

SOMNIA ANESTHESIA

Optimizing Anesthesia Services

“Somnia has recruited a diverse, well-trained group of anesthesiologists from a nationwide pool and has supported them with an unmatched infrastructure, which has assured us a safe and sure path to exceptional patient care.”

Eugene E. Kercher, MD, FACEP, LFAPA

Chief Medical Officer
Kern Medical Center, Bakersfield, CA

When a hospital partners with Somnia, all aspects of anesthesia services are expertly managed. Founded, owned and operated by anesthesiologists since 1996, Somnia provides first-rate clinical care supported by an extensive national management infrastructure that is focused on achieving operational efficiencies. Our turnkey service offers a seamless transition to an efficient staff, improved coverage, superior collection ratios, and a reduction or total elimination of financial support provided by the hospital. Our Clinical Quality Excellence program results in approval ratings among surgeons and patients that are exceptional and documentable, translating to increased referrals and efficiently run operating rooms.

At Somnia, anesthesia is our sole concern. We are thought leaders in the field, as well as performance leaders. Our experience, expertise and passion drive us to continually improve anesthesia delivery for all stakeholders, helping hospitals adjust to the new outcome-based healthcare paradigm and make the best use of a high value asset—the anesthesiology team.



Local Teams. National Support.
Exceptional Results.

EXCEPTIONAL RESULTS

LOCAL TEAMS, NATIONAL SUPPORT—A SUPERIOR INFRASTRUCTURE

Medicine is a local phenomenon. Somnia provides and manages highly qualified, local anesthesia clinicians—they are the cornerstone of our services. We add unparalleled value through an extensive in-house anesthesia management infrastructure, among the largest and most experienced in the U.S. This national network gives us the ability to access a wide range of clinical resources, including protocols, policies and procedures, and tools to meet challenges.

Today's anesthesia groups find it difficult to manage the business aspects of anesthesia in an evolving and demanding healthcare market. Hospitals that partner with Somnia receive the benefit of a well-integrated clinical team, with strong on-site leadership backed by

some 150 skilled administrative and practice management professionals across the country. It's a combination that offers the quality and cost control assurance crucial in the current healthcare environment.

Well-trained and experienced on-site leadership includes a local Chief of Anesthesia and an on-site Administrator, dedicated to handling a facility's operational issues on a day-to-day basis. Somnia's on-site teams are supported by an off-site Chief Medical Officer and a VP of Medical Affairs, who provide ongoing clinical and staffing support. A VP of Client Development and an Account Manager also keep a close eye on performance through regular on-site visits to address and resolve any concerns.

Somnia addresses every issue pertinent to the delivery of first-rate anesthesia services:

- Recruiting
- Credentialing
- Contracting
- Scheduling
- Revenue Management
- Quality Management
- Account Management
- Legal and Compliance
- Anesthesia Tech Support



WHAT TO EXPECT FROM SOMNIA—IMPROVED OPERATIONS

Anesthesia plays a vital role in the success of the operating room, and hospitals across the country are facing challenges due to lack of dedicated partnership with their anesthesia group. According to the Advisory Board, nearly half of hospitals have had to reduce operating room hours or redirect procedures due to anesthesia staffing problems. Somnia's methodical approach, combined with results-driven management and clinical teams, eliminates operational inefficiencies to create a synergistic, well-run surgical suite. This is accomplished through our effective locally oriented anesthesia staffing model, improved OR protocols and practices, and seamless treatment of every management detail from recruiting to revenue cycle management.



LEADERSHIP

Strong leadership is at the heart of the most successful anesthesia teams. At each site, a Chief of Anesthesia collaborates with the entire team as well

as with surgeons and administrators to ensure efficient scheduling and staffing, excellent quality measures, and high patient and surgeon satisfaction. The chief also focuses on such daily tasks as running the OR board and participating in hospital administrative meetings.

Somnia supports the anesthesia team with solutions, policies, procedures and protocols that drive efficiency. We provide the resources to develop current and future leadership of the anesthesia team, and our quality management program is among the best in the business.



EFFECTIVE STAFFING MODELS

The key to successful integration of an anesthesia department in the surgical program depends on its most valuable asset—the clinicians.

