



# Physician

  
ADVANCED UROLOGY  
— INSTITUTE —



**A**dvanced Urology Institute (AUI) is recognized, both locally and nationally, as an independent organization of urologists which is deeply rooted in our mission of “Advancing Patient-Centered Urologic Care.”

Our focus on providing patient-centered care means that we stress the importance of patient service to all team members. Our physicians and staff ensure that every patient is treated with care and compassion when visiting our offices and other ancillary facilities. It is our collective responsibility to provide the leadership and guidance that support achieving our mission each and every day.

Our AUI Vision targets “innovative growth through the unification of like-minded Urology Partners.” We are an organization that is focused on both internal and external growth to meet the healthcare market’s demands. Some of our accomplishments include:

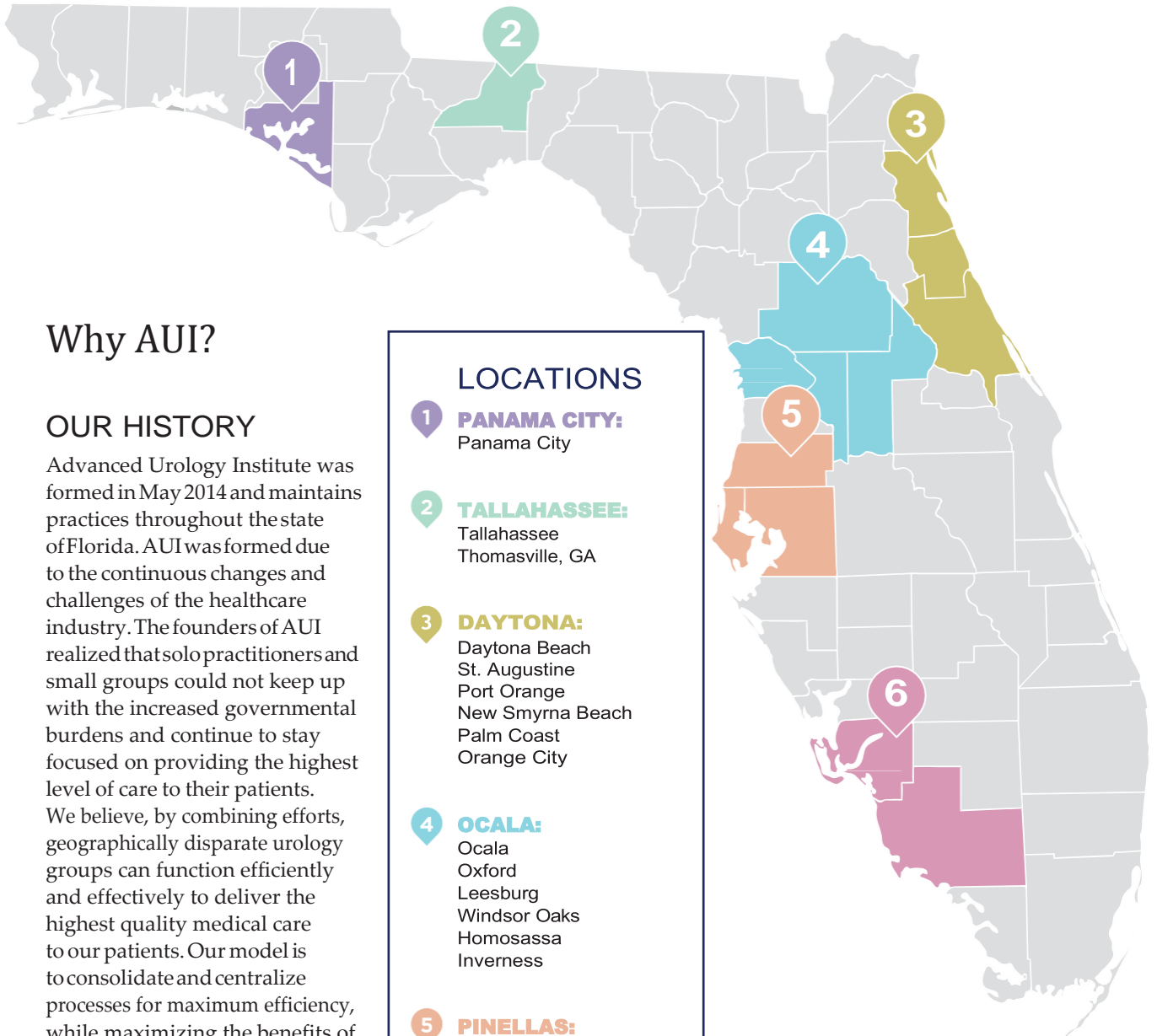
- Successful transition to Medicare’s MACRA/MIPS with first-year score in bonus category for 2019 reimbursement.
- Implementation of supportive technology and services including MRI Fusion Biopsy, Nuclear Pet Scan, Radiation Centers, Ambulatory Surgery Centers, Mobile CT, Mobile Lithotripsy and GreenLight Laser, Central Lab and Path and Research.
- Early embrace of group-wide advanced therapies for treatment of Cancer, OAB, BPH, Chronic Care and Management.

