

SPECIALTY LOCUMS

ENT SURGERY SOLUTIONS

# ENT Service Lines

*a background of our unique & proven approach*



COLUMBUS  
REGIONAL  
HEALTH

Presented by:  
Mark C. Royer, MD, MBA  
July 3, 2025





## Company Timeline

- Founded in 2017 as **ENT Surgery Solutions**
- ENT Call Coverage for employed Practices
- Unique expansion model
- **ENT service Lines** (2020)
- NALTO Membership/ VMS platforms (2022)
- **Specialty Locums** (2024)
- Contracted with 46 HCOs Nationwide
- Otolaryngology is our core (90%)
  - ENT Service Lines: IN, KY, IL, MO, GA
- Evansville/Columbus, Indiana is our Home

# MEET

# THE TEAM



Allison Royer, MD  
CEO



Mark Royer, MD, MBA  
Medical Director



Pryor Brenner, MD  
Level I Site Coordinator



Julie Wei, MD  
Pediatric Site Director



John Fallon, MD, MBA  
Western Region Director



Alexander Lanigan, MD  
Southern Region Director

**MEET**

**THE TEAM**



Laura Gerhardt  
Director of Physician Services



Chloe Birchler  
Director of Operations

# ENT Service Line *Demand*

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**A** **Surgical Volume**      Strong reimbursement (sinus, nasal airway, INSPIRE)  
High Volume (tubes, tonsils, DL, DFL, Nasal Endoscopy)

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**B** **Ancillary Services**      Allergy, Audiology, Sleep, Radiology, Pathology,  
Physical therapy, Speech Pathology

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**C** **Community Need**      Popular in community given need across all age  
groups and commonly experienced conditions

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# ENT Service Line *Barriers*

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- A Recruitment** Top 3 most difficult to recruit specialties due to few graduates, urban preference and subspecialization trends [Cass, et al 2020]
- B Consistency** Alternatives to full-time recruitment can be disjointed leaving patients and primary care frustrated
- C Quality** Traditional vetting process misses the key traits that matter for staff satisfaction and patient likelihood to recommend

The Current State of the Otolaryngology Workforce.  
Cass LM, Smith JB.

Otolaryngologic Clinics of North America. 2020;53(5):915-926. doi:10.1016/j.otc.2020.05.016.

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# Our Solution :

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- ▶ Hospital Branded Service Line to maximize surgical volume and meet the community need

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- ▶ Provided by vetted, independent contractor ENT Surgeons

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- ▶ Hospital retains all professional/facility/ancillary fees

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- ▶ Highly flexible for hospital's specific needs and ability to adjust coverage as needed with 30 day notice

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# Tailored to our Hospital Partners' Strategic Plans :

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▶▶ Extent of Services: OR, Clinic, and/or ER/inpatient consults

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▶▶ Types of Cases: Tubes/Tonsils; Sinus; Inspire

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▶▶ Frequency: 1-2 days/week, 1 week/month, 24/7, etc

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▶▶ Recruitment: Employed vs. Continued Service Line

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# Steps to Start:

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## 01

### Execution of “Locum Tenens Agreement”

- 1) Clinic/OR Frequency?
- 2) Midlevel involvement?
- 3) Consults/ER coverage?
- 4) Types of Cases?
- 5) Specific Ancillaries?

### Credential Providers

- 1) Hospital/Payor Credentialing of ENTs
- 2) Allocate staff for clinic/OR
- 3) Schedule preparation
- 4) Announcement to primary care and community

## 02

## 03

### ENT Surgeries

ENT surgeon performs day/week of cases/clinic per confirmed schedule.

### Billing

All professional fees and facility fees retained by CRH. Specialty Locums bills for hours worked/applicable travel at end of shift and provides malpractice insurance and comp fund enrollment.

## 04

# Keys to Success :

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## 01

### Monthly Monitoring:

- 1) OR Case volume
- 2) Same day cancellation
- 3) OR conversion rate

### Social Media/DTC

- 1) "Minimally Invasive Relief for chronic nasal congestion/sinus pressure"
- 2) Private payor general ENT
- 3) PCP outreach

## 02

## 03

### Innovative Approaches

Multiple ORs, Weekend Clinics, Strong midlevel presence, Sinus focused, outpatient only, Telehealth..

### Quarterly Review with Specialty Locums

Identify trends early and intervention to accelerate favorable outcomes and pivot from underperforming processes

## 04

# Case Study

# Jennie Stuart Health



Hopkinsville, KY

# JSH Case Study

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- » Employed ENT out of Residency for start up service line (2021)
- » Capital Investment of \$2M+
- » ENT left after 1.5 of 5 year contract for Fellowship
- » Continued Revenue + Sunk Costs



Dr. Josh Horton, MD

# JSH Case Study (continued...)

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» NP + staffed clinic

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» JSH Goals: Continued OR  
Volume/FT recruitment

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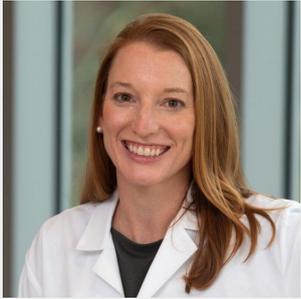
» Our Approach: 3 ENTs/one week  
per month; NP collaboration

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» Results: Profitable service line &  
recruitment of one of our  
“Locums ENTs” full-time (2026)

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# JSH Case Study (continued..)



Dr. Tiffany Baugh



Dr. Alexander Lanigan



Dr. Lauren Braden

**m matthew Kuhnle**  
10 reviews · 7 photos

★★★★★ 6 months ago

All I can say is Dr. Lanigan A+ plus plus, I wish I would've done this surgery 10 years sooner. He delayed all my fears explained to me thoroughly what the procedure entails and what the follow up restrictions would be. The surgery went great and I had less pain and less swelling than I Dr. A great surgeon and an even better person

**A Aziz Aljanabi**  
8 reviews

★★★★★ a year ago

Dr. Baugh is wonderful. She listen to what you have to say. Her goal is to get you feeling better and healthier. I have really good experience with my surgery. I've been 10 years can't smell or breathe correctly she did fix that for me. I highly recommended her as doctor.

👍 1 🗨️

**r rex dunn**  
10 reviews

★★★★★ a year ago

Met Doctor Brazen for the first time today. She seems very knowledgeable and a sincere desire to help her patients. I liked her and if the Rx she gave me works I'll like her even more. Office staff were excellent and courteous. Rex Dunn

# Our Partners:

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"They have been fantastic partners in filling our pediatric ENT needs. They are thorough yet expeditious to connect great surgeons to the specific need."



"Working with Specialty Locums has been wonderful. They have delivered as promised, sent us outstanding candidates and have truly been a partner to our busy practice."



"I chose to work with SpecialtyLocums.com because they are extremely knowledgeable, approachable, honest, and communicate clearly. I truly feel they have my best interest at hand. They are my administrative support who I could not do without."

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