Assessment, call 412.364.8200.

8150 PERRY HWY SUITE 105 PITTSBURGH, PA 15237

 412.364.8200  412.364.8201 CORAZONINC.COM