New Member Spotlight

Medical Center Emergency Physicians (MCEP) is a physician group that has been serving Houston, Texas, since 1998. Dr. Larkin started MCEP sixteen years ago and Endeavor eleven years ago. Endeavor Medical Systems (Endeavor) serves as MCEP’s administrative office and provides Medical Coding, Billing, and Collection; Free Standing ER Design and Operation; and, Healthcare Consulting. To learn more about Medical Center Emergency Physicians and Endeavor Medical Systems and their services, please visit www.mcepmd.com and www.endeavormedical.com.

Excerpts from a conversation with Ellen Ash, Executive Director of Revenue for Endeavor:

Dr. Kelly Larkin, an ER physician, started Medical Center Emergency Physicians (MCEP) group sixteen years ago. They currently manage seven hospitals in the Houston area. They also staff five freestanding emergency departments. As a result of the company’s growth, Dr. Larkin started an ED-focused billing company, Endeavor Medical Systems. In addition to hospital EDs, Endeavor has customized solutions for freestanding EDs.

Because they are a friendly competitor with an EDPMA Board Member, Dr. Larkin was encouraged to join EDPMA. Immediately after becoming a member, Dr. Larkin and Ellen attended Solutions Summit. The conference provided the opportunity to see what was going on in the industry and network with other professionals. They were very pleased with the sessions on freestanding EDs and hospitalists, another area they are moving into. Ellen was also encouraged to find that there was a discussion on Urgent Care-Emergency Department hybrid models.

Ellen has a radiology background and was glad to find that EDPMA provided resources similar to what she was used to in her previous field. Her current focus is on coding and patient quality. She appreciates the outside perspective that networking with EDPMA members provides, such as how are you billing urgent care? Or how do you keep your ED physicians busy during the downtimes? Ellen also finds the newsletters and alerts helpful. With Endeavor growing fast, the information keeps her up-to-date.