



Ambulatory Anesthesia Services and  
Pain Management Services

- Who is IPS?
- What services does IPS offer?
- Who has partnered with IPS?
- Who will work at my facility?
- What sets IPS apart from others?
- What partnership models does IPS offer?
- What approach made IPS one of the largest providers administering propofol anesthesia in the US?
- How does propofol anesthesia benefit my patients?

[www.IPSmgmt.com](http://www.IPSmgmt.com)

## OVERVIEW

### Innovative Practice Strategies® (IPS)

Since inception in 2008, IPS has become a national provider of anesthesia management services for surgery facilities, pain clinics, and office based surgery centers. Our locally recruited and dedicated Anesthesiologists and Certified Registered Nurse Anesthetists (CRNAs) provide coverage for your operating rooms, pain procedure suites, endoscopy suites and other specialty procedure rooms; while our management team takes care of the billing, recruitment, credentialing, coverage coordination and all other anesthesia related operations.

## WHO IS IPS?

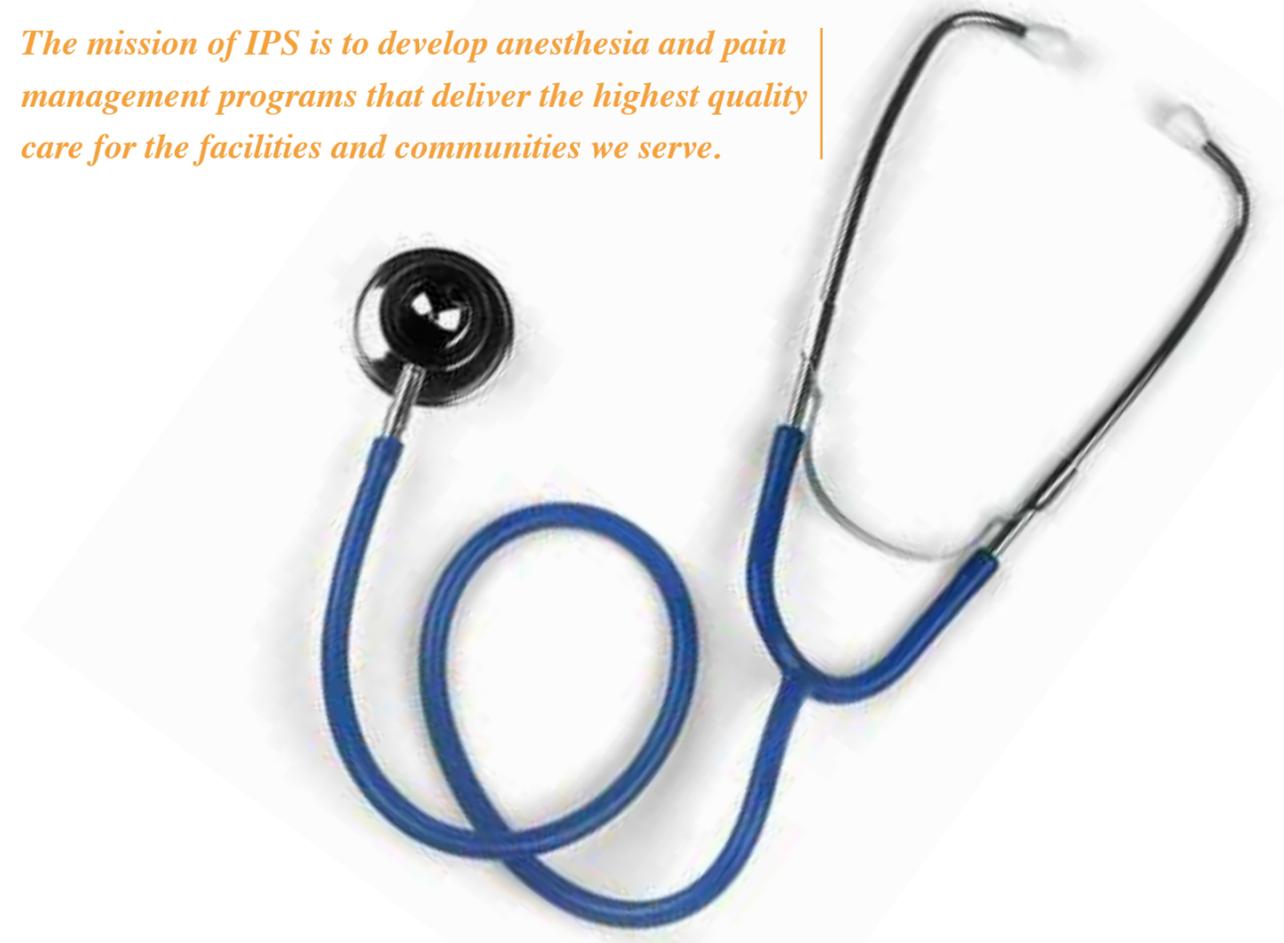
### Focused on Anesthesia and Pain Management Services

IPS is helping address the anesthesia and pain management service needs for health care facilities across the country. We are a diverse leadership group of health care veterans who combine the clinical aspects of anesthesiology and pain management with the non-clinical “business” aspects of our specialty.

