Business Overview

Bariatric & Metabolic Intelligence, LLC
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COMPANY PURPOSE
Bariatric & Metabolic Intelligence is a highly specialized healthcare business consulting firm focused on increasing access to quality care for bariatric patients while driving the business results of providers.

CHALLENGE
While bariatric surgery is covered by several payers and plans, it is an elective procedure for which most payers have stringent requirements to be met prior to approving a patient for a procedure. While these requirements help educate and prepare patients for surgery, they place significant financial and resource burdens on bariatric surgical programs. The administrative efforts required to meet the demands of payers almost always discourage patients causing high dropout rates and forcing clinicians to spend time on administrative issues. This distracts clinicians and limits patient care opportunities.

SOLUTION
Ideally, a bariatric surgery program should be comprehensive with a streamlined process that provides the best clinical care and education to prepare a patient for surgery while yielding absolute patient satisfaction. This rarely happens naturally. Special planning and effort are required to build a program that is financially viable, leads the market in success and attains the highest standards of both clinical and administrative care.

WHY BARIATRIC & METABOLIC INTELLIGENCE (BMI)?
BMI was constituted by a small group of consultants who have specialized in consulting with over 50 bariatric surgical programs across the country. This exposure has allowed BMI to develop a knowledge base of best (and worst) practices in bariatric and metabolic programs. The programs who have worked with these consultants have averaged an increase in volume of over 30%, increased employee and patient satisfaction, as well as significant gains in market share and financial viability within 12 months of the consulting engagement. It is the goal of BMI to partner with customers providing support similar to the needs of patients. BMI believes that intense customer focus and support is required beyond the initial engagement in order to ensure success. Ultimately, BMI has the most extensive and successful experience in full-service business consulting for the bariatric and metabolic industry.
WHAT CAN BMI DO FOR YOU?
BMI offers more services specific to bariatrics and metabolic than any healthcare business consulting firm has in the past. These services range from marketing strategy and financial performance analysis to change management as well as full-time management services.

PROCESS EFFICIENCY AND STAFFING OPTIMIZATION
One of the most critical elements of any bariatric program is ensuring the administrative and clinical roles are properly defined and staffed. BMI leverages best practices from across the country to develop a customized solution specific to your program’s needs, as well as the local competitive market, ensuring optimal patient retention and satisfaction while yielding overall program success.

MARKETING STRATEGY
BMI conducts extensive research of the local and extended market to provide a comprehensive competitive landscape that will provide a roadmap for strategically targeting the appropriate markets. This information combined with significant research BMI has collected from across the country conducted independently will provide an advanced understanding of the most effective marketing channels, branding and messaging for your bariatric surgical program.

BUSINESS PLANNING
It is critical for any program to have a clear and comprehensive understanding of the financial viability of their program. BMI will develop an all-encompassing pro-forma for your private practice, hospital-based, academic or combined program that incorporates all elements including surgery, office-based services, all revenue and expenses including ancillary services. Based on BMI’s knowledge of best coding practices and common contract pricing, your program will be able to develop a strategic plan which maximizes revenue and profitability. Further, you will be able to measure your success over time with the tools provided by BMI.

MANAGEMENT SOLUTIONS
A common challenge for metabolic and bariatric surgical programs is finding and retaining astute operational management resources. BMI has extensive experience in recruiting, hiring, training, managing and acting as backup for program management in several areas of healthcare. Under our management agreements, BMI’s senior management team acts as an additional point of escalation and expertise to our on-site resources. This greatly reduces the chances of management failure due to absence, illness or non-performance. Utilizing the management services of BMI ensures consistency, dependability and optimum program efficiency.

CENTER OF EXCELLENCE ACCELERATION
The exploding popularity, growth and efficacy of the weight loss surgery industry has made a Center of Excellence accreditation the cost of entry into almost any geographic market. Some payers are even adopting their own accreditation, often variations on the usual COE model. BMI has access to, and partners with subject matter experts who have impeccable success rates in analyzing the current state of any program, providing a detailed gap analysis and then developing a detailed action plan virtually ensuring a successful COE site review.