

Making the Business Case for

# OFFICE-BASED HYSTEROSCOPY PROCEDURES

This paper is based on the conversation between  
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# Making the Business Case for OFFICE-BASED HYSTEROSCOPY PROCEDURES



For OB/GYN practices looking at the possibility of providing office-based hysteroscopy procedures, the benefits such a move would offer patients is a primary consideration. However, **practices must weigh those against multiple economic factors—including capital outlay and reimbursement.**

To help practices make a more informed decision, this paper provides an overview of the business case for in-office hysteroscopy—looking at it from the perspective of both patients and providers.

## A FOCUS ON PATIENTS

**“See and treat” is the approach many patients appreciate.** They want the convenience of having a condition diagnosed and treated in the physician’s office during a single visit. The benefits of such an approach are clear—including **faster diagnoses, fewer follow-up appointments, and a reduced financial burden.**

By providing in-office hysteroscopy, physicians are able to “see and treat” patients with specific conditions. In turn, these patients experience the very tangible benefits of **time savings, financial savings, improved clinical outcomes, and enhanced safety.** For example, new mothers are often unable or unwilling to be away from their newborn for an entire day as a result of being under anesthesia. With in-office hysteroscopy, this can often be avoided with effective pain management—allowing these women to make sure they’re taking care of themselves without feeling like they’re sacrificing the care of their child.

Another area in-office hysteroscopy can provide a **substantial patient benefit is fertility treatment.** When physicians use hysteroscopy to facilitate embryo implantation, errors can be reduced, and outcomes can be improved when they have a clear view of the uterine cavity.

Finally, for some patients, having a procedure in an operating room isn’t preferred—or even possible. For example, vulnerable patients (such as those who are elderly or who are pregnant) can be at a higher risk of contracting infectious diseases (including COVID-19) or might not be good candidates for anesthesia. An in-office hysteroscopy procedure is often a preferred option for these patients.



**SEE  
and  
TREAT**

## EVALUATING THE COST-BENEFIT EQUATION FOR PHYSICIANS

Providing evidence that supports the patient benefits of office-based hysteroscopy is the first step in making the case for transitioning procedures into the office. The numbers also must work for the physician.

## So, how does a practice justify the costs of an in-house hysteroscopy system?

The business case will need to be effectively presented to show how offering in-house hysteroscopy procedures is a win-win proposition for everyone—including patients, physicians and staff.



Cost Considerations	Benefits
<ul style="list-style-type: none"><li>• Equipment</li><li>• Cleaning &amp; Reprocessing Equipment &amp; Supplies</li><li>• Procedure Supplies</li><li>• Staff Training</li></ul>	<ul style="list-style-type: none"><li>• Increased Efficiency</li><li>• Reduced travel time to and from operating room</li><li>• Reduced time waiting to begin the procedure</li><li>• Increased patient satisfaction - faster diagnosis and treatment</li><li>• Improved reimbursement</li></ul>

One of the primary deterrents preventing the implementation of in-office hysteroscopy services is concern about the upfront capital investment required for purchasing traditional diagnostic and operative equipment. Additionally, there is an expenditure of time and resources for training both physicians and staff.

It's understandable that the potential of a large capital investment and the perceived burden of clinic set-up time and proper staff training can cause practices to resist consideration of an in-house hysteroscopy system. However, once the economic and logistical benefits discussed below are understood, these concerns tend to fade away.

**Practices that provide in-office hysteroscopy procedures can experience significant time savings.** These often come in the form of shorter room turnover times and less time required for prepping patients. Once an in-office hysteroscopy system is in place and fully operational, many physicians find that they can do office procedures and consults in half the time previously required. Additionally, unreimbursed time for traveling to and from the hospital, waiting for procedures to begin, and other inconveniences related to performing procedures in the operating room are removed. **These time-saving elements of in-office hysteroscopy procedures allow physicians more time for hospital assignments, research, teaching and other activities they either need or want to engage in.**

From an economic perspective, start-up costs for an in-house hysteroscopy system are often made up relatively quickly. One reason for this is reimbursement from payors. In 2017, Medicare and some private payors began to reward practices for moving hysteroscopy procedures into the office —providing those practices with increased reimbursement. Of course, challenges remain for private practices when fee schedules must be negotiated with private payors and because reimbursement amounts can vary widely. When this is the case, using Medicare reimbursement guidance as a foundation is an appropriate approach.