*With IPS as your anesthesia and/or pain management service partner, you are able to leverage our seasoned payor contracting, anesthesia billing, pain billing, team recruitment, daily management and patient serving expertise with the highest clinical quality of our dedicated Board Certified Anesthesiologists and Certified Registered Nurse Anesthetists (CRNAs) recruited specifically for your facility.*

*We are very proud of being one of the most respected anesthesia practice management companies in the country.*

*The mission of IPS is to develop anesthesia and pain management programs that deliver the highest quality care for the facilities and communities we serve.*



## WHAT TURN-KEY SERVICES DO WE OFFER?

### Our Anesthesia Services

With over 40 million anesthetics administered each year in the United States, IPS has an anesthesia service designed specifically for your setting:

#### AMBULATORY ANESTHESIA

Our ambulatory anesthesia services are designed for today's highly efficient surgical centers and procedure suites; who desire the benefits driven from a dedicated and exclusive anesthesia care team, looking to improve both physician and patient satisfaction.

#### PAIN and ENDOSCOPY SUITES – PROPOFOL ANESTHESIA BY ANESTHESIA PROFESSIONALS

Typically with no cost to your facility, we can offer your patients propofol anesthesia administered by a dedicated anesthesia care team.

Let us worry about everything anesthesia-related including supply purchasing, policy and procedure manuals, quality assurance, equipment, billing and recruitment. Request more information at [www.IPSmgmt.com](http://www.IPSmgmt.com) or contact us at [info@ipsmgmt.com](mailto:info@ipsmgmt.com).

#### PAIN MANAGEMENT

Safe outcomes, the utmost quality of care, expansion of services, experienced leadership, and improved operating room performance goals are all addressed during our "open book" proposal process. We offer exclusive patent pending Pain Programs to qualified practices.

Many facilities are impressed at our ability to decrease anesthesia costs, while simultaneously improving overall patient care and management combining techniques of yours and ours.

## YOURS IS THE COMPANY WE KEEP

With our depth of experience from implementing and managing anesthesia and pain management practices nationwide, our partnerships benefit from IPS' streamlined anesthesia department integration, rapid deployment teams, quality tracking capabilities, impeccable billing processes and a focus on exemplary leadership. We always keep an eye on the efficiency of patient flow, as our current partners can attest.

FOR EXAMPLE: We will sit down with you during the proposal process to help determine the most efficient, safe, and cost effective anesthesia service for your location. Our typical anesthesia care teams are made up of CRNAs with Anesthesiologist oversight; however, we can accommodate any special requests for other staffing models. Pain Program Teams are Physician led and may include PAs, ARNPs and technical support staff.

### Working Together To Expand A Practice's Capabilities

IPS has internationally recognized Pain Physicians in leadership roles and is associated with Pain Fellowships. Not only can your existing program continue, but the association with our Industry Leader physicians will allow the development of additional product lines ranging from non-invasive to Minimally Invasive Spine Surgery, possibly including our proprietary programs. With Fellowship trained Electroneurodiagnosticians on staff, we have resources to expand the typical Pain Practice's reach.

Unlike other "Consulting Firms" that simply provide advice, IPS actively participates in the development and implementation of the adjunct programs from which our associated centers and physicians will profit, not only financially, but by enhanced perception and prestige in the local and national markets.

### Benefits Of Program Management Outsourcing

Our practice and facility partners benefit from letting IPS's management team provide:

- Payor Contracting
- Recruitment
- Credentialing
- Training
- Implementation
- Equipment and needs analysis
- Accounting



*Strategic anesthesia or pain program expansion needs are continually assessed. Working together with recognized experts strengthens the leadership expected of your local team.*

**LEVERAGING** our national footprint to obtain the best possible reimbursement and supply costs simultaneously increases reimbursement and reduces expense. Leveraging our contracts and relationships is available to any type of partner or client. It "goes with the territory" at no additional cost to our associates, without incurring additional fees or obligations.

