HDA ENTERPRISES

CORPORATE PROFILE

ABOUT HDA

HDA Enterprises, Inc. (HDAE) translates the unique requirements of healthcare facilities into solutions, providing guidance through every phase of a project. Our experienced staff produced more than 200 successful healthcare projects worldwide since the company began over 30 years ago.

Originally founded as a healthcare design firm in 1979, we've expanded our services to accommodate the growing needs of client's in the healthcare market. Today, HDAE operates with a network of quality professionals, experienced in Healthcare Development, Partnership and Corporate Organization, Regulatory Assistance, Financial Analysis, Healthcare Planning, Equipment Planning, Marketing, Electronic Health Record Systems and Management Services.

We provide services both domestic and international. HDA Enterprises' umbrella of services offers clients expertise in one aspect or the entire project. Our full- service healthcare development firm produced projects encompassing physicians' office practices, hospitals, outpatient surgery centers, imaging centers, specialty hospitals, medical office buildings, diagnostic centers, medical campuses and a variety of other healthcare facilities. HDA International Management, LLC provides customized management support services for identical needs.

In an ever-changing healthcare arena, HDAE continuously provides the practitioner and corporate decision makers with well researched, up-to-date and proven successful services in healthcare. Every day, we develop new options, meeting the challenges of healthcare delivery today by combining technology with cost-effective healthcare facilities operations.

Our team approach to deliver our client both a facility and daily working environment, in which they can be proud of, is our #1 priority!

MISSION STATEMENT

We use the talents God gave us to accomplish projects that fulfill our clients' expectations.
We achieve customer satisfaction by offering creative solutions to business objectives.
The clients' needs are our top priority.
We employ all available resources to meet project needs in a timely manner.

We carry out business objectives with aggressive determination
without compromising traditional Judeo-Christian ethical standards.

THE FOUNDER

Cecilia began her career as a facility planner and designer, quickly rising to department head of a well-known healthcare architectural firm. From there, she opened her own firm (HDAE), where Cecilia has personally directed the development of more than 200 facilities worldwide, each of which continues to operate today.

In 2007, she opened a "sister company" (HDA International Management, LLC), where she collaborated with innovative management professionals to offer a full range of healthcare management consulting services. Since that time, Cecilia led her team in implementation and integration of Paperless Electronic Health Records Systems. She successfully converted clients nationally to paperless facilities as well as integrated their electronic medical records systems to work in unison with both their billing and scheduling departments as well as practices, hospitals and other healthcare organizations.

Cecilia Kronawitter is experienced in designing, developing, managing and marketing healthcare facilities. She is also a respected authority in her field, both writing and co-authoring several articles on a variety of healthcare topics throughout the years.

She founded and still spearheads the Foundation for Healthcare for Humanity, the humanitarian arm of HDAE, which provides healthcare in third world countries and in rural areas of the United States.

She participates as a member in the American Society of Ophthalmic Administrators, Ambulatory Surgery Center Association, ASCA MED PAC, AORN and SGNA and APIC

Named by Becker's ASC Review as a Management & Development Company CEOs to know, Cecilia continues to bring new, innovative alternatives to to the healthcare industry, combining the latest technology with cost-effective solutions.

DEVELOPMENT

HDA Enterprises prides itself on upholding the core values of excellence, integrity, cost-effectiveness, leadership and client satisfaction in every one of your business relationships. Our vast array of services are coordinated and managed by one of our project managers to ensure the project is completed in an effective, timely manner.

Our staff and service-oriented consultants approach each project as a "team" to provide our clients a facility and working environment they can be proud of.

