

Who's Who in the Ambulatory Surgery Industry

Text by Kathy Dix, Kris Ellis, and Jennifer Schraag

Welcome to our third annual Who's Who in the Ambulatory Surgery Industry. We asked our readers and members of the industry to nominate outstanding individuals and facilities that serve the outpatient healthcare community, and were impressed by the caliber of these candidates who give the industry its good name. In a year of tough challenges to the livelihood of the ASC industry, it's appropriate to celebrate our victories, acknowledge our contributions, and ponder the future of this dynamic healthcare delivery model.

the facilities

Specialty Surgery Center

Specialty Surgery Center (SSC) in San Antonio, Texas, began performing cases in its new five-OR surgery center on Oct. 3 of this year. The center was the culmination of nine months of work by Steven Blom, RN, MAHSM, and his staff. The multi-specialty ASC originally began in May 1998 with two operating rooms, where the caseload had increased from 200 to 475 cases a month. Blom attributes this success to the caliber of the physicians and the staff. He also notes that many staff members who started the first ASC in 1998 are still with the facility, and they were heavily involved in the design and organization for the new building.

The resounding success of the original 6,600-square-foot facility — located in a medical office building — led National Surgical Care and the physician partners to expand. A freestanding 17,500-square-foot building was purchased to house the new 13,300-square-foot surgery center. OR capacity has been doubled and the new building allows for future expansion. San Antonio, as in most of Texas, has a competitive ASC market, but Blom attributes most of the success to continued focus on the patient by providing a higher quality of care than they can receive in the local hospitals. — *K.D.*