## WHAT MAKES US DIFFERENT

Innovative Practice Strategies is solely focused on building and managing the best anesthesia and pain care teams in the country. We look to recruit a dedicated permanent team for your facility and to have that team focus 100% on only your site. We also welcome the opportunity to bring any preferred anesthesia provider you may know under the “IPS umbrella” to serve your facility.

We will be happy to discuss all of the benefits that having a dedicated team can have on your operations during a phone conversation or onsite presentation. Please contact us anytime at 1-888-337-3509 or by email at: [info@ipsgmt.com](mailto:info@ipsgmt.com)

### Our “Invited Guest” Approach

For the same reasons that you built your surgery facility, IPS has designed an efficient process to put your patients first, which we term our “invited guest” approach. Our approach focuses on maximizing patient safety and overall quality of care, while monitoring the efficiency of anesthesia and pain management services that are designed to maximize patient satisfaction and your operational flow. We also understand that the center is your home and we are simply “invited guests” in your home.

*This approach is at the foundation of our ambulatory anesthesia service, encompassing our payor contracting capabilities, our billing processes, our recruitment philosophies and daily operations.*



### Recruiting Your Anesthesia or Pain Management Team

We have our own provider recruitment specialists to locate providers who uphold the quality standards and credentials required by your facility. They may be local, and you may already know them. As part of our “invited guest” approach, we recruit a team that not only supports your physicians clinically, but also look to recruit individuals who can become part of your center’s family.

Please realize that if IPS is not currently serving your local community, we have access to Anesthesiologists, CRNAs, and Pain Physicians licensed throughout the United States and should have no problem finding the right person for your facility utilizing our great reputation and recruitment capabilities. Once we find the right candidate, our credentialing process includes the verification of:

- Board Certification
- Education
- State License(s)
- Work history
- DEA / CDS / CSR Registration
- Malpractice claims history
- Malpractice insurance
- Primary Source Verification
- Facility privileges
- Professional references
- Sanctions
- Query The Federation of State Medical Boards
- Query The Healthcare Integrity & Protection Databank
- Query The National Practitioner Databank
- Query The American Medical Association

### Qualified Temporary Coverage

Our philosophy is to recruit a qualified permanent team; however, when temporary help is needed, those providers are vetted in the same way as permanent staff.

### Not A “Revolving Door”

The target of effective staffing and recruitment is a long term relationship. We strive to place the provider in a situation that will be of benefit to the provider and our associates. Stability is critical to the long term success of the program. Our team has grown through addition, not attrition.

### Payor Contracting

Consider it done. We understand the importance and the value of your referral patterns and have a senior healthcare executive on staff to support your managed care contracting needs. We will manage the contracting with those third party payors with whom you wish to be associated.

### Supply Purchasing (Optional)

You may wish to leverage our national footprint to take advantage of annual case volumes for supply acquisition. We are able to efficiently purchase and bill for anesthesia and pain management related supplies and drugs, eliminating a major headache and often providing an immediate cost savings.

### Quick Implementations

We have the resources and expertise available to implement an anesthesia care team in a very short period of time for those emergent situations. We do prefer 60 to 90 days lead time to allow for the recruitment of the best possible anesthesia professionals for your situation and to assure availability of them on the first day of procedures.

### Clinical And Non-Clinical Expertise

With an IPS management team, your center will benefit from the many years of experience IPS collectively provides. Our clinical staff, including physicians and nurses each of which have substantial experience in Health Care Administration, and our highly skilled revenue cycle managers collectively possess several decades of experience in the field.

# QUALITY IS AT OUR FOUNDATION

## Quality Programs

We will work closely with your center to customize a quality management program, providing ongoing support and guidance for all of your performance improvement needs. This includes but is not limited to:

- Maintaining practice profile information useful in developing quality assurance measurement priorities and programs.
- Providing assistance with the development of peer review strategies, including immediate telephone consultations for challenging cases.
- Conduction of satisfaction surveys with patients.
- Presentation of departmental policies or a full compliance plan, if desired, at the initiation of the contract.
- Tracking of anesthesia quality performance indicators
- Provision of a full-time on-site Medical Director or regional Medical Director (dependent upon your center's size and volume)

## Onsite / Regional Medical Director

Many of our partners enjoy the leadership provided by an onsite medical director responsible for the organization and administration of your anesthesia department, including compliance with Medicare, Medicaid, JCAHO, AAAHC, AAAASF and other appropriate organizations rules and regulations.

