

ABOUT OUTPATIENT OPHTHALMIC SURGERY SOCIETY

The Outpatient Ophthalmic Surgery Society (OOSS) is the only organization dedicated exclusively to the ophthalmic-driven ambulatory surgical center (ASC). For over three decades, OOSS has represented the interests of ophthalmic-driven ASCs in Washington, working with Congress, the Centers for Medicare and Medicaid Services, the ophthalmic and ambulatory surgery center community, and industry partners. OOSS is also well known in the industry as the organization that conducts an annual survey for clinical and business benchmarking, the only survey of its kind designed specifically for ophthalmic ASCs. Not content to rest on its laurels, OOSS launched an elegant new cloud-based Dynamic Benchmarking platform that features a secure and confidential data collection tool with expanded features called OOSMark ASC Performance Metrics. This new survey enables participating facilities to evaluate year-over-year performance, as well as compare their performance with that of other ophthalmic-driven ASCs across the country. “In the past, we were limited in what we could do, because the survey required manual calculations and tallying,” says Member Services Consultant Albert Castillo. “With this new platform, all data are collected electronically and graphs and charts can be generated for reporting to ASC owners.”

Founded in 1981, the Outpatient Ophthalmic Surgery Society (OOSS) represents and supports the professional interests and growth of over five hundred ophthalmic surgeons and their support staff at ophthalmic ambulatory surgery centers (ASCs) throughout the U.S. Benchmarking is a critical component of



an ophthalmic ASC's operations, and is used not only for quality control and practice improvement, but for accreditation with various licensing and government agencies such as Medicare. The ability to collect and present accurate data on a facility's quality control procedures and surgical outcomes is essential to its continued operations. And while there are several resources and tools available to general ASCs, none meet the specific and unique needs of specialized eye surgery centers. Most times, the information available is dated and represents generalized industry trends, not results specific to a unique surgical center.

OOSS has been offering benchmarking studies to its membership for over 6 years, collecting and analyzing demographic, clinical and financial/operational data from each center's previous year of operation. And while the survey was conducted electronically, the data collected was still processed manually by an outside consultant resulting in static, one-size-fits-all reports that were delivered many months after the survey closed.

“We knew that we wanted to provide our members with benchmarking data in a timelier manner,” says OOSS Executive Director, Dr. Kent Jackson. “A secure, online platform where they could easily access and manipulate data would be ideal. When we found Dynamic Benchmarking, we could see that its solution was exquisitely designed for our purposes.”

OOSS contracted Dynamic Benchmarking in August 2013 to create OOSMark ASC Performance Metrics, a dynamic, online, benchmarking platform which allows participating surgery centers to quickly and easily enter data for three critical areas of interest: company profile/demographic data, clinic data and business/financial

data. The Dynamic Benchmarking team worked closely with OOSS to not only develop the application, but to formulate questions and a plan of attack for achieving the highest rate of participation.

“Were it not for the support of the Dynamic Benchmarking team, I’m not sure we would have made the switch to a new benchmarking platform,” adds Jackson. “Dynamic Benchmarking delivered a clear development plan for a well-designed, complete platform and has provided outstanding technical and strategic support throughout the entire process.”

OOSSMark ASC Performance Metrics opened for data collection of FY2012 in September 2013. The secure platform allowed for multiple users to input data for their key areas of expertise (i.e. – business managers enter financial data while surgeons enter clinical data.) where it would be collected and analyzed in real time. Over the next few months, over 200 participants entered data into the system with reports for FY2012 issued in March 2014 when survey participants were granted read-only access to results that they could manipulate and view the data using customizable filters. The response from membership was extremely positive.

“The Dynamic Benchmarking platform allows our members to manipulate survey data like never before,” says OOSS Member Services Consultant, Albert Castillo. “Now they can use customizable, dynamically generated reports to compare themselves to their peers as well as conduct correlations between multiple benchmarks to discover trends.”

OOSS is also using the data to identify industry best practices to develop guidelines and models for the improvement of facilities. They are using the data collected to identify industry trends and needs that are used to create educational programs for their membership. Data collection for each fiscal year is ongoing, allowing facilities to add data and provide continually updated information for year-over-year trend analysis for both individual facilities and the industry as a whole.

OOSSMark ASC Performance Metrics opened for FY2013 data collection in March 2014 and expects to have collected enough data to release reports in June 2014. FY2014 data collection is slated to open shortly after the close of the year in January 2015, with reporting available in March, showing a remarkable shortening of the time between year-end close and the availability of benchmarking data to OOSS members.

“The ease of use for our members and the dynamic quality of the data analysis and reporting is allowing us to deliver benchmarking results that are fresh and timely,” adds Castillo. “The sooner we can get this valuable information into the hands of our members, the sooner they can begin to visualize variances, identify trends and make improvements to their operations.”

“This new benchmarking platform also provides a great baseline tool to support educational and consulting initiatives of OOSS... all designed to ensure that OOSS member facilities and the ophthalmic ASC industry continue to achieve outstanding results as a model for the delivery of complex surgical care.”

Dr. Kent Jackson, Executive Director

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