Relationships are a key foundation for overall success. We believe strong bonds are formed as a result of continual positive interaction. We support each other professionally and personally and celebrate our victories.

We invite you to review our company highlights and consider AUI as part of your future professional career plans.

Sincerely,

Michael Grable, M.D.  
President



## Why AUI?

### OUR HISTORY

Advanced Urology Institute was formed in May 2014 and maintains practices throughout the state of Florida. AUI was formed due to the continuous changes and challenges of the healthcare industry. The founders of AUI realized that solo practitioners and small groups could not keep up with the increased governmental burdens and continue to stay focused on providing the highest level of care to their patients. We believe, by combining efforts, geographically disparate urology groups can function efficiently and effectively to deliver the highest quality medical care to our patients. Our model is to consolidate and centralize processes for maximum efficiency, while maximizing the benefits of being part of a large group and allowing the different practices to remain as autonomous as possible.

### LOCATIONS

- 1 PANAMA CITY:**  
Panama City
- 2 TALLAHASSEE:**  
Tallahassee  
Thomasville, GA
- 3 DAYTONA:**  
Daytona Beach  
St. Augustine  
Port Orange  
New Smyrna Beach  
Palm Coast  
Orange City
- 4 OCALA:**  
Ocala  
Oxford  
Leesburg  
Windsor Oaks  
Homosassa  
Inverness
- 5 PINELLAS:**  
Clearwater  
Palm Harbor  
Largo  
Safety Harbor  
New Port Richey  
Dunedin  
Tampa  
St. Petersburg
- 6 SOUTHWEST:**  
Naples  
Ft. Myers

# Who We Are

## MISSION

To advance patient-centered urologic care

## OUR VISION

**Innovative growth through unification of like-minded Urology Partners**

We believe that geography should not be a barrier to providing the highest quality of urologic care. Through our cohesive business philosophy and strategic business model, we can broaden the scope of our services and expertise, giving patients access to state-of-the-art technology and the most comprehensive treatment pathways available.

## WE VALUE

**Patient-centered, evidenced-based care**

As a patient, you can be certain that you are a critical member of our treatment team. We will answer your questions and strive to provide the best services and the best care, based on your individual needs, preferences and choices. AUI physicians emphasize the use of proven treatment guidelines within our specialty to optimize clinical decision-making. Through our internal quality measures, our involvement in research studies, and our passion for continuous learning, you can be confident that our treatment team is providing you with the best treatment options.

## Compassionate Care

We will strive to meet your expectations by creating a personalized experience in the spirit of compassion and wellness.

## Safety

Our physicians and treatment team actively pursue additional training and education in the most innovative treatment pathways and procedures. During your visit and treatment, we will take all precautions necessary to ensure your safety and well-being.

## Communication

An active dialogue is essential for an appropriate treatment plan, as well as a satisfying patient experience. It is only through listening to our patients, colleagues and team that we can continue to improve our service and efficiency.