Somnia's management team spends considerable time studying patterns and analyzing the OR schedules, add-ons, case volume trends, case delays, case cancellations and other productivity metrics. The product: a continually fine-tuned staffing model designed to increase OR utilization during peak hours by providing 100 percent coverage.

Understanding the urgent needs of some hospitals, Somnia can assemble the right team from our national recruitment database of MDs and Certified Registered Nurse Anesthetists (CRNAs) in as little as 30 days. If desirable, we can provide a blended anesthesia care team approach—an effective staffing structure for which Somnia was a pioneer. Through a comprehensive credentialing and provider management software program, we work with hospitals to quickly vet candidates' current licensure, training, experience and competence. Somnia follows through with Web-based scheduling software, while clinicians' daily activities are managed on site to better track productivity and facilitate vacation scheduling.



CLINICAL EXCELLENCE

Somnia's management of the business aspects of anesthesia allows anesthesia providers to focus solely on what they do best—provide exceptional patient care.

This has allowed them to earn "top-box" approval ratings among patients and surgeons nationwide.



Understanding that the industry lacks a process in which clinicians receive 360-degree feedback on their performance, Somnia documents performance via industry-leading, individual clinician “profiling.” Each clinician is rated in virtually every facet of quality metrics—and then compared against others in the same hospital and in Somnia’s national provider network. This level of reporting, unique to Somnia, moves beyond anecdotal feedback and gives clinicians constructive recommendations that lead to improved service delivery.

ADVANCED REVENUE MANAGEMENT

Somnia is also focused on cost-effectiveness and approaches revenue management with financial acuity. We have helped clients increase their anesthesia revenue—by as much as 30 percent—by ensuring that all revenue streams are explored and realized, and that contracts and billing of third-party payers are optimized.

With a substantial record of reducing anesthesia subsidies while delivering 100 percent dependable coverage, Somnia has achieved an overall 97 percent net collection ratio from third-party payers—that’s up to 50 percent higher than MGMA standards. The reason: state-of-the-art billing software and expert staff. We

educate our clinicians on an ongoing basis to ensure that all CPT codes are captured and billed. Our detailed and comprehensive reports show production, payments, adjustments and more, broken down by month and year, by insurance classification and by clinician. Our system provides the information required to follow up with third-party payers and patients.

CONTRACTING

Through our national presence, Somnia’s managed care contracting department creates economies of scale for our clients. We are experienced in working with more than 150 payers, which enables us to improve on the incumbent’s performance and efficiencies. Many payers are focused on outcomes-based payments, and Somnia’s clinical reporting is aligned to capture the data necessary to obtain maximum reimbursement.

“We participate in cost control, and if we can help a hospital save dollars by spotting a redundant system or a better way to use a product, we do.”

Robert C. Goldstein, MD
Somnia Co-Founder and
Chief Medical Officer

SEAMLESS ONBOARDING

When a new anesthesia team takes over, operational disruption is always a concern. To ensure a smooth transition, Somnia’s approach is methodical, with timelines, on-site and off-site management teams, and advance support provided to the hospital early on. We insist on new hire walk-throughs prior to launch and orient the new team on all hospital protocols/documentation/forms and other procedures, from scheduling cases properly to working with the pharmacy and obtaining patient data.

Informational, relationship-building meetings are held with surgical staff to introduce service goals and reinforce commitment to quality. Account managers liaise regularly with all parties during the settling-in process, which can take up to six weeks, to coordinate operations and head off potential problems. Our off-site management team continues regular ongoing communications and reporting to hospital management throughout the duration of the partnership.



WHAT TO EXPECT FROM SOMNIA— VERY SATISFIED SURGEONS AND PATIENTS

Satisfactory performance is unacceptable at Somnia. We set—and achieve—a much higher bar. Based on third-party surveys, 9 out of 10 Somnia providers enjoy a “Very Satisfied” rating from surgeons. This rating reflects Somnia’s ability to consistently meet surgeons’ top priority—the ability to complete their cases as planned.

In all our markets, Somnia providers meet or exceed expectations for on-time starts, low cancellation rates and few post-op billing issues. They interact with patients preemptively before and after surgery—from troubleshooting potential problems in pre-op visits to postoperatively filing a thorough patient report with the recovery room nurse, the ICU team and floor nurses, so that acute side effects can be managed effectively.

