

Survival Strategies for Physician-Owned Entities

Dr. Nick Zenarosa

Integrative Emergency Services

Kenya S. Woodruff

Haynes and Boone, LLP

April 5, 2018

haynesboone

© 2018 Haynes and Boone, LLP



haynesboone

© 2018 Haynes and Boone, LLP

©2017 Integrative Emergency Services, LLC. All Rights Reserved / Confidential & Proprietary

Our Approach



The Healthcare Value Equation

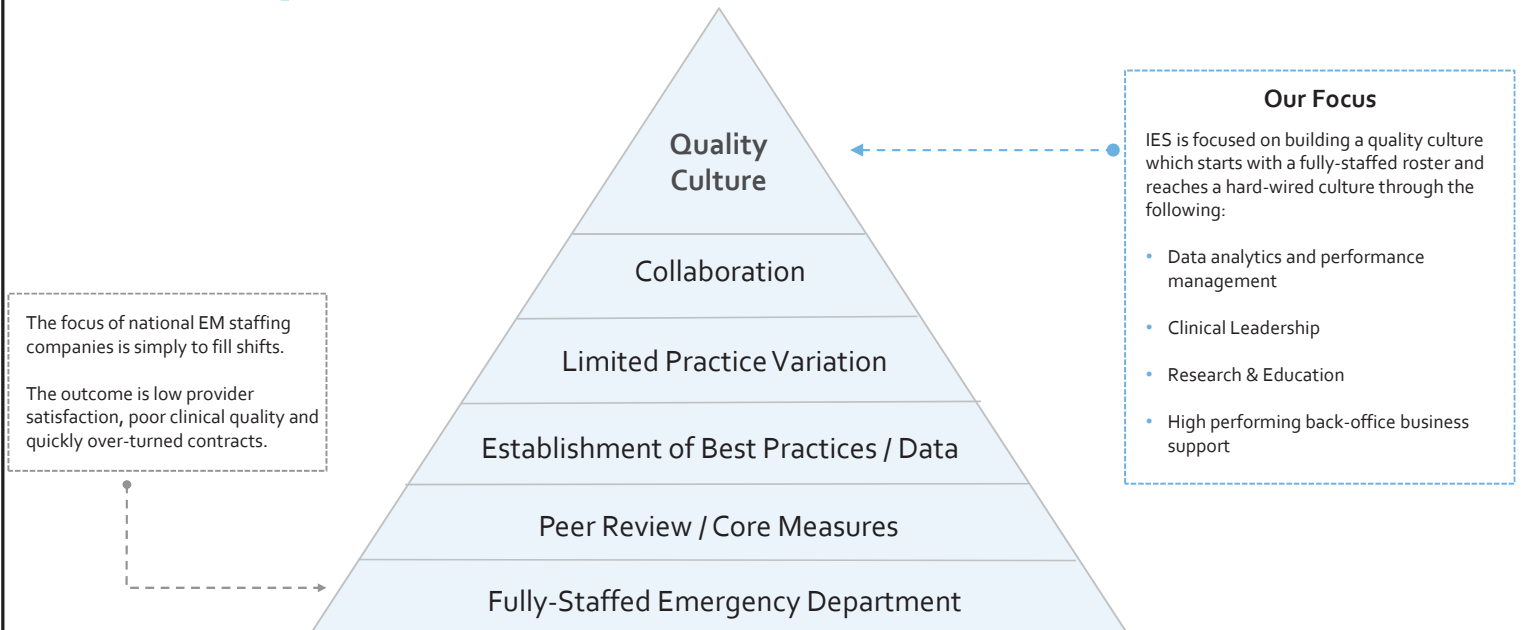
haynesboone

© 2018 Haynes and Boone, LLP

3

©2017 Integrative Emergency Services, LLC. All Rights Reserved / Confidential & Proprietary

