

Featured Practice



Cardiology Associates of Mobile
Mobile, Alabama
25 Physicians



An interview with Vance Chunn, CEO/Administrator

Q: What do your physicians like most about your practice?

A: Primarily their colleagues. Also, our facilities are very well positioned in the marketplace; we have key locations across Mobile plus a number of outreach clinics. Our group is well organized and we have an excellent and caring staff.

Q: Why have you been successful in recruiting physicians?

A: We are the dominant group in Mobile and that helps a lot in recruiting. Our physicians get along very well; it's a very collegial environment. We have been able to grow by adding physicians one at a time and have not needed to merge to grow. We carefully select new partners.

Q: What draws them to your practice?

A: CAM has a great reputation in the community. There is a lot of socializing within the group. When recruiting a new partner, the physicians and staff members share many stories of fun events and activities, as well as the passion they have for the business. Our compensation plan for physicians facilitates a team approach. The group is very family-oriented and, as an example, many of the retreats involve families.

Q: What do your patients like most about your practice?

A: The convenient locations, our advanced technology and services including CT, a CHF clinic, Pediatric Cardiology, clinical trials, and a Lipid Clinic. The PV physicians are all fellowship trained.

Q: What geographical area do you cover? Describe your catchment area.

A: CAM has five full-time offices in Mobile and Baldwin counties (split by Mobile Bay) with a population of approximately 500,000. Within a radius of 100 miles there are another 800,000 people served by six outreach clinics with noninvasive testing at most and mobile, echo and nuclear at the rest.

Q: What services do you provide?

A: CAM provides comprehensive cardiology services except MR. In addition to CT, they do PFO closures, Pediatric Cardiology, EECF and they have a robust CHF clinic.

Q: Any new services that you have started to offer that you would be willing to share with everyone (CT, MR, PV services, disease management clinics, etc.)

A: CT; aggressive PV management program to ensure people with PV are being treated. CHF program is being run by a fellowship-trained cardiologist and a PA which includes education and prevention plus a support group.



Q: What is unique about your practice?

A: CAM is a national show site for GE Medical. Although many groups speak of how well the physicians get along, the camaraderie of our group is exceptional. The group strives to be at the forefront of cardiology and is willing to take risk. Good physician leadership is spread around where everyone participates in leadership activities that they have interest in. Governance is not a pure democracy but also it is not a dictatorship. Our senior physicians drive key decisions to maintain the vision of the practice. There is a lot of trust in our management group and the physicians don't micromanage.

Q: What are your upcoming challenges in the next 12 months and how do you think you'll conquer them?

A: CAM is just beginning an EMR evaluation and selection process. We have attended the MedAxiom EMR meetings and have engaged the services of Mike Mytych, as a consultant, to assist us in this very important project. As with most practices, facing declining reimbursement and increasing costs, it will be harder to maintain physician compensation at our current levels. CAM will be focusing our attention on efficiency. We are working hard to promote CT reimbursement and appropriate credentialing.

Q: What do you like best about MedAxiom?

A: I appreciate the educational opportunities and contact with my peers through the MedAxiom listserv, Annual Survey data, conferences, and the GPO. MedAxiom has great people involved and that makes a huge difference. MedAxiom is the best thing we have found for the cardiology industry. MedAxiom is very specific to cardiology and that provides more benefit.

Q: How has MedAxiom impacted your business?

A: CAM has probably received the best ROI from our MedAxiom membership than anything else we have been involved in. MedAxiom offers a tremendous value for our practice.