Somnia anesthesiologists don’t operate in a vacuum. Our on-site leadership remains engaged with the surgical department, meeting regularly with the director of surgery to facilitate care improvements and, where possible, attending the Department of Surgery meetings to address any concerns that arise.

“Since transitioning to Somnia, the provider group has been able to gain credibility with staff and physicians, and is noted for its quality, availability and cooperation. The hybrid staffing model has been particularly successful.”

Lawrence M. Schecter, MD, FACS
Chief Medical Officer
Providence Regional Medical Center, Everett, WA



PATIENT-FOCUSED CARE

More than 90 percent of surgical and obstetrics patients also say they are very satisfied with Somnia providers, as determined in third-party surveys that record patient responses to more than 30 questions. Somnia has long been an exacting provider of quality patient care. From preoperative visits through follow-up, we remain patient-centric, with a strong presence on the hospital floor to serve and reassure patients undergoing surgery. Beyond meeting and often exceeding expectations, Somnia is continually innovating. Where standards don’t exist, we create our own. Case in point: Somnia introduced a goal to administer epidural care in less than 30 minutes, and was able to consistently provide that service in less than half that time.

The fact is that favorable outcomes like these come full circle—not only do they mean very satisfied surgeons and patients, they also create very satisfied anesthesiologists who are more professionally fulfilled and productive in a work environment that inspires continued innovation and excellence.

CLINICAL QUALITY EXCELLENCE PROGRAM— A SOMNIA DIFFERENTIATOR

The day has arrived when hospitals are paid not on performance or process, but on successful outcomes—a new reality that requires not only clinicians who perform well, but the ability to document that performance. When it comes to provision—and authentication—of superior anesthesia services, we have been at the forefront of the specialty for years. Somnia is also ahead of the curve when it comes to quality and understanding how important it is for hospitals to continuously improve patient care while managing costs.

That capability stems from Somnia’s comprehensive and market-leading Clinical Quality Excellence program, which uses data-driven analysis of key clinical metrics to provide both relevant and outcomes-driven, evidence-based patient care. Clinical data is continuously reported, tracked and trended, benchmarked, and scrutinized for ways to improve outcomes that are then implemented and tracked again—a process made even stronger through the sharing of best practices throughout Somnia’s national network.

While committed to setting new standards in anesthesia practice, Somnia’s multitiered quality program is also dedicated to 100 percent compliance with regulatory and accreditation requirements—and has been commended on numerous occasions by the Joint Commission and the Anesthesia Quality Institute, in which Somnia was the first participating national anes-

thesia practice management company. Somnia was also the first anesthesia-only management company to be named a Patient Safety Organization by the Agency for Healthcare Research & Quality.

Consider some of Somnia’s key performance indicators, which demonstrate that 9 out of 10 patients and surgeons are “Very Satisfied” with our services. In addition, our SCIP/Value-Based Purchasing compliance is at 98.2 percent, and our clinical incident rate is much lower than the reported hospital national average.

KEY PERFORMANCE INDICATOR	2011 AVG.
1 Surgical Patients Very Satisfied	93%
2 OB Patients Very Satisfied	91%
3 Surgeons Very Satisfied	90%
4 SCIP/VBP Measures Compliance	98.2%
5 Labor Epidural Response Time	14 min.
6 FPPE/OPPE Compliance	100%
7 Anesthesia Incident Rate	0.24%
8 Joint Commission Survey Success	100%
9 Hospital Client Retention	100%

“Somnia has been clinically excellent and expanded greatly the range of anesthesia services, which has assisted us in increasing our surgical volume. They are very customer-oriented and provide thorough preoperative services.”

Richard A. Rubin, MD, MBA
Chief Medical Officer
Seton Health, Troy, NY



REAL WORLD RESULTS

Somnia routinely works with hospitals to improve anesthesia programs, adding quality and coverage, and frequently reducing the anesthesia subsidy.

