



FREQUENTLY ASKED QUESTIONS's

SPECIALTY OR SURGICAL HOSPITALS

Making the decision to develop a specialty or surgical hospital.

Q. Why a specialty or surgical hospital?

Specialty or surgical hospitals that provide inpatient or outpatient care in single- or multi-specialty facilities are garnering significant interest from healthcare professionals. Patients are the heart of healthcare, and today's healthcare consumers place a high priority on accessibility, quality and personalization. In addition, cost efficiency has become a key driver in healthy facilities. The growth of specialty and surgical hospitals is a direct consequence of these market dynamics. As a hybrid business model, your specialty or surgical hospital can fill the void between ASCs and acute care hospitals. You can offer the same kind of efficiencies and advantages found at an ASC yet, unlike an ASC, your physicians can perform a broader range of both outpatient and inpatient cases in one location. This results in greater efficiencies, as well as the opportunity to provide a wider array of procedures to more patients. Many doctors turn to these models because they can set and control the standards for care.

Q. Why should I convert or expand my ASC?

The expansion of a facility's scope of services has proven to provide continuous growth opportunity in today's healthcare environment. Subsequently, conversion has become a core strategy in growth sustainability for ASCs and HOPDs across the country. Many healthcare facilities are converting their ASC business to a surgical or specialty hospital. While surgery may remain the core service, an expansion allows you to attract more patients by providing additional services.

Q. What impact will a surgical hospital have on my community?

A surgical hospital will have a positive impact on the entire health system and community. The positive impact is a result of expanding the market size by attracting new patients to the community and minimizing the migration of patients leaving the community for their healthcare services. All Nueterra projects begin with a detailed analysis of the market including the hospital's potential participation, which physicians will have an opportunity to consider before investing.

Q. What are the key success factors?

Becoming a surgical hospital is a major decision that requires careful evaluation and accurate planning. A successful project must include a well-developed and executed business plan that takes into account key factors such as organizational structure, legal considerations and financial obligations. Most industry experts agree that selecting a corporate partner with proven experience in developing and managing surgical hospitals will both maximize opportunity and minimize risk. Nueterra clearly understands the upfront legal aspects and state licensing requirements, but also the ongoing operational components such as managed care contracting, space planning, 24-hour staffing and clinical pathways.

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Q. How does Nueterra determine if an opportunity to develop a surgical hospital exists in my area?

Nueterra has developed a comprehensive market evaluation process that helps us identify market opportunities. Determining the feasibility and estimating the success of the project requires some physician participation. These factors are discussed in more detail at the initial meeting that Nueterra will schedule with the physicians in your area.

Q. Why Nueterra?

Nueterra's single source solution provides you with the complete infrastructure needed to sustain a competitive advantage throughout the lifecycle of your specialty facility, from government regulations, cost reporting and billing to collections, employee benefits and information technology. Knowing the risks involved can help ensure a successful hospital. Our breadth of experience can help prevent problems. As the most successful privately held developer in the industry, you can feel confident you're in good hands.

Q. I'm interested in learning more. What now?

Nueterra representatives can meet with you to discuss the opportunity in your area and address questions specific to your community. During this meeting, we will introduce our business model, and describe the development process and anticipated timeline. By attending the initial presentation you are letting us know that you would like to consider investing in a surgical hospital. However, you do not have to make any commitment at this point. Call Nueterra today and ask about a no-obligation feasibility study. For more information, visit www.nueterrahealthcare.com, or contact us at 913.387.0510 or info@nueterrahealthcare.com.