DEVELOPMENT SERVICES

BENEFITS OF OUR SERVICES

Establish business processes for an efficient and effective facility

Prevent the risk of building more than your volume dictates andregulations require

Plan financial commitments in light of reimbursements and expenses

Provide expert facility development while you care for patients

Achieve Licensure, Medicare Certification
and Accreditation in the least possible amount of time

Focus on accreditation activities for the greatest impact on standards of care

Improve your center's reputation for contracting with insurance

Improve patient, medical staff and employee satisfaction

Develop a recruiting tool for attracting new physicians

Develop paperless facilities, complete
with an integrated health record system
and operational billing system

DEVELOPMENT SERVICES

HDAE offers our clients' comprehensive assistance through every step of the project:

DEVELOPMENT

Demographic Assessment
Site Selection
Land and Property Negotiations
Feasibility Analysis
Organizational Structure
New Programs and Services
Regulatory Assistance
Certification of Need

PARTNERSHIP AND CORPORATE ORGANIZATION

REGULATORY ASSISTANCE

Certificate of Need Waivers
Certificate of Need Application
Local Government Coordination
State Licensure Process
CMS Certification Process
AAAHC Accreditation
Policies and Procedure Manuals
Physician Credentialing / Recredentialing

FINANCIAL

Capital Forecasting and Feasibility
Loan Preparation, Analysis and Negotiations
-Conventional Loans
-Construction Loan
-Permanent Loans
Start-Up Financing
Equipment Master Lease Negotiations

DEVELOPMENT SERVICES

PLANNING

Initial Set-up
Electronic Health Record Systems
Architecture Design/Engineer Coordination
Interior Design
Construction Coordination
Furniture / Fixture Specification and Procurement

MEDICAL EQUIPMENT PLANNING

MARKETING

New Products and Services
Image Enhancement
Patient Information Brochures
Website Creation
Public Awareness Campaign

A WORD ABOUT EQUIPMENT PURCHASING...

It is easy to be lured in by the low cost or non-existent purchasing fees some development firms' offer. You will find that experienced industry development firms do charge reasonable fees.
As an established and credible company,
we have relationships with vendors and pass the savings on to our clients.
Purchasing becomes the vehicle with which we actually repay our client's fees.

EQUIPMENT SERVICES

HDAE PROVIDES EQUIPMENT SERVICES, INCLUDING SPECIFICATIONS AND PROCUREMENT OF MEDICAL EQUIPMENT AND SUPPLIES AS WELL AS COMPUTER SYSTEMS AND ELECTRONIC MEDICAL RECORDS SOFTWARE. WE STRIVE TO SAVE YOUR FACILITY MONEY AND SPARE YOUT HEADACHES!

HOW DO WE DO THIS?

1. Project Analysis

New Facility
Existing Facility

2. Programming

Our team identifies the client's equipment
and technological needs and preferences for the specific facility type.

3. Planning

Our team create detailed plans and specifications,
incorporating equipment and technology within the clients' specified budget.
On-going clinical reviews of drawings for management efficiencies.

4. Procurement

Our team obtain aggressive, competitive pricing.
Our team handle all Purchase Order Management.

PAPERLESS ELECTRONIC HEALTH RECORDS (EHR)

In a world where EHRs are the trending norm, HDA Enterprises, Inc. offers Paperless Electronic Health Record Systems as a standard in all newly developed facilities. HDA is also fully equipped to manage the transition and integration of your current paper facility to a functional paperless facility.

Our trained staff has built solid relationships with leading healthcare software systems. We assist the client in choosing the EHR systems that best suit their facility.
Once the systems are chosen, HDAE works with the facility to procure, install and implement the hardware and software needed to go paperless. Once, the hardware and software is installed, we work with your facility staff, assisting throughout the system training process, making a smooth transition to a paperless facility.
Our team is also experienced with Interface Integration between EHR Systems and Billing and Scheduling Software Systems. These systems allows your facility to obtain detailed reporting information and accurate, up-to-date analyses of your facility's financial and utilization aspects. In addition, we oversee and assist your facility with interfacing with practices, hospitals and other healthcare organizations.

BENEFITS TO A PAPERLESS FACILITY

Boost in Productivity
Less margin for error
Reduction in costs
Greater documentation capabilities
Faster decision making for caregivers
Accelerated revenue cycle
Increased efficiency and improved communication
Enhanced treatment experience
Complete access to patient information
Compliance
No more paper chasing

As a result, your facility will have more time to focus on patient care and spend less time chasing paper. With a fully paperless EHR system in place, patient information is readily available to the physicians and facility staff when and where needed.
A paperless facility is a beneficial asset for years to come.