Quality Culture



Emergency Department Hierarchy of Needs

haynesboone

© 2018 Haynes and Boone, LLP

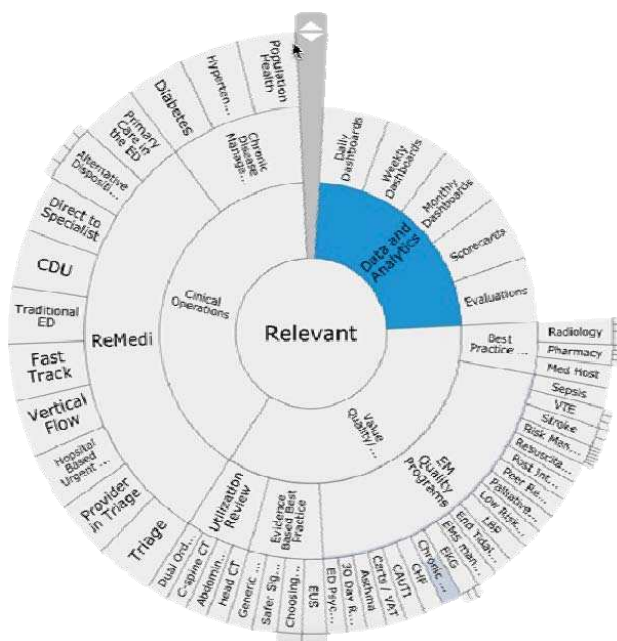
©2017 Integrative Emergency Services, LLC. All Rights Reserved / Confidential & Proprietary

4

Quality Programs

Top 12 EMQP Clinical Programs

- Sepsis
- Heart
- Safer Sign Out
- US guided IJ with Check-list
- PECARN
- VTE
- EKG
- Asthma
- A-fib
- SAH
- HF
- EUS



haynesboone

© 2018 Haynes and Boone, LLP

©2017 Integrative Emergency Services, LLC. All Rights Reserved

Focus on Utilization

Our Goal

Maximize efficiency & reduced health care costs while maintaining quality of care

Our Process

Identify clinical practice trends which represent significant variation between providers of the group.

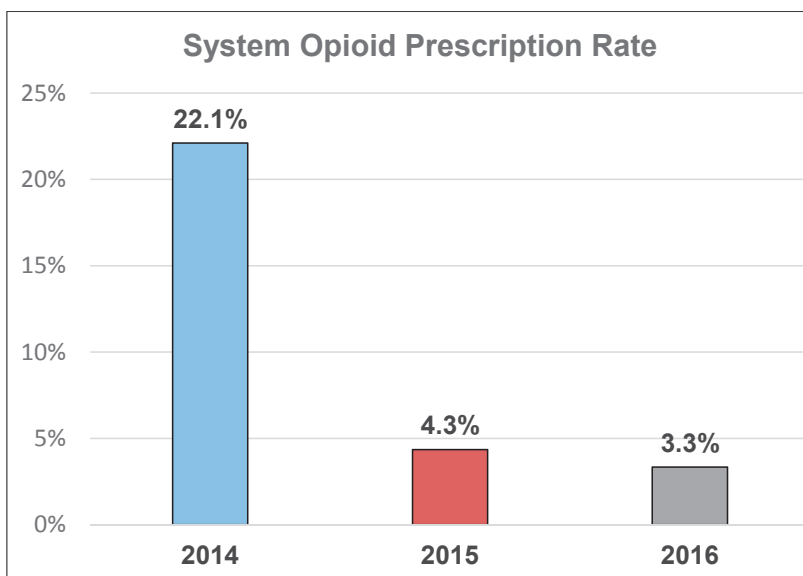
1. Identify evidenced-based guidelines
2. Educate with data
3. Measure & report
4. Leadership & accountability

Our Focus

1. Items associated with patient harm
2. Large financial implication to patients, payors, and health systems
3. Frequent use in the ED with well-validated clinical prediction rules and measurable

haynesboone

© 2018 Haynes and Boone, LLP



Baylor Scott & White Health Emergency Department Opioid Prescription Rates (2014 – 2016)

©2017 Integrative Emergency Services, LLC. All Rights Reserved

Find the full text of this and thousands of other resources from leading experts in dozens of legal practice areas in the [UT Law CLE eLibrary \(utcle.org/elibrary\)](http://utcle.org/elibrary)

Title search: Survival Strategies for Physician-Owned Entities

Also available as part of the eCourse

[2018 Health Law eConference](#)

First appeared as part of the conference materials for the
30th Annual Health Law Conference session

"Survival Strategies for Physician-Owned Entities"