

CASE STUDY: PARTNERING FOR INDEPENDENCE

From Hospital-Based to Community Practice Owner

OneOncology's Focus: Empowering Physician Autonomy, Enabling Practice Customization, and Enhancing Patient Care in the Community Setting.



Lowcountry Oncology Associates (LOA), a practice formed by six local Charleston physicians, decided to align with OneOncology to build a new, physician-owned practice from the ground up and obtain a greater level of independence, leaving their hospital-based practice arrangement. OneOncology supported the physicians' transition to community practice, providing comprehensive operational, financial, and clinical support throughout the process. The opening of LOA furthers access to cancer care in the community setting across the Lowcountry.

BACKGROUND

In 2012, due to growing operational challenges, LOA physicians decided to transition to hospital-based practice. Twelve years later, seeking opportunities to invest in cutting edge cancer care, community-based operational support, and a greater degree of clinical autonomy, the physicians partnered with OneOncology to facilitate the build-out of a new, physician-owned practice.

BUILDING A PHYSICIAN-OWNED PRACTICE FOR LOA

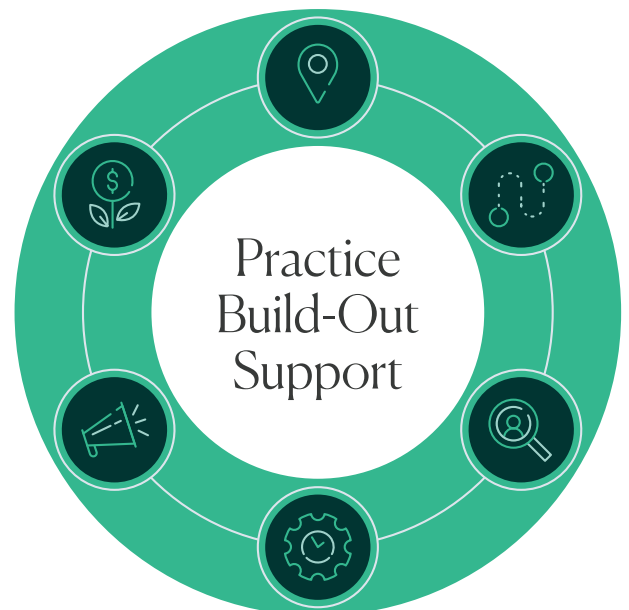
1. Physician-Led Clinic Design: From location selection to office design, the physicians had decision-making authority over where and how they wanted their future office space to look. OneOncology brought together architects, contractors, consultants, and other stakeholders to manage the execution of multiple site build-outs.

2. Service Lines for Optimal Patient Care:

LOA physicians and patients were used to having comprehensive ancillary services in the same location as their medical oncology clinic space. OneOncology partnered with the physicians to identify services needed in the new sites to maintain access to care for patients across the cancer continuum in addition to exploring additional service lines that would bolster diagnostics and treatment options. At go-live, the practice provided infusion, lab, pharmacy, and PET/CT services.

3. Extensive Support with Staffing From the Ground Up:

From job postings to interviews and execution of new employment agreements, OneOncology took on the responsibility of recruiting clinical and non-clinical staff. OneOncology and LOA physicians partnered to ensure there was no interruption in care during the transition.



“ OneOncology’s centralized support enabled us to build a new practice so that we could care for patients in the community setting again. Throughout the process, OneOncology collaborated with us to ensure our new, independent practice addressed the needs of our patients.”



Matthew A. Beldner, MD
Oncology/Hematology
Lowcountry Oncology Associates

4. Building Out Practice Operations: All technology, systems, processes, and contracts needed to be established from scratch and customized to suit the practice’s unique needs.

OneOncology led the build-out of:

- a. Revenue Cycle Management
- b. Practice Management System
- c. Electronic Medical Record System, including coordination with the hospital regarding patient record sharing
- d. IT Infrastructure
- e. Finance, Accounts Payable, Human Resource Enterprise Resource Planning

The OneOncology Payor Relations team worked with payors to negotiate new payor contracts for LOA along with credentialing providers under the newly formed tax ID.

5. Brand Development and Communication Support: OneOncology’s Marketing team collaborated with the physicians to build a new brand identity for the practice that reflected: 1) the community they serve; and 2) the healing and perseverance they witness everyday as oncologists.

Through a comprehensive marketing strategy including local advertisements, a new website, press releases, and notifications to prospective patients and referring providers via mail, OneOncology ensured the community would know about the new practice.

6. Robust Capital Funding: Given the significant resources required to build a practice from the ground up, OneOncology supplied the capital needed to establish LOA in the community setting. From leases and space build-out to non-clinical employee salaries and other practice startup costs, OneOncology provided comprehensive financial support throughout the process for LOA physicians.

The OneOncology Integrations team’s expertise enabled this transition to happen without a disruption to patient care – the physicians saw patients in their hospital-based practice on a Thursday and the following day in their new, physician-owned and led community-based practice.

FAST FACTS AT GO-LIVE

One year after signing an LOI with OneOncology, LOA physicians are seeing patients in their new, physician-owned practice.

<div style="font-size: 2em; font-weight: bold; color: #008080;">6</div> <p>Medical Oncologists</p>	<div style="font-size: 2em; font-weight: bold; color: #008080;">4</div> <p>Brand New Sites of Care</p>	<div style="font-size: 2em; font-weight: bold; color: #008080;">90+</div> <p>Staff Members</p>
<div style="font-size: 2em; font-weight: bold; color: #008080;">18</div> <p>New Contracts Across 8 Payors</p>	<div style="font-size: 2em; font-weight: bold; color: #008080;">4</div> <p>Service Lines for Clinically Integrated Care</p>	
<div style="font-size: 2em; font-weight: bold; color: #008080;">575</div> <p>Patients Seen During Opening Week</p>	<div style="font-size: 2em; font-weight: bold; color: #008080;">\$7.4M</div> <p>Investment from OneOncology</p>	

LOA physicians were core decision makers throughout the build-out process, supported by OneOncology’s extensive expertise.



Interested to learn more about partnering and growing with OneOncology?
Email us at partnerships@oneoncology.com