## Collaboration

True collaboration is a culture of joint communication and decision-making among all members of the healthcare team to ensure the highest quality of care.

## Know the Stakeholders

### AUI BOARD OF DIRECTORS

President: Michael Grable, M.D. (Daytona)  
Vice President: M. Scott Klavans, M.D. (Pinellas)  
Vice President: Harvey Taub, M.D. (Ocala)  
Vice President: David Harris, M.D. (Southwest)  
Secretary: Carlos Ramos, M.D. (Panama City)  
Treasurer: Scott Sellinger, M.D. (Tallahassee)

### AUI MANAGEMENT TEAM MEMBERS

#### **CHIEF EXECUTIVE OFFICER**

Richard Wooten (Oxford)

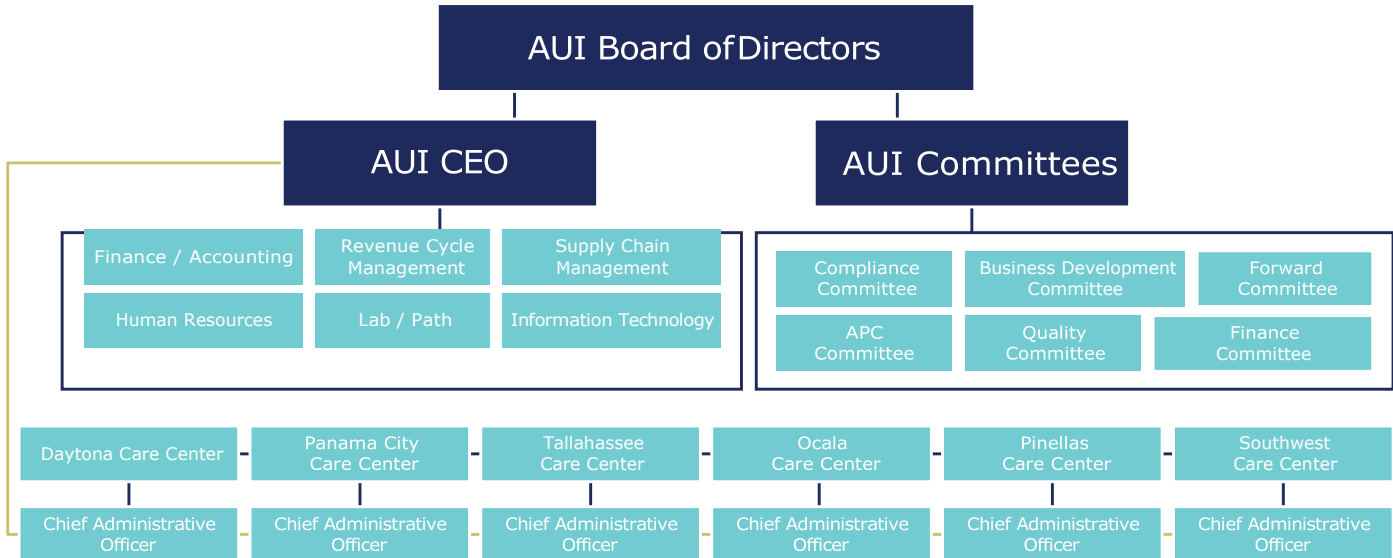
#### **CHIEF ADMINISTRATIVE OFFICERS**

Gina Barnes (Ocala)  
Erica Williams (Pinellas)  
Jerri Cregar (Daytona)  
Miriam Williams (Panama City)  
Troy Johnson (Tallahassee)  
Fatima Ammons (Southwest)

## Physician Benefits

AUI has established several centralized departments that will provide you with outstanding administrative support: Finance/Accounting, Revenue Cycle Management, Information Technology, Human Resources, Supply Chain Management, Clinical Lab/Pathology and Managed Care Contracting/Credentialing.

## organizational structure



## Technology—Practice Systems

### PRACTICE MANAGEMENT

AUI is currently using CareCloud as our Practice Management System. We are using its concierge service for our revenue cycle management.

### EHR

Currently four of our care centers are utilizing Urochart while the remaining two care centers utilize GE Centricity and E-ClinicalWorks (ECW).

