



Blue Ridge Anesthesia Associates

Blue Ridge Anesthesia Associates faced financial, structural and operational obstacles. They needed help getting through a very precarious position.

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OVERVIEW

When Dr. Kathleen James and Dr. Sally Shughart decided to form a partnership in 2017, they needed expert help. So Eggleston & Eggleston was hired to help them revive Dr. James' practice and then manage the day-to-day operation of Blue Ridge Anesthesia Associates. Rich Eggleston and his team have provided expertise and connections to make the practice successful through every obstacle.



THE CHALLENGES

In 2017, after the unexpected health issue of her business partner, Dr. James realized that her business was in a precarious position. Her former partner had been managing the practice since 2008 and had left the practice in shambles. Their business license was expired, and financially they could no longer sustain the business. The practice was spending more than it was bringing in, and she didn't know where to start to save her practice. So she called Dr. Shughart to come in and be her partner. But then, she needed help to figure out where she stood and what she needed to do.

Dr. Shughart was familiar with Eggleston & Eggleston and their excellent work after working with them at her previous employer and suggested their services to Dr. James. The doctors met with Rich Eggleston and explained everything. Based on his review of the current practice and the many challenges it faced, Rich suggested significant change. Based on Eggleston & Eggleston's advice, Dr. James and Dr. Shughart revived Blue Ridge Anesthesia Associates.

Rich Eggleston worked with the doctors to determine the priorities, goals and challenges of the practice. The priority was being able to practice medicine and take care of patients. The goal was to operate a thriving practice with an excellent reputation. The challenges included every aspect of private practice from contracts with insurance companies, credentials at hospitals, compliance and regulations of healthcare, malpractice insurance to payroll, physical location and size, employees, marketing and income. Neither doctor had the experience in managing a practice and needed an expert to do the heavy lifting.

THE STRATEGIES

Eggleston & Eggleston came with not only expertise but established relationships with people in the healthcare industry. Rich immediately noticed their contracts with insurance companies were not working for them, and he renegotiated and successfully increased their insurance units to the correct rate. Next, they had to determine how many employees they would need and what they could afford in salaries. Eggleston & Eggleston knows not only the healthcare industry but the Roanoke area as well and was able to predict what their income would be so they could make a reasonable plan to not only start the practice but make it successful. Blue Ridge Anesthesia was thrilled they had hired Eggleston & Eggleston.

THE RESULTS

After hiring Eggleston & Eggleston in late 2017, Blue Ridge Anesthesia Associates' operations significantly improved. Over the years, Rich and his team have helped them with everything. The practice is often presented with new opportunities, and Eggleston & Eggleston can help them determine exactly what it entails and if it is worth it. For example, right before the COVID pandemic, they lost almost all of their employees due to retirement or other job opportunities. Eggleston & Eggleston got the practice involved with hiring agencies, and almost all of the new hires have worked out. During the COVID-19 shutdown of elective surgeries, Blue Ridge Anesthesia Associates was one of the first practices to receive a COVID Small Business Loan, thanks to Rich and his team. Eggleston & Eggleston was careful to be sure they got everything they could legally get while being smart about it. When they needed to fire an employee for conduct, they called Rich Eggleston. He came straight to the office, helped them navigate what needed to be done, and even escorted the employee out of the building. Rich and his staff are top-notch, flexible and efficient. No matter the issue, Eggleston & Eggleston can always be counted on to know how to help.

IN THEIR WORDS...

"I have a really great relationship with Rich Eggleston. I feel like he has great integrity. Trust is very valuable in a business relationship. I am thankful we hired him."

—Dr. Sally Shughart,
Blue Ridge Anesthesia Associates

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