

# ASC case study

## Summit Health Ambulatory Surgical Center (ASC): How McGRATH™ MAC video laryngoscopy transformed airway management

The strategic technology decision that eliminated clinical anxiety, reduced complications,<sup>†</sup> and decreased inpatient costs,<sup>‡1</sup>

† In multiple MDC groups when video laryngoscopy was used versus direct laryngoscopy.  
‡ In 8 of 10 MDC groups when video laryngoscopy was used versus direct laryngoscopy.

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# Executive summary

## The challenge

### When you're on an island: The ASC anesthesia reality

As the sole anesthesiologist at Summit Health's ASC, Dr. Adam Thaler faced a challenge every ASC leader understands: managing airways without the safety net of a hospital's resources. No backup team. No ENT down the hall. No margin for error.

Failed intubations in his previous hospital setting had taught him a costly lesson — one attempt escalated to horrible complications and ICU stay that was very costly.<sup>5</sup> At his ASC, performing complex urology procedures from kidney stones to prostate tumors, he needed absolute confidence in airway management.

His requirement wasn't negotiable — video laryngoscopy in every OR.

## Dr. Thaler's three keys to airway excellence

1. **Eliminate airway management uncertainty**
2. **Provide objective anesthesia depth monitoring**
3. **Create predictable, efficient workflows**



## Key facts

### Summit Health ASC

#### Location:

New Jersey and New York



#### Specialties:

Complex outpatient urology cases requiring general anesthesia (kidney stones, vasectomies, prostate biopsies, bladder tumors, prostate procedures)



#### Facility:

3 ORs, all equipped with McGRATH™ MAC video laryngoscopes



#### Our guest



#### Dr. Adam Thaler

Medical Director

Board-certified Anesthesiologist

University of Pennsylvania trained

Former OR Director, Virtua Memorial Hospital

Former faculty, Thomas Jefferson University







# Strategic solution selection and measurable impact

## Making the case: How strategic evaluation led to the right choice

When Dr. Thaler evaluated video laryngoscopy solutions for Summit Health, he wasn't just looking for equipment — he needed proven technology that would work in an isolated ASC environment where he'd be the last line of defense.

His evaluation criteria were clear:

-  Peer-reviewed data supporting **improved clinical outcomes**
-  True total cost of ownership showing **economic viability**
-  **Portability and reliability** that works every time and is immediately accessible
-  **Ease of use** with no complicated setup when seconds matter

## What made McGRATH™ MAC video laryngoscopes stand out

- 1. Clinical evidence:** Extensive research showing improved first-pass rates,<sup>2</sup> even for less experienced practitioners<sup>3</sup>
- 2. Economic advantage:** 55% lower overall cost for McGRATH™ MAC video laryngoscope vs. competitor over a 24-month period<sup>4</sup>
- 3. Portability:** Compact, battery-powered, ready instantly — no wheeling equipment from down the hall
- 4. Proven track record:** Dr. Thaler's own experience carrying it on call eliminated his airway anxiety entirely



McGRATH™  
MAC video  
laryngoscope



## The research: real numbers

Dr. Thaler conducted his own comparative studies

### McGRATH™ MAC video laryngoscope vs. GlideScope™

- **55% lower overall cost<sup>4</sup>** on direct equipment costs
- Portability and workflow integration

### McGRATH™ MAC video laryngoscope vs. direct laryngoscopy

- **Some of the things he experienced in his facility:**
  - Reduced complications<sup>5</sup>
  - Higher first-pass success rates<sup>2</sup>
  - Reduced need for sterilization workflows
  - Faster intubation times<sup>6</sup>
  - Earlier surgical start times<sup>6</sup>

### Implementation approach

#### Phase 1



McGRATH™ MAC video laryngoscopes in every OR (all 3 rooms)

#### Phase 2



Made video laryngoscopy the standard for every intubation

#### Phase 3



Disposable DL blades sit unused — video laryngoscopy became the only approach

“ We don’t even attempt to do direct laryngoscopy any more.

I use McGRATH™ MAC video laryngoscopes for every intubation. Every one.

