

A new kind of partnership for a market *being built right now.*

ACCESS GPO brings together the industry's leading device companies and physician-owned ASCs to build the commercial infrastructure that outpatient electrophysiology has never had — and has always needed.

THE OPPORTUNITY

Outpatient EP is growing. ACCESS GPO is the infrastructure that makes it scalable.

Outpatient EP is one of the most significant growth opportunities in ambulatory medicine. CMS coverage is in place. Physician demand is real. The procedures work. **What has been missing is the organizational infrastructure to capture this opportunity at scale.**

ACCESS GPO was created to fill that gap — bringing together qualified physician-led ASCs, standardizing the path to high-volume EP programs, and creating a channel that device industry leaders can grow through rather than around.

For the right partner, this is a ground-floor opportunity to help shape how outpatient EP develops — and to build a commercial position that compounds as the market matures.

CMS reimbursement changes have made AFib ablation, flutter ablation, and diagnostic EP economically viable in the ASC setting. **The physicians are ready. The reimbursement is in place. What this market needs now is the right commercial infrastructure — and the right partners to build it with.**

WHERE THE MARKET STANDS

~50

ASCs currently equipped and performing EP ablation procedures in the U.S.

10,000+

EP ablation procedures projected across ASCs next year — volume that is real, now, and growing

\$8–15K

Device cost per EP case — making vendor selection the defining commercial decision at every site

SMALL NETWORK, MASSIVE VOLUME

~50 sites generating 10,000+ procedures next year means extraordinary revenue concentration — and every platform decision being made today sets the standard for every site that follows.

FIVE WAYS ACCESS ACCELERATES GROWTH

- 1 Immediate network access**
Enter a pre-built physician-led network with verified volume, aligned growth plans, and the relationships already in place.
- 2 One relationship, not dozens**
A single strategic partnership replaces fragmented site-level negotiations. Commercial resources concentrate where they return the most.
- 3 Launch-ready from day one**
ACCESS handles credentialing, workflow design, and staff preparation before the first case — so your team arrives at sites that are already primed to perform.
- 4 Recurring pull-through**
Workflow standardization drives consistent, high-frequency device utilization across the network — building volume that compounds with every case.
- 5 Durable physician loyalty**
Physician-controlled infrastructure creates alignment that deepens over time. Your commercial position strengthens with every site activated.

What ACCESS Delivers & How Partnership Works

Four execution pillars · Roles & responsibilities · What partnership unlocks

ACCESS

FOUR PILLARS OF EXECUTION

01

Commercial Aggregation

One entry point into a channel that would otherwise take years to build.

A curated network of physician-led ASCs with verified volume and aligned incentives — replacing dozens of independent relationships with a single scalable partnership.

02

Operational Readiness

We do the hard work before the first case ever happens.

Site evaluation, workflow design, supply chain, and staff preparation — completed before launch. Fewer failed starts, faster ramp to sustainable volume.

03

Clinical Adoption Support

Utilization that sticks — not cases that have to be re-won.

Physician education, staff training, and workflow standardization — building the institutional habits that drive consistent, recurring device use.

04

Data & Channel Intelligence

Real intelligence on how your devices perform across the network.

De-identified benchmarking on utilization and adoption — real-time insight into volume trends and workflow adherence across the entire network.

HOW IT WORKS

Roles & Responsibilities

- › **ACCESS provides** network curation, site readiness, clinical workflow support, and de-identified performance data across all participating ASCs
- › **Your organization provides** preferred device access, clinical education assets, implementation support, and agreed commercial terms
- › **Participating ASCs** commit to volume targets and workflow standards in exchange for enhanced commercial terms and dedicated operational support
- › **Governance** remains physician-controlled — preserving site autonomy while enabling the network-level scale that makes this valuable

WHY LEADING COMPANIES PARTNER WITH ACCESS

We are looking for industry leaders who want to define this channel — not just participate in it.

ACCESS is built for partners who think beyond the individual sale. Companies that understand channel strategy, value physician relationships, and want to build something durable in the ASC EP space.

The right partner gains more than volume. They gain a **platform presence, a physician network, and a market position** that strengthens with every site activated and every case performed.

This is a long-term commercial relationship built on shared success — not a transactional arrangement. We want partners who see it the same way.

Interested in exploring a partnership? **Contact ACCESS GPO to begin the conversation.**

WHAT PARTNERSHIP UNLOCKS

The compounding advantages of moving early in a nascent channel

- › **Platform entrenchment from day one.** Partners shape the workflow standards and device habits that define how EP procedures are performed across the ACCESS network.
- › **Physician relationships that scale.** Deep, trust-based alignment with the physicians who own and operate these ASCs — relationships that grow stronger with every successful case.
- › **A channel that works for you.** While others navigate fragmented, site-by-site development, ACCESS partners benefit from coordinated infrastructure that multiplies commercial reach.
- › **First-mover credibility.** Being an ACCESS founding partner signals leadership in the outpatient EP space — to physicians, to ASC operators, and to the market.