MANAGEMENT SERVICES

BENEFITS OF OUR SERVICES

Establish business processes for an efficient and effective facility

Prevent the risk of building more than your volume dictates andregulations require

Plan financial commitments in light of reimbursements and expenses

Provide expert facility development while you care for patients

Achieve Licensure, Medicare Certification
and Accreditation in the least possible amount of time

Focus on accreditation activities for the greatest impact on standards of care

Improve your center's reputation for contracting with insurance

Improve patient, medical staff and employee satisfaction

Develop a recruiting tool for attracting new physicians

Develop paperless facilities, complete
with an integrated health record system
and operational billing system

MANAGEMENT SERVICES

COMPREHENSIVE practice
operational audit, including evaluation of staff ratios, overhead percentages, etc.

ANALYZE and recommend changes
in organizational systems, policies and procedures and ensure their implementation.

WORK closely with physicians/hospitals
to develop long-range plans, develop and implement annual objectives.

ASSIST in the preparation of departmental budgets
and allocation of funds, development of monthly and annual reports.

ASSIST with development and implementation of day to day operational plans.

ASSIST with the development and implementation of new programs and/or services.

SELECT and train departmental personnel.

PROVIDE liaison between clinical operations and business administration,
including handling of special projects and trouble-shooting systems.

BILLING and collection review and/or management.

ASSIST with employee benefit administration.

COMPREHENSIVE coding and fee audit, including recommendations.

ASSIST with development of clinical research program.

MANAGEMENT SERVICES

HDAE goes beyond designing and building facilities. Our team of management professionals and support staff, experienced in the day-to-day management of hospitals, surgery centers or other healthcare facilities and will consult on practice & operational functions. HDA International Management, LLC develops programs of equal quality of care to first rate facilities. The HDA team of companies works together to provide physicians greater revenue opportunities through (1) greater capability at receiving facility fees and (2) increased patient volume through marketing and contracting.

Our Management Company provides a full range of services and In-house expertise in each of the following areas:

Facility Retooling
New Programs / Services
Marketing
Information System Planning
Electronic Health Records Systems
Managed Care Strategy
Strategic Planning
Operational Management
Financial Management
Monthly Reporting Systems
Payer Contracting
Fee Assistance
Billing and Collections Systems
Personnel Management
Patient Relations Audit
QI Studies

Risk Management and Compliance
Medical Staff Development
Staff Training and In-Services
Ongoing Regulatory Compliance
Physician Credentialing and Recredentialing
Facility Credentialing and Recredentialing
Policy and Procedure Manual Updates
Quarterly Reporting and Benchmarking
Month End Support
Room Utilization
Cost Percase Accounting
Facility Accreditation Compliance
Inventory Management
Staff Utilization for Optimization

These services are critical to ensuring optimal efficiency and profitability in an increasingly challenging market environment. They are available through on-site review by the consultant or by submission of data by the facility. Our Services then creates a management experience designed to help you.

ADDITIONAL SERVICES

CUSTOMIZABLE INFRASTRUCTURE SUPPORT SERVICES

HDA Enterprises, Inc. offers a new type of consulting service –
a comprehensive and cost-efficient
customized assistance solution for smaller practices and ambulatory surgery centers.
This service provides remote management and implementation assistance in a
package tailor-made to suit the individualized needs of the practice or facility.
You receive the reinforcement and guidance you request with at an affordable cost.
Customizable support is truly designed to meet YOUR needs!

ASSISTANCE IS CURRENTLY AVAILABLE IN THE FOLLOWING AREAS:

Comprehensive Electronic Health Record Coordination of Procurement,
Implementation and Maintenance
Complete Electronic Health Record Interfacing
Comprehensive Facility Evaluation
Policy and Procedure Manuals
Regulatory Compliance
Quality Improvement Evaluation
New Quality Improvement Methods
Benchmarking
Infection Control Surveillance Studies
Credentialing Review
Staff Training and In-Services
On-Site Visits, as needed
Facility Reporting
Productivity and Profitability
And much, much more...

