



BLUE CHIP SURGERY CENTERS

CONTROL YOUR PRACTICE. CONTROL YOUR LIFE.

Isn't There a Better Way?

Your demanding surgical practice has you asking big questions. Like how to exert more control over your day. And how to find more time to spend with your family or doing the things you love. You're focused on clinical excellence, but wouldn't owning a surgery center make your practice – and your life – better and more rewarding?

By taking care of financial, payor, legal and operational matters, Blue Chip Surgical enables you to take care of patients in surgery centers that you control. We develop multi-specialty surgery centers largely owned and led by physicians. Blue Chip's proven win-win clinical and business models minimize risk, based on best practices and sound financial management.

Why Blue Chip?

- **Trust:** We build trust by honoring our commitments, communicating openly and sharing information, and doing what we say we will do. That's how we've earned the trust of leading surgeons.
- **Physician Leadership:** We build and run businesses led by physicians, period. That means you have access to surgeons who've developed profitable ASCs, and other experts in the field. Collectively, we apply our expertise to facilitate smooth transitions to outpatient environments.
- **A Track Record of Success:** We've developed successful surgery centers in Maryland, Missouri, Oregon and Ohio – with projects currently in development in Ohio, Florida and Nebraska. **Our partnerships generate annual ROI of more than 50%.**
- **Speed to Market:** We move nimbly in responding to market opportunity, and specialize in launching businesses quickly.
- **Passion & Commitment:** We aren't consultants, but engaged owner-operators, with "skin in the game." With our interests aligned, Blue Chip people are involved at every step and we're focused on a select few projects. Every member of the Blue Chip staff is an owner of our business.
- **Experience:** Our team has decades of experience in surgery center development and covers every angle – from initial business planning and physician syndication, to reimbursement and contracting, to facilities management and administration.

**WE DON'T JUST APPLY BUSINESS AND CLINICAL BEST PRACTICES —
WE DEFINE THEM.**

Blue Chip Surgery Centers *continued*

The Blue Chip Model

Our professionals provide the full range of services required for success. And we perform them up front, as part of our investment in the business. We do not charge development fees.

- Physician syndication and staff recruitment
- Payor contracting and negotiation
- Feasibility studies and business case development
- Benchmarking, case costing and supplier negotiation
- Accreditation, licensing and “regulator management”
- Process and supply standardization
- Real estate – zoning, site selection and purchasing
- Legal affairs
- Financing and cash management
- Collections and accounts receivable
- Equipment evaluation, selection and procurement
- Patient communication
- Ongoing surgical center management, marketing and utilization support

Running the Numbers

- Joint ventures are structured as LLCs, largely owned by local physicians.
- Blue Chip holds an ownership position and acts as managing partner.
- Typical annual ROI is greater than 50%.
- Individual physician investment is \$25,000 to \$60,000.
- Due to demographic shifts and ongoing technology advancements, the trend toward surgical volume in the outpatient setting is expected to continue.

For a financial pro forma projection tailored to your situation, send an overview of your physicians and case volume to info@bluechipsurgical.com

Initial investments aren't small, but neither is the opportunity. There's no doubt there will be successful physician-owned surgery centers. The question is, will you be involved?



Blue Chip Partners creates and manages highly profitable, physician-led ambulatory surgery centers. Our businesses help physicians gain more control of their practices and their lives in environments where they can do their best work.

***Find out more about our people, passion and many successful partnerships.
Contact us today. 513.561.8900 or info@bluechipsurgical.com***