BOOSTING REVENUES AND COVERAGE FOR A BUSY CALIFORNIA TEACHING HOSPITAL

A county-owned California teaching hospital, and the only trauma center within a 100-mile radius, had been experiencing sagging revenues mainly due to unreliable and substandard anesthesia services. The anesthesiology group was inadequately staffed for the busy operating rooms and obstetrics unit, frequently leaving OB with insufficient coverage. Add to that a large subsidy, and the hospital's confidence and trust in the group completely disappeared.

RESULTS

- Revenue increased 30%
- Coverage and revenue streams expanded
- OR coverage improved to 99%, including weekend hours and 24/7 OB coverage
- Patient satisfaction improved to 100%
- Surgeon satisfaction improved to 90%

Collaborating with the hospital, Somnia developed a total anesthesia service management solution to improve revenue, create operational efficiency and implement a comprehensive quality management program. Although the existing group

followed a blended staffing model, it failed to meet demand. Somnia established a student registered nurse anesthetist (SRNA) training program to create a pipeline of new clinicians, provided specialized training in trauma care to meet the hospital's high need for those services and hired team-oriented practitioners, which offered greater OR and OB coverage.

REDUCING THE ANESTHESIA SUBSIDY FOR A "TOP FIVE" HOSPITAL

An award-winning, not-for-profit, acute care facility in the top 5 percent of U.S. hospitals wanted to minimize its anesthesia spend, maximize coverage and improve quality—quickly. The incumbent 20-member anesthesia group, which had failed to provide the coverage needed for the 16 ORs and multiple ancillary locations, abruptly terminated its contract, leaving the hospital with 45 days to re-staff.

In a departure from the hospital's anesthesiologist (MDA)-only model, Somnia recommended a blended MDA-CRNA care team model to provide more "hands on deck" at a lower cost, and in less than 30 days recruited 30 quality-conscious clinicians who could provide the required coverage. Through its turnkey Clinical Quality Excellence program, Somnia seamlessly integrated the new team with the administration and other departments, and continually tracked and reported performance and outcome data the hospital required. The program also added coverage for the post-anesthesia care unit, and pre- and postoperative services. So pleased was the hospital—and the Joint Commission—with Somnia's Clinical Quality Excellence program, that the hospital board and executive management collaborated with Somnia to roll out the program to all of the hospital's anesthetizing locations. As a result of Somnia's work, the anesthesia subsidy was decreased.