At HDAE, we plan and attain measures outside of the box to help practices
and facilities reach the goals they would like to achieve.

HOSPITAL CONSULTING SUPPORT

HDA Enterprises, Inc. provides healthcare consultative services to hospitals throughout the country, assisting each facility with a tailor- made customizable solution. Our goal is to help hospitals to run more efficiently and remain patient-centered, with a focus to provide superior services to all patients in an effective and productive manner. Our team of consultants collaborates to assess, develop and assist your team with a plan to implement success.
HDA Enterprises provides support to hospitals in the following areas of expertise:

Operational Performance Analysis
Process Improvement Practices
Efficiency Improvements
Cost Efficiencies of Existing and Future Operations
Quality Improvement Evaluations
Risk Management Compliance Assistance
Budgetary Assistance
Financial Analysis and Projections
Strategic Development Assistance
Data Analysis
O.R. Analysis
Surgical Services Analysis
Surgical Services Assistance
Organizational Restructuring
Department Restructuring
Staffing and Scheduling Evaluations
Equipment Coordination and Evaluation
Equipment Acquisition
Cost Evaluations and Reduction Strategies
Administrative Policies Development and Maintenance
Administrative Policies Review
Licensing and Credentialing Assistance
Electronic Medical Record Coordination, Implementation and Assistance
Coordination and Collaboration with Staff

PROJECT LISTING

HOSPITAL PROJECTS SERVICES

Centro Medico Cumbre Pueblo, Mexico	Consulting
Coffee Medical Center Manchester, Tennessee	Upgrade Facility/Development
Columbia Center for Psychiatry Columbia, Missouri	Design, Planning, Equipment
Denton Good Samaritan Nursing Center Denton, Texas	Design and Planning
Golden Heritage Nursing Center Temple, Texas	Design and Planning
Good Shepard Medical Center Longview, Texas	Consulting
Gulf South Healthcare Integrated Healthcare Campus Picayune, Mississippi	Full Service Development
International Diagnostic Center San Antonio, Texas	Feasibility Study
John A. Andrew Memorial Hospital Tuskegee Institute, Alabama	Consulting
Memorial Hospital of Salem County Pennsville, New Jersey	Consulting
Methodist Affiliated Hospitals Stephenville, Texas	Design, Planning, Consulting
Physicians and Surgeons Clinic Dallas, Texas	Full Service Development

HOSPITAL PROJECTS SERVICES

River Gardens Hospital New Braunfels, Texas	Full Service Development
Southwest Sport Medicine Institute San Antonio, Texas	Full Service Development
Waco Center Psychiatry Waco, Texas	Design, Planning, Equipment
Wentworth Douglass Hospital Dover, New Hampshire	Consulting/Budget Planning
Western Park Hospital Los Angeles, California	Full Service Development/Remodeling

ASC PROJECTS	SERVICES
Promenade Surgical Center Richardson, Texas	Design, Planning, Equipment
Lakewood Surgical Center Lakewood, Colorado	Design, Planning, Equipment
Southwest Houston Surgical Center Houston, Texas	Design, Planning, Equipment
West Houston Surgical Center Houston, Texas	Design, Planning, Equipment
St. Petersburg Surgical Center St. Petersburg, Florida	Design and Planning
Southwest Eye Surgery Center Oklahoma City, Oklahoma	Design, Planning, Consulting
SurgEye Care, Inc. Dallas, Texas	Full Service Development
Amarillo Cataract & Eye Surgery Center Amarillo, Texas	Full Service Development
Dr. Ronald Coburn Dearborn, Michigan	Consulting, Certificate of Need, Planning
Drs. Millman-Derr Eye Care Center Rochester Hills, Michigan	Certificate of Need
Boca Raton Outpatient Surgery and Laser Center Boca Raton, Florida	Full Service Development
Castleman Eye Center Southgate, Michigan	Certificate of Need

