

New Member Spotlight



America's ER is a licensed independent, freestanding emergency department (FSED) and a 24/7 Urgent Care Center. Their hybrid acute care and diagnostic outpatient model includes state-of-the-art, comprehensive outpatient imaging, and a host of primary care services in addition to operating as one of the state's only Level 1 freestanding emergency rooms. For more information, please click [Americas ER](#).

Excerpts from a conversation with Mark Feanny, MD, Founder, Chairman and CEO

Originally trained as a surgeon, Dr. Feanny shifted his primary clinical focus to emergency medicine over a decade ago to expand into the business arena. Prior to founding America's ER in 2010, Dr. Feanny implemented a variety of M&A transactions, physician joint-ventured projects and a host of ground-up healthcare developments while also serving as CMO and Managing Director for numerous corporate entities. He currently sits on the board of a public company whose focus is on healthcare Real Estate Investment Trusts (REITs) and investment banking.

In the ongoing effort for equitable reimbursement from insurance carriers within an era of legislative uncertainty, Dr. Feanny and his team maintain a laser-like focus on the highest-quality patient care with unparalleled customer service. With the FSED market experiencing typical growing pains of a new healthcare industry, America's ER's success and upcoming expansion have validated their hybrid ER-UC model and operational methods. With analytics taking center stage in this new age of "pay for performance," America's ER further attributes their success and clinical outcomes to new cutting-edge software for practice management, automated reporting and analytics.

Dr. Feanny believes in the country's need for increased access to all levels of healthcare, specifically in the acute care arena. And, as with any fledgling industry, he realized the FSED model would be closely scrutinized by the public and legislators. As a result, Dr. Feanny became involved in legislative efforts on local, regional and state levels including accepting a position as co-chairman of the FSED committee and taskforce for Southeast Texas Regional Advisory Council (SETRAC). Here he presented the concept of incorporating the FSED industry into the emergency 911 medical system by leveling these facilities based on clinical capabilities in order to receive EMS traffic. This leveling was further expanded and adopted by the Governor's EMS and Trauma Advisory Council.

Dr Feanny was Introduced to EDPMA by his billing company and he soon identified EDPMA as a national platform to further his goals of expanding both the independent FSED industry and those of billing transparency and equitable reimbursement. He plans to join one of EDPMA's legislative committees. He said, "EDPMA's collaborative approach helps create an environment where important advocacy issues can be debated and a position developed that will garner attention and weigh

in at state and Federal levels."

In 2017, Dr. Feanny attended the Solutions Summit in San Diego where he had the opportunity to share information and network with physician leaders and management across the nation. While Dr. Feanny is keenly aware of the challenges facing emergency medicine in the Freestanding ER space, he notes that "being part of EDPMA keeps me 'in the loop' on key legislative activities and reimbursement matters and gives me the tools to take action."