



FOR IMMEDIATE RELEASE

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ASC Data Is Equipping Vendors With Valuable ASC Market Intelligence

Veteran Industry Consultants Launch New ASC-Focused Data Company

[WASHINGTON, D.C.] ASC Data is equipping ambulatory surgery center (ASC) facility suppliers with dependable information to help them better serve the ASC industry. Dedicated to providing comprehensive ASC market intelligence updated quarterly, ASC Data helps vendors power their strategic planning by delivering consistent information about ASC facilities throughout the United States. Now, ASC Data is expanding its mission with the launch of its first Annual ASC Industry Survey.

Chris Schriever, long-time sales and marketing consultant for the Ambulatory Surgery Center Association (ASCA) and owner of Blue House Sales Group, founded ASC Data alongside **Alex Yewdell**, an experienced sales consultant who has worked in the ASC market for nearly a decade. The two industry veterans developed the company as a solution to the ASC industry's long-standing need for trusted data, consistent reporting and relevant analysis.

"ASC Data really came out of a need we saw in this market," Schriever explains. "Suppliers have, for years, been asking for this level of information that was not only reliable, but also easily accessible and at an affordable price. With updates available each quarter, we make it easy for suppliers to stay up-to-date in an evolving market. As experienced marketers that have worked within the ASC market for many years, both Alex and I have a deep understanding of what information is most valuable to industry vendors and their sales and marketing teams. That strategic perspective paired with the quality and clarity of our data and reports make our offering unique."

Today, ASC Data's annual subscription includes two comprehensive datasets that outline a wide range of valuable metrics about facility services and specialties. The company works directly with data from the Centers For Medicare & Medicaid Services

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to ensure that its reporting is consistent, timely and accurate. Each dataset is paired with a robust analysis report that highlights key insights along with historical and emerging trends. With updates delivered on a quarterly basis, subscribers can easily track specific changes over time.

As ASC Data continues to expand its mission to provide insights to both suppliers and ASC facilities, it recently launched its inaugural ASC Industry Survey. Focusing on all 6,000+ Medicare-certified ASCs across the country, the company is striving to shed light on a range of industry-specific questions, from ownership structure to interest in adding new specialties. Upon completion of the survey, the final report will be available to all ASC Data subscribers and participating facilities.

By helping industry professionals better understand the ASC market as it evolves, ASC Data is delivering vital information to power strategic planning, for both the suppliers and healthcare providers.

For more information, visit ascdata.com.

About ASC Data: Founded by a 20+ year veteran of the healthcare & life-sciences industries, ASC Data is a solution to countless quests to obtain quality, trusted data that could be used immediately. ASC Data follows the trends and provides the latest data you can use to identify the needs and optimize your strategy with healthcare facilities across the US.

About Blue House Sales Group: Blue House Sales Group is a full-service consulting and sales solutions company. Our end-to-end services include developing partnership programs, selling and managing cross-platform marketing programs for a diverse range of associations, non-profits, conventions and media properties. Clients of note include: Ambulatory Surgery Center Association, Biotechnology Industry Organization, National Association of Chemical Distributors, Sleep Retailer, American Congress of Obstetricians and Gynecologists, The Vinyl Institute, USA Rice Federation and more.

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