### OPERATIONAL CLINICAL ANALYTICS

Running a practice requires critical decision-making. InfoDive® is a web-based business intelligence solution for medical practices that allows our physicians to quickly and easily analyze both internal and benchmark data against their peers. AUI also utilizes IntrinsicQ's clinical analytics to validate EHR data analysis in support of its organizational quality efforts.

### KEY PERFORMANCE INDICATORS

Key Performance Indicators (KPIs) are reports that utilize the financial statements and other data to identify common ratios, benchmark information between the care centers and against external studies LUGPA and BMS.

### CENTRALIZED LABORATORY SERVICES

Advanced Urology Institute's central laboratory in Oxford, Florida, uses cutting-edge instrumentation and experienced, licensed medical professionals to process and test urologic specimens couriered from 39 clinical locations within the states of Florida and Georgia. The CAP-accredited pathology laboratory performs approximately 6,000 prostate, bladder, and miscellaneous biopsies, 21,600 urine cytologies and 7,200 FISH tests annually. The COLA-accredited clinical laboratory performs hematology, general chemistry, immunochemistry and microbiological testing. AUI's providers appreciate the efficiency, quality, and service an in-house laboratory offers when scheduling the diagnosing and treatment of patients effectively.

## Collaborating Across the Organization

Physician leadership roles have been centralized at the AUI level through the AUI Board, Finance Committee, Quality Committee and Business Development Committee. AUI's physicians also have the benefit of regular coding education, annual retreats and networking with more than 60 Florida Urology Physicians and Advanced Practitioners for meetings, such as Advanced Prostate Cancer Clinics and Over Active Bladder sessions.

### PHYSICIAN LEADERSHIP MEETINGS

AUI encourages its physicians to participate in meetings to assist the physician leadership team with AUI patient care and business-related decisions.

### BOARD MEETING

The purpose of this meeting is to discuss high-level AUI patient/business-related topics, presentations and requests for board approval, and communications regarding strategic and operational efforts.

### ANNUAL PHYSICIAN MEETING

The meeting typically includes a vendor fair, clinical presentations, strategic and operational updates, as well as the educational sessions. This meeting has proved to be a great success and regularly receives more than 90 percent physician participation.

### ANNUAL STRATEGIC PLANNING

During the first quarter, the Board, Committee chairs and Administrative team come together and update the operational objective plan for the remainder of the year as well as subsequent years.

## AUI Committees

We are proud to have physician-lead committees that work in collaboration with the management team to develop processes, policies and new programs. Our committees include:

### ADVANCED PROSTATE CANCER (APC)

Develops best practices for prostate cancer patients.

### BUSINESS DEVELOPMENT

AUI actively explores areas of potential improvements through the expansion of revenue and/or reduction of expenses, new services, new technology and/or new ventures.

### FINANCE

This committee reviews the current and year-to-date financials, Key Performance Indicators (KPIs) and other financial-related items.

### FORWARD

AUI Forward is a committee comprised of AUI's young urologists. The focus of this committee is to address the needs and interests of the young urologists as well as leadership development.

### QUALITY

This committee works to implement standardized best practices for clinical and operational processes, including MIPS management.

### COMPLIANCE

AUI creates a culture of excellence by making compliance part of its day-to-day operations. The committee members review and update the compliance plan and physician educational programs. We also established a coding audit committee that is responsible for coding chart reviews for providers throughout the organization assisting with education and compliance.

*Transparency is a key attribute of our organization. Physicians are welcome and encouraged to attend.*



Advanced Urology Institute is a professional corporation of board-certified medical doctors who are qualified in the surgical subspecialty of urology. The highlights mentioned in this brochure are an informational preview to the benefits AUI has to offer. You will be able to experience these when you join the AUI Physician Team.

As one of the top five urology practices within the United States, AUI has developed an integrated website to showcase our various locations and services that we provide. Visit us at [advancedurologyinstitute.com](http://advancedurologyinstitute.com)

**For further information or to schedule a call, please contact:**

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