



A Case Study

The challenges and rewards of operating an office-based lab

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Ambulatory Surgery Centers (ASCs) and Office Based Labs (OBLs) are growing in quantity and capability. But that doesn't mean they are all created equal.

Dr. Michael Cumming, MD, MBA, is the co-founder of Vascular and Interventional Experts (VIE) in Edina, Minnesota. Having launched two physician-owned OBLs, Dr. Cumming has experienced first-hand how making the right choices early can make all the difference. Read on to learn more about three key lessons he's learned in operating his OBLs



The value of consolidating suppliers

One of the things that first struck Dr. Cumming when opening his practice was the degree of complexity inherent in contracts for the purchase, training and maintenance of the equipment needed for an OBL. "We are not used to seeing a quote that is a million pages long with line items. Hospital procurement people are used to that, but we're not. We need to work with partners who can make it an easier experience," Dr. Cumming said.

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Dr. Michael Cumming, MD, MBA

Vascular and Interventional Experts (VIE), Edina, Minnesota

Partnering with a single vendor to fulfill most of his OBL's equipment needs has helped streamline the procurement process, but it has also paid dividends in terms of operational compatibility and integration. "If we had gone with different CT, different ultrasound, different C-arm vendors, it would be enormously time consuming. Once we decided on one vendor, we were able to work with one person—it made things work much more smoothly," said Dr. Cumming.

Finding a long-term partner with your best interests in mind

Dr. Cumming has used Boston Scientific devices for the past several years and has taken advantage of the Siemens Healthineers – Boston Scientific preferred pricing. "For the last ten years I have worked closely with [Boston Scientific]. They have a really good clinical platform, and their local reps are awesome and available. That makes a huge difference in terms of support during cases. It makes life a lot better for us having someone we know that we can call to get things done."

Dr. Cumming appreciates that the Siemens Healthineers and Boston Scientific partnership is with the ASC and OBL owner in mind. He emphasizes the "importance of cash flow and having BSC and Siemens Healthineers understand the delay in cash receipts" by offering deferred payments while revenue catches up to expenses.

"It all comes down to the overall long-term relationship" said Dr. Cumming. "Finding shortcuts for saving. It helps build a lasting relationship and shows respect that those dollars are coming in most instances right out of the physician pocket."

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Dr. Michael Cumming, MD, MBA

Vascular and Interventional Experts (VIE), Edina, Minnesota

The importance of image quality and conveniences

High-definition C-arms are a must in the interventional suite, and Dr. Cumming was pleased with the performance and ease of use of the Cios Alpha mobile C-arm. "It fits in a smaller room, and the image quality is really good. The combination of the Cios Alpha with the monitor... was a very nice solution. I didn't have any trouble setting up the room, I had good mobility around the patient and around the C-arm, and I could see what I was doing without contorting into weird positions to see the monitor," he said. "Neither me nor my scrub tech had used it before and we did just fine, really right out of the box," he added.



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Dr. Michael Cumming, MD, MBA

Vascular and Interventional Experts (VIE), Edina, Minnesota



Dr. Cumming's VIE is well positioned to grow. A recent investment in an Artis zee fixed angiography system further expanded his team's range of treatment options:

"We want to provide the best – a high-quality solution... We will build out a full interventional oncology practice, doing embolizations and eventually Y-90."

At Siemens Healthineers, our purpose is to enable healthcare providers to increase value by empowering them on their journey toward expanding precision medicine, transforming care delivery, and improving patient experience, all enabled by digitalizing healthcare.

An estimated 5 million patients globally benefit every day from our innovative technologies and services in the areas of diagnostic and therapeutic imaging, laboratory diagnostics, and molecular medicine, as well as digital health and enterprise services.

We're a leading medical technology company with over 120 years of experience and 18,500 patents globally. With about 50,000 dedicated colleagues in over 70 countries, we'll continue to innovate and shape the future of healthcare.

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