*Please note that if your facility currently has a relationship with a strong anesthesiologist, CRNA or pain physician who demonstrates the leadership qualities required, IPS would like to include them in our recruitment process. If you wish, we will look to recruit an experienced local leader.*

# IPS PARTNERSHIP LEVELS WITH ASSOCIATES (some restrictions apply)

**PLEASE CONSULT WITH A LOCAL HEALTH CARE ATTORNEY PRIOR TO DECIDING ON AN OPTION.**

The final choice would represent a joint decision among IPS, the potential associate, and legal counsel

## OPTION 1: Joint Venture (JV)

A new legal entity is established in compliance with local and Federal regulations to provide the selected service (anesthesia, pain management, specific pain program, etc.), with ownership percentages dictated by regulation. The JV operates the program(s), with financial responsibility for operating costs determined by ownership percentage. Entities participating in the JV divide profits (income less agreed upon expenses) according to ownership. The entities participating are determined by State law. Pending a ruling by the Office of the Inspector General (OIG), this may not apply in the future to anesthesia practices.

## OPTION 2: Specific Program Implementation

In certain situations, a facility or physician may wish only a portion of what is offered. In those situations, the JV model may not be optimal and other choices for program structure may be utilized (General/Limited Partnership, contract management, Independent Contractor, etc.). Legal counsel will be utilized to obtain the optimal structure for specific program implementation.

## OPTION 3: Management Services Agreement (MSA)

In certain situations where an entity wishes to outsource management of an existing program, MSA relationships may be entertained. Even in situations where an entity desires such a relationship, an MSA may not be practical or legal. The obligations of an MSA would be contractually specified and would likely not include all the components provided under other formats.

## OPTION 4: Consulting

The expertise of IPS is available on a Consultation basis independent of requiring an ongoing relationship. Each Consulting Agreement would be accompanied by the requisite non-disclosure agreements and the topics of consultation. The terms there of would be contractually specified.

*With IPS as your anesthesia and/or pain management service partner, you are able to leverage our seasoned payor contracting, anesthesia billing, pain billing, team recruitment, daily management and patient serving expertise with the highest clinical quality of care.*



## IPS PROFESSIONAL SERVICES

### Top Ten Reasons to Evaluate our “Invited Guest”

#### Approach to Anesthesia:

1. Propofol anesthesia is administered by accomplished anesthesia professionals.
2. We can provide dedicated Anesthesiologist oversight of CRNAs (recommended, site and volume dependent).
3. We provide end-tidal CO2 monitoring for every anesthesia patient.
4. The Anesthesia team will carry malpractice limits identical to your center’s physicians (dependent upon state limits).
5. We provide an established and streamlined “patient friendly” billing process without an impact to your center’s staff.
6. We will recruit your center’s Anesthesia team from the local community, if possible.
7. We provide non-clinical management expertise to minimize the headaches of daily operations.
8. We can provide policy and procedure manual updates, along with quality programs for anesthesia services.
9. We supply you with all of the pertinent record keeping forms.
10. We provide open access to IPS Staff and managers to assist with daily operations, to answer questions, and to resolve issues before they become problems.

### Reasons to Evaluate our Pain Management Services

1. Experience. Our Medical Director and Chief Advisor have over 50 years of cumulative experience in the field.
2. Experience. Our physicians have been among the first to use such now common techniques as:
  - a. Spinal Cord Stimulators (1979)
  - b. Intrathecal Infusion Pumps (1979)
  - c. Radiofrequency Lesioning (1978)
  - d. Discography (1983)
  - e. Selective Nerve Root Injections (1983)
  - f. Percutaneous Discectomy (1986)
3. Experience. Our Advisor has been at the helm of National and International Pain organizations.
4. Patent-Pending exclusive Pain Programs.
5. Integration of Pain Programs into non-traditional pain practices.
6. Medico-Legal support and experience.
7. Ability to provide recognized expert peer review.
8. Accident and Injury reconstruction and evaluation on a “per click basis”.

## TOP FOUR SERVICE VALUES TO CONSIDER:

### YOUR Anesthesia team for YOUR center

Your center’s procedure rooms are the ONLY priority of the anesthesia team - not a secondary income for an anesthesia group subsidizing other local facilities being served by the group. Having the same dedicated staff in your center every day creates a team spirit within the group. They will learn how your physicians work, promoting a smooth process and a better experience for the patient.

### An “invited guest” approach

Our teams are trained to help move patients through your center in the most efficient and safe manner with our best practices learned through each of our other entity partners; however, we realize each center is different and we modify the process to each center’s flow. We also have our teams preferentially use only propofol, without the use of other drugs, so that your patients are not groggy and will recover predictably.

### Additional Service Lines

Adding Pain Programs to existing centers provides an additional revenue source for the center. In a physician practice, broadening the pain services provided accomplishes the same. Coupled with the IPS exclusive programs, a center or practice moves to the forefront of the community, increasing awareness and market potential.

