

Surgery Center of Hoke

- What?
 - On August 17, Surgery Center of Pinehurst and FirstHealth filed a Certificate of Need (CON) for an Ambulatory Surgery Center (ASC) in Hoke County.
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- Details: The ASC will provide:
 - Two ORs (relocation of two SCoP (Surgery Center of Pinehurst) ORs
 - 1,900 projected OP surgery cases from four-county service area: Hoke, Cumberland, Robeson and Scotland counties
 - Opportunity for pain procedure rooms
 - The ASC will have an open medical staff.
 - \$3.5 million estimated project cost; FirstHealth to fund construction costs as was done with SCoP
- Why?
 - The ASC will enhance our ability to provide quality health care in Hoke County.
 - In 2008, Hoke County residents generated 2,052 outpatient surgical cases. Sixty-five (65) percent, or about 1,300, of those cases went to facilities other than SCoP and Moore Regional Hospital.
 - Hoke County's population is expected to be 55,144 by 2014, a 21 percent increase from 2009, generating more surgical cases.
 - More than 4,000 patients from Cumberland, Hoke, Robeson and Scotland counties travel outside of their home county for their OP surgery.
 - The ASC will offer these residents more choice and competition for OP surgery. Choice and competition help improve quality and lower prices.
 - The CON application provides an opportunity for SCoP and FirstHealth to build a facility in Hoke County. This window of opportunity is likely to close January 2010.
- Where?
 - The ASC will be located along the 401 corridor on the same property as the proposed FirstHealth Hoke Hospital.
 - Proposed location offers shared site-development costs and room for expansion.
- Why now?
 - August 17 is the last date we can submit this CON application; an application submitted on July 15 would have been competitive with FirstHealth's Hoke community hospital application. The ASC is complementary to the hospital, not a substitute or alternative for it.
- When?
 - If the state approves the CON and if there is no opposition from another health care organization, FirstHealth will break ground in 2010 and plans to complete the ASC by October 2011.