ASC PROJECTS	SERVICES
Drs. Chapa and Zamabrano Garza Garcia, Monterrey, Mexico	Financing
Cape Girardeau Outpatient Surgery Kies Eye Center Cape Girardeau, Missouri	Full Service Development
Coastal Healthcare Group Outpatient Surgery Center Durham, North Carolina	Consulting
Eye institute of Los Angeles Los Angeles, California	Consulting
Endoscopy Center of Santa Fe Santa Fe, New Mexico	Full Service Development
Endoscopy Center of Beaumont Beaumont, Texas	Consulting
Norristown Outpatient Surgery Center Norristown, Pennsylvania	Certificate of Need
Longview Outpatient Surgery Center Longview, Texas	Development Consulting
Delray Outpatient Surgery & Laser Center Delray Beach, Florida	Full Service Development
West Palm Beach Surgery Center West Palm Beach, Florida	Full Service Development
Vision Correction Center New York, New York	Consulting

ASC PROJECTS	SERVICES
Buffalo Ambulatory Surgery Center Buffalo, New York	Consulting
Surgery Center of Salem County Pennsville, New Jersey	Full Service Development
Victoria Eye Center and Victoria Surgery Center	Full Service Development
Amedisyst Surgery Centers and Women Centers Flagler Surgical Center West Palm Beach, Florida	Consulting
The Cataract Specialty ASC Berkley, Michigan	Consulting
East Houston Surgery Center Houston, Texas	Full Service Development
Greenbrier Endoscopy Center Lewisburg, West Virginia	Medical Equipment
GI Diagnostics Marietta, Georgia	Full Service Development
Digestive Healthcare Endoscopy Center Atlanta, Georgia	Full Service Development
Digestive Disorder & Liver Clinic of South Georgia Tifton, Georgia	Full Service Development
Delta Gastroenterology & Endoscopy Southaven, Mississippi	Full Service Development
Georgia Center for Digestive Diseases Savannah, Georgia	Full Service Development

ASC PROJECTS	SERVICES
Downtown Baltimore Surgery Center Baltimore, Maryland	Consulting
Gastroenterology Associates and Endoscopy Center of N. Mississippi Oxford, Mississippi	Full Service Development
Conway Gastroenterology Conway, Arkansas	Full Service Development
Webster Surgical Center of Tallahassee Tallahassee, Florida	Consulting
Memorial Endoscopy Center Houston, Texas	Consulting
Coastal Digestive Care Center Coastal Digestive Diseases, PA New London, Connecticut	Full Service Development
Endoscopy Associates Center Providence, Rhode Island	Medical Equipment
Day Surgery Center of North Texas Plano, Texas	Full Service Development
Texas Digestive Disease Center Irving, Texas	Full Service Development
Kirkwood Endoscopy Center Newark, Delaware	Full Service Development
Bulloch County Endoscopy Center Statesboro, Georgia	Full Service Development

ASC PROJECTS	SERVICES
Dallas Endoscopy Center Dallas, Texas	Full Service Development
Brae Valley Surgery Center Houston, Texas	Consulting
Saint Francis GI Endoscopy, LLC Windsor, Connecticut	Full Service Development and Management
Oxford UroCare, PLLC Oxford, Mississippi	Consulting
Arlington Day Surgery Center Arlington, TX	Full Service Development
Tiftarea Endoscopy Center Tifton, GA.	Full Service Development
Digestive Disorders of Tilton Tifton, GA.	Full Service Development
Doctor's Outpatient Surgery Center Naples, FL.	Full Service Development
Wentworth Surgery Center Somersworth, NH	Full Service Development.
Advance Vision Institute Williamsburg, Virginia.	Full Service Development
Texas Center for Interventional Surgery, LLC Addison, TX	ASC Development and Management

