

# Hands-on, unmatched level of ASC development & management expertise.

## Featured Clients



NOVOCARDIA™



Whether you are considering developing a de novo ASC or need help improving the operational performance of one or more ASCs in your portfolio, SCALE brings an unmatched level of hands-on expertise with an experienced team of operators to meet your goals.

## The SCALE Difference

### Broad Expertise In:

- Strategy, Growth & Development
- Operational Assessment & Management
- Regulatory Compliance
- Due Diligence
- Partnership Development
- Integration
- Interim Leadership

### Main Areas of Focus:

- ASC Joint Ventures
- ASC Development
- ASC Management
- ASC Turnaround Optimization & Growth

## How We Work



Clearly Defined Roadmaps



Accelerated Timelines



De-Risked Execution



De Novo ASC Expertise



Performance Reporting

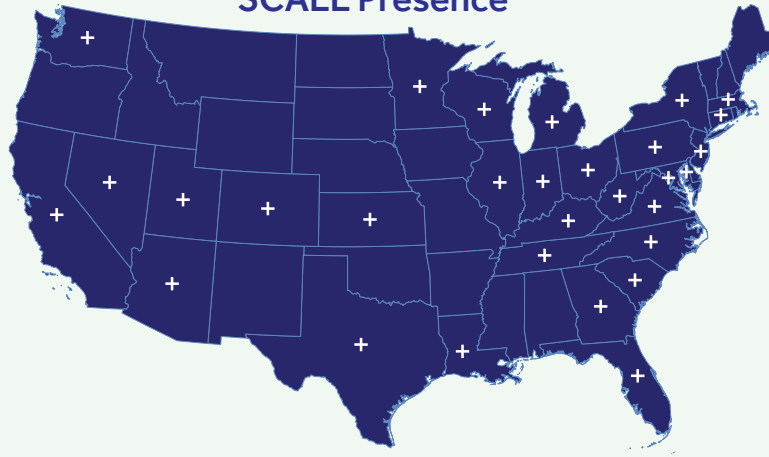
# SCALE

/skāl/ • noun

A graduated series of steps or order.

*Our singular focus is to help healthcare providers achieve success with a systematic approach.*

## SCALE Presence



They worked tirelessly in their pursuit of obtaining the most optimal results for our centers. They understand the healthcare marketplace extremely well and their guidance has been instrumental in the success of our centers and my medical practice.

### Peter S. Kim

M.D., Managing Partner,  
Gotham Gastroenterology,  
PLLC & Gotham Medical  
Associates, PLLC & President,  
Liberty Endoscopy Center

## Case Study: De Novo Management Company & ASC Development

### Overview

Frontier Healthcare was founded in 2010 and served as a management company and equity partner to a network of majority physician-owned ASCs in New York and New Jersey. At the time of its sale to Physicians Endoscopy in April 2017, Frontier Healthcare was the largest ASC management company in New York.

### Executions

SCALE's executive leadership developed and managed 15 de novo ASCs representing over 130 partner physicians, 150,000 procedures per annum, and full in-house anesthesia services through their former company, Frontier Healthcare. Its network included nearly \$200 million in aggregate network collections and \$90 million in aggregate network profit. Their wholly owned management and billing operations employed nearly 100 full time employees responsible for:

- De novo execution from business plan development and entity formation through Certificate-of-Need licensure application, construction, regulator site surveys, and pre-opening operational ramp-up.
- Post-opening operations, regulatory compliance, and financial oversight.
- Robust portfolio of on-going strategy, growth, and development initiatives implemented across the network.
- Revenue cycle management including benefits verification & authorization and full claims processing services across 250,000+ claims per year.
- Arranging and managing more than \$40 million of debt across its ASCs.

### Our Team



**Lynda Mischel**  
Managing Director



**Billy Ingram**  
Managing Director



**Roy Bejarano**  
Co-Founder & CEO



**Jason Schiffman**  
Co-Founder &  
President



SCALE prides itself in developing customized solutions for its clients and helping healthcare organizations grow and thrive in a challenging marketplace. Now, we are ready to help you. We look forward to sharing examples of how we have helped our clients and invite you to schedule a 1-on-1 complimentary practice management consultation with us.

Contact Lynda Mischel at [lmischel@scale-healthcare.com](mailto:lmischel@scale-healthcare.com) to continue the conversation.