### Analysis of the Value Added by a Service

Often, a facility is asked by a physician to add a new service to the facility or a physician may wish to add a new service to the practice. IPS’ experience with new and emerging technology in the Pain sector allows us to comprehensively evaluate the potential costs vs. benefits of a specific procedure or set of procedures. The comprehensive value of additional services (“Should we add laser discectomy to the practice?”, for example) can be calculated, not “guesstimated”.



## BENEFITS OF PROPOFOL FOR ENDOSCOPY AND PAIN SUITES:

The drug, propofol, is superior when compared to alternative anesthesia agents for pain and endoscopy procedures, particularly when used by experienced practitioners skilled in the administration of propofol for these specific purposes. The rapid onset and metabolism of the drug, without active metabolites, makes it nearly ideal for these purposes.

With the use of propofol, which is noted by the FDA to be administered only by persons trained in the administration of general anesthesia and not involved in the conduct of the surgical or diagnostic procedure, your patient's next procedure could be a much more comfortable, pleasant and safe experience.

### Patient Benefits:

**Increased Satisfaction** – Propofol acts quickly and sedates more deeply, on a continuum to general anesthesia, while still allowing a patient to recover within a few minutes; much faster than with traditional “conscious sedation.”

**Fewer Complaints** – nausea is significantly reduced.

**Improved Comfort** – patients are comfortable throughout entire procedure, often remarking that they just had their best sleep.

**Alert Much Faster** – allowing for increased comprehension and retention of diagnosis post operatively.

**Less Pain** – many patients say they were not even aware of the procedure with propofol anesthesia.

*For certain pain procedures, the depth of anesthesia must be varied rapidly. With propofol, the variation is accomplished more rapidly than with “Conscious Sedation” (i.e., fentanyl and midazolam) and without the risk or necessity of reversal agents.*

### Facility Benefits:

**Increase Revenue without Expense** – maintain current staffing levels while increasing your patient flow by 20% to 25% with faster patient recovery. Turnover is facilitated with the Anesthesia Team's assistance

**Patient Retention** – patients are much more likely to return and recommend your facility rather than search out propofol anesthesia that may be offered at a competing facility.

**Exceptional Care** – physicians and their patients enjoy having a helping hand focused entirely on monitoring the patient's airway, vital signs and anesthesia dosage, while nurses enjoy the help with patient turnover.

**Predictable Recovery Intervals** – allow your practice to increase daily procedures without adding staff, or you can use the time-savings to consolidate current procedures into less hours.



### The Center's Physician and Nurse Benefits:

**Propofol acts quickly and metabolizes much faster than traditional “conscious sedation” allowing for a more efficient patient flow** – propofol acts in seconds, not minutes. The time routinely wasted waiting for sedatives to take effect is saved. Patients are routinely able to ambulate more rapidly post-procedure.

**Patients move less during the procedure** – allowing the physician to focus completely on the procedure without interruptions due to the patient's level of anesthesia. Particularly in pain patients, there is a phase of disinhibition following the initial dose. The dosing strategy in an experienced provider's hands mitigates the concern about movement during needle placement.

**Predictable recovery time** – allows for procedure scheduling blocks of time, thereby reducing the recovery bed bottleneck often associated with “conscious sedation.”

**Patients are more alert during the post-procedural visit** – patients will be more alert during the post-procedural visit and far more alert when speaking to the physician at the time of discharge.

**Patients are more stable upon discharge** – limiting concerns of the nursing (or legal) staff about falls.



## WHAT'S NEXT?

1. Contact us at 888.337.3509 or [info@ipsmgmt.com](mailto:info@ipsmgmt.com) and set up a quick 10-20 minute phone discussion.
2. **Complete a survey** (available for download at [www.IPSmgmt.com](http://www.IPSmgmt.com)) for our team to prepare a staffing or program model designed specifically for your center or practice.
3. Receive drafts of our Professional Service Agreement and partnership benefits statement
4. Host an on-site meeting (**or allow us to host an off-site meeting**) to meet our Corporate Medical Director and Executive V.P. to help put faces with names and to discuss your needs in detail and in person.

## WHAT ELSE IS AVAILABLE?

- **IPS References**
- **Sample Anesthesia Forms**
- **Patient Information Brochures**
- **Professional Service Agreement**
- **Drug and Supply Listing**
- **Propofol Anesthesia Research**
- **Medical Director Responsibilities Description**
- **Practice Manager Responsibilities Description**
- **One-Page Service Comparison Checklist**
- **Discussion with our Executive Team and Medical Director (on-site or off-site)**
- **Phone Discussion at 888.337.3509**



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