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Group Purchasing to Optimize Your ASC's Bottom Line

An ophthalmology-focused GPO partners with OOSS

To maximize the financial benefits of ASC ownership, managing expenses must be a top priority. Ophthalmologists, administrators, and others tasked with overseeing ASC operating costs find that one of the best business decisions facilities can make to help keep expenses down is to join a group purchasing organization (GPO). EyeProGPO is an ophthalmology-focused organization established by physicians, clinicians, and procurement specialists. It eliminates the need for ASCs to negotiate pricing with each individual vendor, streamlines the purchasing process, and provides relevant and timely feedback to both members and vendors.

As a strategic partner with OOSS, EyeProGPO membership is provided as an exclusive resource to OOSS members. This partnership expands opportunities for OOSS members to realize cost savings and efficiencies. For those ASCs that are not yet OOSS members, EyeProGPO will pay their first year's OOSS membership dues when they join the GPO, giving them access to OOSS's education, benchmarking, and advocacy resources along with discounts and additional services through the GPO.

Many of the physicians involved with EyeProGPO and OOSS are key industry leaders, including Dr. Jerome H. Levy, cofounder and managing

director of ASC of Greater New York and president emeritus of OOSS; Dr. Richard J. Mackool, founder and director of The Mackool Eye Institute and Laser Center and an internationally known innovator in cataract surgery; Dr. Eric D. Donnenfeld, partner with Island Eye Surgicenter and Ophthalmic Consultants of Long Island (OCLI), who was recently named America's Best Eye Doctor 2021 by *Newsweek*; Dr. Brian R. Wnorowski, chief of ophthalmology at Ocean Medical Center, and president of Ocean Regional Eye Surgery Center; Dr. John G. Passarelli, medical director of

the Long Island Ambulatory Surgery Center and chairman of SightMD; and Dr. Nathan M. Radcliffe, a partner at New York Eye Surgery Associates, medical director of ASC of Greater New York, and affiliated with the advanced Microincisional Glaucoma Surgery Center at New York Eye and Ear Infirmary.

Partnering With EyeProGPO

EyeProGPO agreements with both members and vendors are designed to establish partnerships that use data collaboratively to analyze potential cost savings, product use, market share, and purchasing practices. As

What EyeProGPO Members Are Saying

"Why wouldn't we join EyeProGPO when we can save money on the products they offer, with no membership cost or risk of affecting other negotiated prices we have!"

—*Kylie Bottala, administrator, Corona Outpatient Surgicenter*

"I have been a member of EyeProGPO for four years and my ASC has saved tens of thousands of dollars each year."

—*Brian Wnorowski, MD, owner, Ocean Regional Eye Surgery Center*

"I've been managing ASCs for a long time. I now look back and recall the many challenges I faced opening and managing facilities. No industry recognition and often no buying power. Negotiating with vendors as a startup or a small ASC frequently made getting premium pricing and reasonable contract terms difficult. My job would have been easier if I had access to a specialty-specific GPO like EyeProGPO. The specialty-specific knowledge, and significant buying power that EyeProGPO has is not often available to every ophthalmic ASC. I sure wish they were around back in the day! I'm proud to be a part of EyeProGPO to help make the job of my colleagues in ophthalmic ASCs easier and their facilities potentially more profitable."

—*Robert B. Nelson, PA-C, vice president of business development, EyeProGPO, LLC retired executive director (2000-2020) of Island Eye Surgicenter and OOSS board member*

is common with GPOs, EyeProGPO requests initial and periodic reports from members about purchases, and from vendors about costs and sales.

Members confidentially share their purchasing data for an initial cost-savings analysis using EyeProGPO's proprietary technology platform, FOCUS Technology. The market basket analysis and other detailed analytics can be accessed through the organization's member portal. Other FOCUS Technology benefits include platforms for procurement and a marketplace for refurbished equipment. These benefits are free to EyeProGPO members.

Various analyses and reports are confidentially shared with vendors who can evaluate the information for marketing, sales, and financial purposes. This data sharing is key for supporting vendors in identifying market share accomplishments and opportunities.

Benefits for Members

The savings an individual ASC could find on its own generally pales in comparison to the collective buying power one could gain by joining EyeProGPO. There is strength in numbers! Group purchasing organizations combine the aggregate purchasing power of many ASCs to negotiate better discounts, resulting in item-level prices not attainable by most facilities. As a result, EyeProGPO members report that they **save 10% to 18%** more than they would if they negotiated prices on their own. These are tremendous savings for ophthalmology providers operating both private practices and ASCs.

For OOSS members that don't already have a purchasing system,

EyeProGPO offers a robust web-based purchasing application, FOCUS Procurement, at no extra cost. Using FOCUS Procurement allows ASC managers to easily order discounted products with one PO for many vendors, ensure correct pricing, track orders, develop templates, ensure orders are on-contract, and much more.

EyeProGPO keeps its members up-to-date about offerings or service enhancements by having frequent reviews with suppliers to understand new products and services or new approaches the supplier may be taking, and then communicating those offerings/enhancements to EyeProGPO members.

EyeProGPO does not require exclusivity, which means that OOSS members who already have a GPO arrangement can keep both. And EyeProGPO not only assists with reduced prices, but also works to develop collaborative relationships with members so the solutions offered are mutually beneficial.

Established Partnerships

Strong vendor relationships are at the heart of everything EyeProGPO does. They fuel the company's focused approach within the health-care group purchasing industry, enabling EyeProGPO to provide its members with innovative solutions that meet their exact needs. Vendors gain access to EyeProGPO's ophthalmic health-care providers and ASCs, as well as a distinguished group of key physician influencers. EyeProGPO promotes its vendor partners and drives purchasing compliance through its physician engagement, participation agreements, and technology.

EyeProGPO is partnering with

premier manufacturers to provide some of the best products and prices to members. Some of EyeProGPO's vendors include:

- Bausch + Lomb
- BioTissue
- BVI
- Case Medical
- CorneaGen
- Fagron Sterile Services
- Glaukos
- HST Pathways
- Hybrent
- Johnson & Johnson Vision
- Katena
- Medline
- Pine Pharmaceuticals
- Sight Sciences; and more.

Beyond savings, EyeProGPO also offers value through collaboration. The ASCs that will benefit the most from EyeProGPO are those that understand and welcome collaboration. EyeProGPO brings together different ophthalmology professionals with similar issues and expenses, which allows members the opportunity to exchange sourcing tips, recent experiences, best practices, and challenges with a group of peers in a constructive environment.

To learn how a partnership with EyeProGPO can benefit your facility or organization, please visit www.EyeProGPO.com or contact the company at (833) 4EYEPRO. ■

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