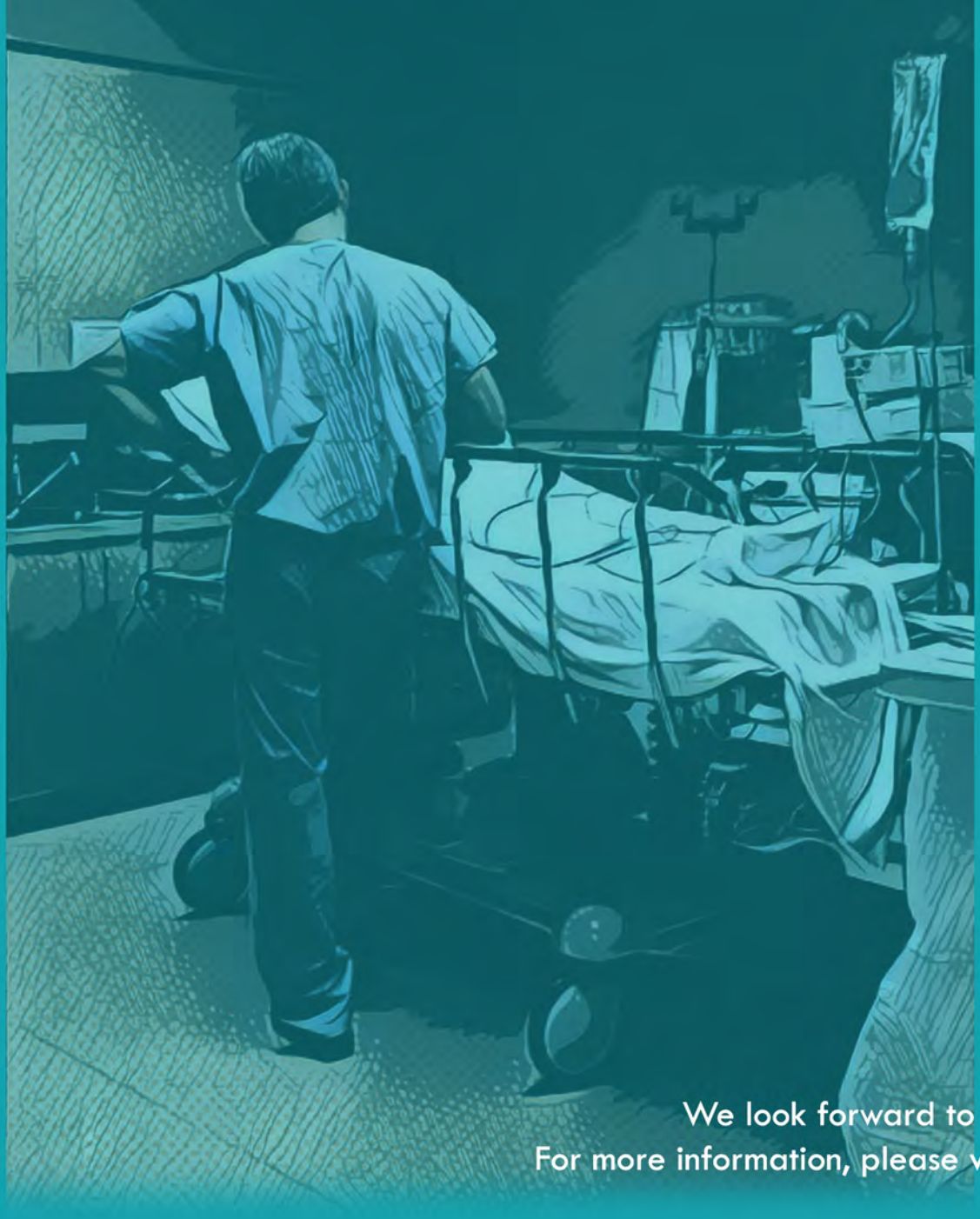
MEDICAL OFFICE PROJECTS	SERVICES
Physicians and Surgeons Clinic Dallas, Texas	Full Service Development
Dr. Robert Edmundson, Cardiologist Dallas, Texas	Full Service Development
Drs. Carlos and Parnell Obstetrics and Gynecology Clinic Dallas, Texas	Full Service Development
Wadley Blood Bank Dallas, Texas	Full Service Development
Southwest Urology Associates Dallas, Texas	Full Service Development
Dr. S. S. Safavi, Gastroenterology Dallas, Texas	Full Service Development
Drs. Seal and Tomasovic Pediatric Neurology San Antonio, Texas	Full Service Development
Eye Institute of San Antonio San Antonio, Texas	Full Service Development
Dr. Sebastian Mora San Antonio, Texas	Marketing
Dr. Ronald Coburn Dearborn, Michigan	Consulting, Certificate of Need, Planning
Dr. Ruperto Gonzales Monterrey, Mexico	Consulting