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*An increasing number of private payors are beginning to realize that office-based procedures cost substantially less than going to the operating room. As a result, they are starting to deny hospital-based hysteroscopies and are encouraging patients to find a provider who can perform the procedure in an ambulatory surgery center or in the office.*

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Referral-based practices can benefit from providing office-based hysteroscopy procedures by using this offering as a service that differentiates them in the marketplace. It can also help them better establish themselves in the local community by connecting with other providers who can serve as referral sources.

Finally, by redirecting hysteroscopy procedures from operating rooms and ambulatory surgery centers, the results for private practices can be quite lucrative. It's important for a practice to know the number of procedures that are currently being conducted outside of the office and to then determine how much revenue can be gained by bringing them in house.

## GETTING BUY-IN FROM STAFF: A CRITICAL STEP FOR SUCCESS

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For any office-based hysteroscopy program to be successful, gaining staff acceptance and endorsement are absolutely necessary. Once they've been properly trained to carry out their specific responsibilities, front office staff can be an excellent resource for patients. They can provide information about the procedure itself, facilitate patient screening, and assist with scheduling.

Nurses should be trained in room setup procedures and device management. In many cases, **nurses have expressed their excitement about participating in office-based hysteroscopy procedures and describe the experience as one that's fulfilling.**

Practices don't have to take on the process of training on their own. Product manufacturer representatives can provide help with training and with gaining buy in from the staff.

When everyone in the practice is knowledgeable about the in-office hysteroscopy program, understands its benefits for patients and the practice, and is comfortable with their role in supporting it, **the program can be run efficiently and effectively after a relatively short learning curve.**

## PRESENTING THE BUSINESS CASE

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Physicians in a practice will need to decide if they'll present the case for bringing hysteroscopy procedures in house or if they'll have a business management team lead the discussion. Regardless of who presents the business case, **having the main elements of an office-based hysteroscopy program outlined in detail can help increase the potential for a positive response.**



Many nurses describe  
in office-based  
hysteroscopy as  
**EXCITING.**

**Costs and benefits of establishing an office-based hysteroscopy program should be documented and fully explained to support the argument.** Some of this information can later be repurposed to explain the benefits to patients who are given the option of having an in-office hysteroscopy procedure. Also, being strategically flexible during budget negotiations can be a significant factor in getting approval for an office-based hysteroscopy program. For example, physicians in the practice might want three scopes at the outset but the business manager only agrees to purchase one. As the system begins to pay for itself and success becomes tangible, subsequent negotiations can take place regarding the purchase of additional equipment.

Advocating for and setting up an office-based hysteroscopy program can be challenging. But, once the benefits are understood, **it becomes clear that the process involves short-term pain for the long-term gain of patients, staff and physicians.**



If you have questions regarding how your practice might bring hysteroscopy procedures into the office, reach out to us at [info@UVision360.com](mailto:info@UVision360.com). We'd welcome the opportunity to talk with you and to explore this possibility.

*LUMINELLE is a compact, cost-effective hysteroscopy/cystoscopy system designed specifically for in-office use. The LUMINELLE DTx System is now available in the US through a commercial collaboration with Olympus Corporation of Americas. For information about how LUMINELLE can be seamlessly incorporated into your practice, please contact your local Olympus GYN sales representative, email us at [info@UVision360.com](mailto:info@UVision360.com), or visit [luminelle360.com](http://luminelle360.com).*

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