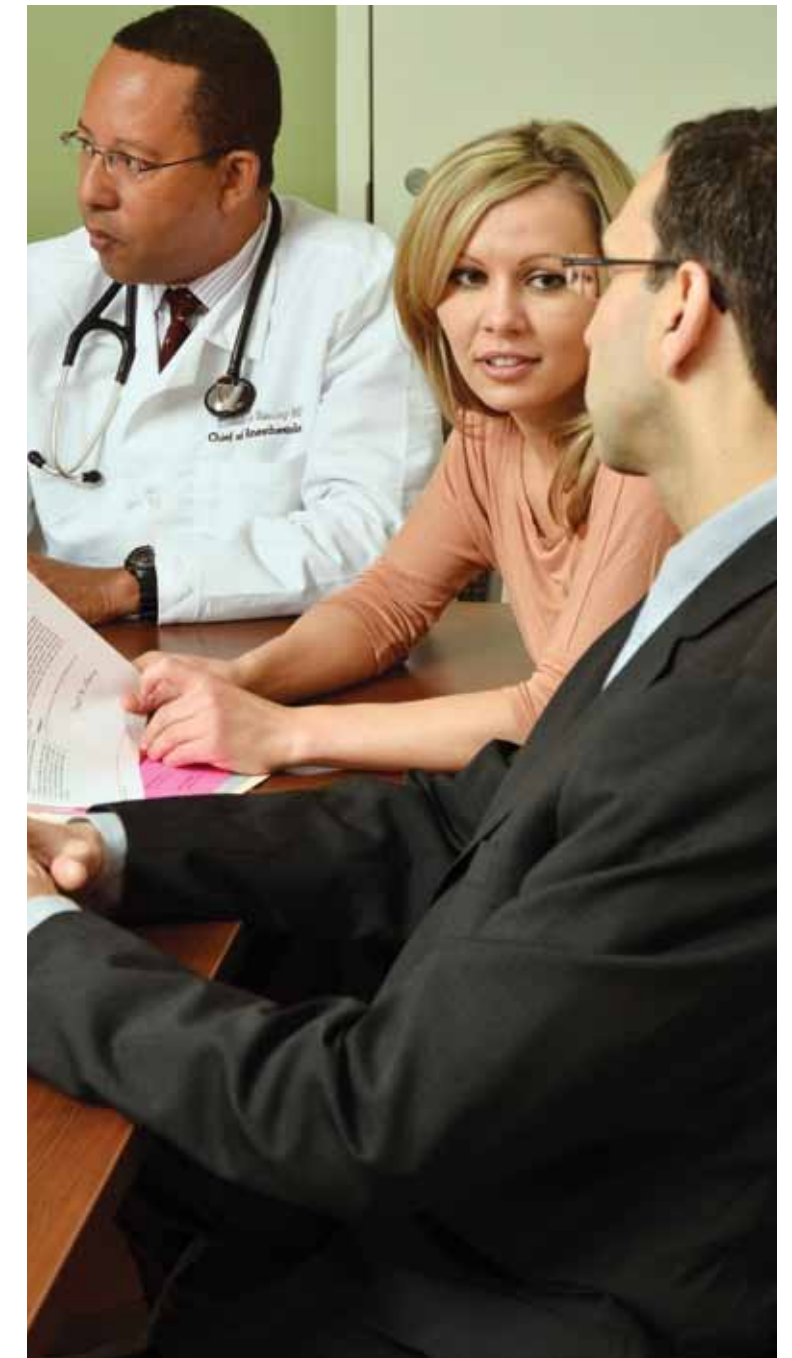
RESULTS

- Reduction of subsidy
- Increased staffing capacity 30%
- Total anesthesia volume increased 30%
- Improved first case on-time starts by 10%
- Patient and surgeon satisfaction averaged 95% "excellent" or "very good"
- Improved tracking of trends and outcomes

A THOUGHT LEADER FOR ANESTHESIOLOGY AND THE HEALTHCARE INDUSTRY

Somnia is widely recognized as a thought leader in the anesthesia services industry. Having set increasingly sophisticated standards for the delivery and management of anesthesia services, Somnia has a keen perspective on the field and how it should evolve to best serve hospitals in the era of healthcare reform. Our principals are known for their progressive, results-oriented stance and are widely sought after to speak, write and share their views on emerging trends and effective clinical and management strategies.

Many clients have first come to know Somnia through our white papers, case studies, webinars, blog, editorial pieces and presentations at industry events. Somnia's treatment of issues is penetrating and timely. An all-encompassing review of the role of CRNAs in anesthesia services...a description of the RFP process for anesthesia services and best practices for ensuring successful onboarding of a new anesthesia group...the vital role anesthesia can play in helping hospitals succeed in the Value-Based Purchasing program—these are just a few of the topics that Somnia weighs in on to support the mission of establishing excellence in anesthesia delivery.



SOMNIA: FAST FACTS

- Somnia was founded in 1996 by Dr. Marc E. Koch and Dr. Robert C. Goldstein, practicing anesthesiologists, and remains physician owned and operated.
- Anesthesiology is Somnia's sole line of business.
- The company has one of the largest in-house anesthesia management infrastructures in the U.S., with 150 administrative and practice management professionals nationwide.
- Somnia maintains a national database of thousands of MDs and CRNAs, and has experience working with more than 150 payers throughout the country.
- Somnia's unparalleled Clinical Quality Excellence program achieves 90 percent "Very Satisfied" ratings among surgeons and patients.
- A thought leader in the field, Somnia is a pioneer in the use of a blended model of physicians and CRNAs to administer anesthesia.
- Somnia was the first anesthesia-only management company to be named a Patient Safety Organization.

Somnia Anesthesia optimizes anesthesia services for healthcare facilities throughout the country by combining clinical excellence with unparalleled management acumen. Owned and operated by anesthesiologists since 1996, Somnia provides a turnkey, solutions-based approach to anesthesia management. With an extensive in-house infrastructure and a single-minded focus on anesthesiology, Somnia builds and manages local anesthesia teams that consistently deliver the highest quality patient care, enhance operating room performance, increase revenues, and achieve full surgeon and patient satisfaction.



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