MEDICAL OFFICE PROJECTS	SERVICES
Village Oak Medical Plaza San Antonio, Texas	Design and Planning
Texas Digestive Disease Consultants Irving, Texas	Consulting and Design
Boca Raton Medical & Surgical Specialists Imaging, Lab, Concierge & Rehab Boca Raton, Florida	Full Service Development
Health America Administrative Offices Birmingham, Alabama Montgomery, Alabama Philadelphia, Pennsylvania Pittsburgh, Pennsylvania Harrisburg, Pennsylvania Scranton, Pennsylvania Tuscaloosa, Alabama	Design, Planning, Equipment
Health America Health Centers McCain Plaza, Little Rock, AK Coliseum Park, Hampton, V A Churchland, Norfolk, V A Greentree, Pittsburgh, PA Southwest Military Dr., San Antonio, TX Center Point II, Birmingham, AL Eastpoint, Baltimore, MD Calvert, Baltimore, MD North Arundel, Baltimore, MD Ambassador, Baltimore, MD Empire, Baltimore, MD Marple Commons, Philadelphia, PA Bucks County, Philadelphia, PA Center City, Philadelphia, PA Mid City, New Orleans, LA	Design, Planning, Consulting and Equipmen

MEDICAL OFFICE PROJECTS SERVICES

Health America Health Centers Ponchatrain, New Orleans, LA Kenner, New Orleans, LA Lapalco, New Orleans, LA Lake Forest, New Orleans, LA West Bank, New Orleans, LA Essen Lane, New Orleans, LA Oakland, Pittsburgh, PA	Design, Planning, Consulting and Equipmen
Dr. William Diehl, Professional Offices Surgical Oncology Morristown, New Jersey	Full Service Development
Ear, Nose and Throat Assoc. of S. Florida Boca Raton, Florida	Full Service Development
Boca Eye Center Boca Raton, Florida	Marketing
Coastal Health Care Group Pediatric Clinic Durham, North Carolina	Program Development
Coastal Health Care Group Rural Healthcare Model Tallahassee, Florida	Consulting
Coastal Health Care Group Walk-In Clinic Durham, North Carolina	Consulting
Ohio Shepherd Medical Office Building Plano, Texas	Full Service Development
Statesboro Gastroenterology Dr. Scott Murray	Full Service Development

OTHER PROJECTS	SERVICES
Medaplex Laboratories San Antonio, Texas	Full Service Development
Electroneuro Diagnostic Lab San Antonio, Texas	Full Service Development
Air Medical MACH IMACH II MACH III Galveston, Texas	Design and Planning
Orthopedic Surgery and Athletic Medicine Physician Plaza II San Antonio, Texas	Design and Planning
Bexar County Medical Examiner San Antonio, Texas	Design
Boca Women's Center (Birthing Center) Boca Raton, Florida	Project Concept Development Private Placement Offering
Denton Good Samaritan Nursing Center Denton, Texas	Design and Planning
Golden Heritage Nursing Center Temple, Texas	Design and Planning
AGI – Saline Plant Durango, Mexico	Development
Coastal Health Care Group Pediatric Clinic Durham, North Carolina	Program Development
Greenbelt Birthing Center Lanham, Maryland	Design and Planning



We look forward to working with you.
For more information, please visit our website at:

www.hdaenterprises.net

Or feel free to contact us directly at:

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