”

Dr. Adam Thaler

## Performance transformation

### Results he experienced that speak for themselves

Summit Health ASC's experience with video laryngoscopy as standard practice:

- **Zero failed intubations** in three years of operation using McGrath MAC™ video laryngoscope as first-line approach<sup>§</sup>
- **Optimized cost structure** through comprehensive evaluation of total cost of ownership<sup>§</sup>
- **Faster case starts:** "Surgeons can begin procedures sooner with confident airway management"
- **Eliminated clinical anxiety:** "I never have that fear. I never have that stress anymore, because I know that I can use this right away and be successful." — **Dr. Adam Thaler**

<sup>§</sup> Individual facility results may vary.

Want to see how video laryngoscopy could impact your facility's costs? Calculate your facility's total cost of ownership — including equipment, supplies, reprocessing, complication prevention, and OR efficiency.

Try our cost calculator



Clinical outcomes | Operational efficiency | Cost optimization

### The VIP test: A framework for every technology decision



*During my time at a teaching hospital, I observed an interesting pattern. Whenever you have a VIP — a famous person, a politician's son or daughter — I noticed they would use video laryngoscopy. I asked why. They said, 'The odds are better. We don't want to damage their tooth or give them a sore throat.' I said, 'If you're going to do that for somebody that's a VIP, why wouldn't you treat everyone that way?'*

***I want to treat all my patients the way that I would want to be treated, the way that a VIP is treated. I give all my patients the same care as if they were a family member.***

**Dr. Adam Thaler**  
Medical Director, Summit Health ASC

# Peer insights and partnership value

## What ASC leaders need to know

### Lessons learned: Advice for other surgery centers facing similar challenges

Based on his successful implementation, Dr. Thaler offers these insights for ASCs evaluating airway management technology.



#### Key success factors

- **Do your own research.** Don't rely solely on hospital experience. ASC environments require different evaluation criteria. Study the peer-reviewed evidence and talk to colleagues in similar settings.
- **Look beyond equipment costs.** Consider total cost of ownership: sterilization, staff time, complication rates, medication savings, and the financial impact of just one prevented adverse event.
- **Apply the VIP test.** Would you use this technology on yourself or a family member? That's your standard for every patient.
- **Prioritize first-pass success.** In the ASC setting without backup resources, your first attempt needs to succeed. Video laryngoscopy dramatically improves those odds.<sup>2</sup>



#### Questions every ASC should ask when evaluating airway solutions

- What peer-reviewed clinical evidence supports this technology?
- How will this integrate with our existing anesthesia protocols?
- What training and ongoing support is provided?
- What are the total financial implications including direct costs, indirect savings, and complication prevention?
- Does this technology give me the same confidence I'd want for a family member?



#### Common pitfalls to avoid

- Inadequate training leading to poor adoption
- Reserving video laryngoscopy only for "difficult airways" instead of making it standard practice
- Focusing only on equipment costs without considering workflow and complication savings
- Setting unrealistic timeline expectations
- Poor communication about the clinical rationale across departments

## Ready to transform your anesthesia protocols?



Listen to the podcast episode  
[outcomesrocket.com/ASCInsights](https://outcomesrocket.com/ASCInsights)

Hear Dr. Thaler's complete journey on the **ASC Insights Podcast**, including:

- The costly complication that changed his approach forever
- Why video laryngoscopy was "locked in secure cabinet" at his first hospital
- Detailed ROI calculations and implementation strategies
- His advice for ASC leaders making technology decisions

## Next steps



Schedule consultation with Medtronic  
ASC specialists



Arrange product demonstration  
at your facility



Review financing and implementation options



Connect with reference customers

## The Medtronic impact at Summit Health ASC

1. **No airway-related complications in three years** using McGRATH™ MAC video laryngoscope as standard first-line approach
2. **Eliminated clinical anxiety** about airway management in isolated ASC environment
3. **55% lower overall cost<sup>4</sup>** compared to competitive video laryngoscopy solutions
4. **100% adoption** across all ORs — video laryngoscopy became the only intubation method used

## Contact us today

Ready to explore how Medtronic can support your ASC's success?



## Learn more about the series

To learn more about Summit Health's transformation and how Medtronic can help optimize anesthesia protocols at your ASC, visit [outcomesrocket.com/ASCInsights](https://outcomesrocket.com/ASCInsights)

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