



**How Can OBLs Provide Good Vascular Care With Excellent Results,
Be Profitable, and.....**
Still Allow Vascular Surgeons To Only Work From 8 AM to 5 PM
 Mark A. Mattos, MD DFSVS FACS
 Program Director, Vascular Surgery Fellowship
 Michigan Vascular Center-Michigan State University, Flint, Michigan
 Presented at the 2024 51st VEITH Symposium, November 20, 2024, New York, New York;

Lead, Coach, Inspire Lead, Coach, Inspire  Lead, Coach, Inspire Lead, Coach, Inspire

Disclosure

- Privileges at 4 Hospitals,
- Privileges at 2 OBLs, 2 ASCs, 1 WCC
- Ownership in 2 OBLs, 1 ASC, 1 WCC



Lead, Coach, Inspire Lead, Coach, Inspire  Lead, Coach, Inspire Lead, Coach, Inspire

Perspective

- Academic Institutions – 13 years
- Simulation & Skills Lab Director – 8 years
- Private Practice -10 years
- MVSS President 2017-2018
- SVS PAC Co-Chair 2020-2023



Lead, Coach, Inspire Lead, Coach, Inspire  Lead, Coach, Inspire Lead, Coach, Inspire



OBL – Patient Care Focus

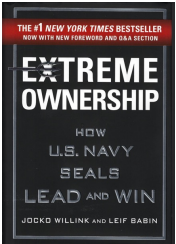
Focus and Commitment to the Patient – No distractions




Lead, Coach, Inspire Lead, Coach, Inspire  Lead, Coach, Inspire Lead, Coach, Inspire

OBL – Philosophy


- **“Extreme Ownership”**
 - Make no excuses, Do not complain about challenges
 - Take action, Develop solutions, Solve problems
 - 100% control of practice and patient care issues
 - Total administrative management
- **Running an OBL is a BUSINESS!**
 - Assume multiple roles - CEO, CFO, COO, CMO
 - Surgeons and procedures are just one part



Lead, Coach, Inspire Lead, Coach, Inspire  Lead, Coach, Inspire Lead, Coach, Inspire

OBL – Results and Outcomes

- Adhere to Practice Guidelines and Evidence-based Recommendations
- Participate in SVS VQI and OEIS registry
- Procedural outcomes should be analyzed and reported
- Start process of accreditation of the OBL

Lead, Coach, Inspire Lead, Coach, Inspire  Lead, Coach, Inspire Lead, Coach, Inspire


OBL – Advocate

- Federal Legislative Advocacy
- Grass Roots Advocacy - Voter Voice, REACH 535
- Regulatory Advocacy
- Political Advocacy – SVS Political Action Committee (PAC)
- Clinical Labor Coalition





Lead, Coach, Inspire Lead, Coach, Inspire  Lead, Coach, Inspire Lead, Coach, Inspire


OBL – Advocate



- Outpatient Endovascular and Interventional Society
 - Multiple interventional societies
- OEIS Political Action Committee (PAC)
- Politically Advocating for OBLs and payment legislative issues
 - H.R. 10136: Promoting Fairness for Medicare Providers Act
 - Introduced by Reps. Bilirakis (R-FL), Murphy (R-NC), and Davis (D-IL)


Lead, Coach, Inspire Lead, Coach, Inspire  Lead, Coach, Inspire Lead, Coach, Inspire

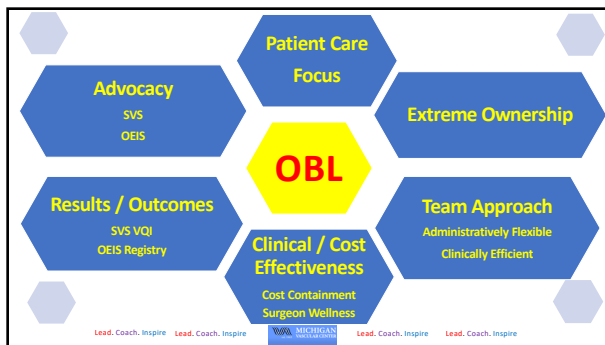
OBL – Advocate



H.R. 10136: Promoting Fairness for Medicare Providers Act

- H.R. 10136 would permanently save endovascular OBLs
 - Removes high-cost supplies > \$500 from the PFS
 - Establishes a new “office-based facility” site-of-service for the provision of minimally invasive interventional care outside of the PFS
 - Payment would be set at 90% of ASC rates and maintain the “office-based facilities as the lowest cost site-of-service
 - (Inpatient > Outpatient > ASC > OBF)
 - **Modeling has shown that the bill would provide around \$110M of new money for vascular surgery annually.**

Lead, Coach, Inspire Lead, Coach, Inspire  Lead, Coach, Inspire Lead, Coach, Inspire



Physician Wellness in the OBL

Get up



Start Work



Go Home



Lead, Coach, Inspire Lead, Coach, Inspire  Lead, Coach, Inspire Lead, Coach, Inspire

The End


Lead, Coach, Inspire Lead, Coach, Inspire  Lead, Coach, Inspire Lead, Coach, Inspire

OBL – Science of Acceptance

“An important scientific innovation rarely makes its way rapidly winning over and converting its opponents. What does happen is that its opponents gradually die out and the growing generation is familiarized with the idea from the beginning”.

Max Planck


The Philosophy of Physics 1936

Lead, Coach, Inspire Lead, Coach, Inspire  Lead, Coach, Inspire Lead, Coach, Inspire

OBL – Science of Acceptance

“Our disciplines advance slowly by pushing back the topography of ignorance”

Owen Wangensteen

Lead, Coach, Inspire Lead, Coach, Inspire  Lead, Coach, Inspire Lead, Coach, Inspire