

Somnia Exceeds Expectations of a Start-Up ASC Growing Quickly to 10,000 cases/year

Situation

A group of highly-reputable GI doctors and a Major Medical Center teamed up to form a new GI ASC. The new ASC was planned to begin with 2 rooms and to grow quickly to 5 rooms as their caseload increased. The situation demanded an anesthesia company with the experience to develop and manage a team capable of handling rapid growth with periods of inconsistent volume, while providing 100% coverage and exceptional patient and surgeon satisfaction. The surgeons' previous disappointing experience with the Major Medical Center's existing anesthesia group led them to choose Somnia to improve their staffing capabilities.

Objectives

Somnia was tasked with developing a creative and financially-responsible staffing model capable of:

- Providing 100% coverage
- Handling short term peaks with no breaks in coverage
- Growing quickly to accommodate increased case volume

Solution

Somnia initiated an MD model to service the initial two rooms, and created a strong foundation from which to develop a competent anesthesia team that could expand to accommodate the planned growth to 5 rooms. Case volume grew quickly, but was inconsistent and did not always sustain peak levels. No permanent hiring was initiated until the case load increased to support the additional costs. During the transitional period, Somnia utilized its considerable network of local MDs to handle the additional cases, greatly improving the coverage. After the rooms were consistently in use on a 7am-3pm schedule, Somnia then modified its staffing model to an MD/CRNA mix. This MD/CRNA mix increased coverage while maximizing surgeon and patient satisfaction and controlling anesthesia costs.

As the case volume grew to between 8,000-10,000 cases/year, Somnia instituted additional process improvement procedures to increase operational efficiency. One such process places preliminary introductory phone calls to patients to prepare them for their upcoming procedure, to review their medical history, and to confirm that they are suitable candidates. This proactive process highlights potential issues in advance and helps prevent case cancellations, thereby maximizing case coverage.



Our Journey to Excellence

Somnia, founded in 1996, is the most qualified physician-owned and operated anesthesia management company servicing healthcare facilities nationwide. Somnia specializes in building and comprehensively managing world-class anesthesia teams that consistently deliver the highest quality of patient care. We are experts in all areas of anesthesia including leadership, recruiting, revenue cycle management, payor contracting, and quality assurance with the largest in-house management infrastructure.

The company began by providing high-quality anesthesia services to hospitals, small surgery centers, and office-based facilities. Recognizing the vital role that strong administrative services play in the clinical field, Somnia expanded its services to provide superior management to healthcare facilities nationwide.

Today, Somnia's mission has stayed true to its beginnings – the pledge to combine clinical excellence with superior management. Still 100% physician-owned and operated, Somnia continues to provide the highest quality and safest clinical anesthesia services in the industry and has grown into a nationally-recognized presence.



Local Teams. National Support.
Exceptional Results.

our success story

Somnia's Exceptional Results

TOP 50

Growth

- The center now performs more than 50 procedures/day.
- The center's 5 rooms are open 7am-3pm and are near full-capacity.

Operational Efficiency

- Coverage improved to 99%

Satisfaction (TQM)

- Patient Satisfaction improved to 100%
- Surgeon Satisfaction improved to 92%

National Recognition

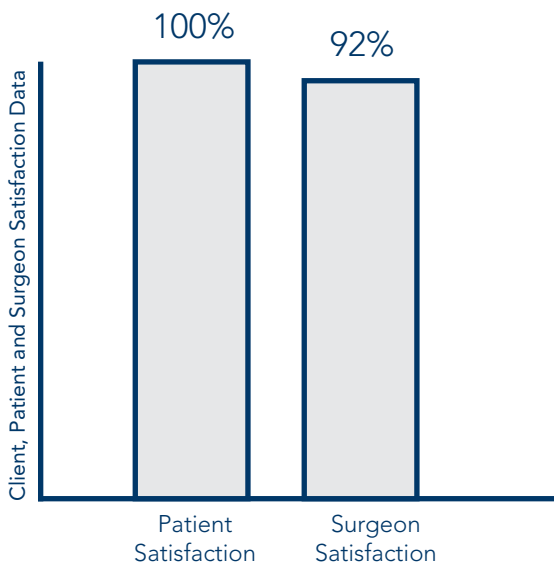
- The Center was recognized for its outstanding patient care and in 2009 received the Top 50 Honoree Award by the American Society for Gastrointestinal Endoscopy

99%
OR coverage rate

100%
patient
satisfaction

92%
surgeon
satisfaction

Somnia's extensive Total Quality Program includes the collection of Client, Patient and Surgeon Satisfaction Surveys



TQM Partial Survey

Conducted December 2008

Surgeon Survey Question:

"Overall, I am satisfied with the anesthesia services being provided at my facility"

Patient Survey Question:

"Overall, I was satisfied with my anesthesia care"