

# Partnering for Growth:

Springfield Regional Outpatient Surgery Center, A Short Case Study:

## How Micro-Tech Supports New ASC Success

Karen Flynn, Ed.M. 03.17.2025

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Brooke Moats  
Administrator  
Springfield Regional  
Outpatient  
Surgery Center

Ask any ASC leadership team, and they'll tell you that launching a new Ambulatory Surgery Center is a monumental undertaking. Success hinges on an exceptional team, thoughtful strategic planning, and dependable partners.

For **Springfield Regional Outpatient Surgery Center**, choosing Micro-Tech Endoscopy as their endoscopic device supplier was sparked by their doctor's recommendation and driven by Micro-Tech's quality, cost savings, and unmatched customer-centric approach.

They are so impressed with the partnership and the results that they encouraged us to share their story.

### An Easy Transition

Springfield Regional's Administrator, Brooke Moats, initially didn't have Micro-Tech on her radar. However, one of the center's investing physicians—already familiar with Micro-Tech's high quality and low pricing in the hospital setting—strongly recommended the switch.

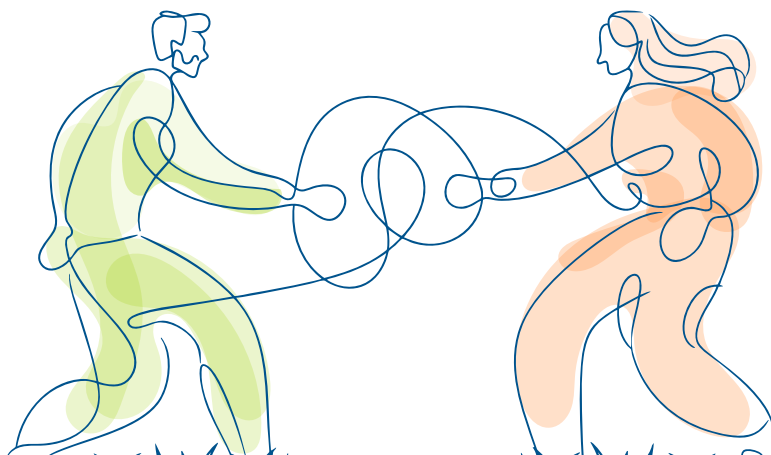
“He was confident in Micro-Tech's product quality and saw significant cost savings,” explains Moats. “When you have doctors backing a vendor, that speaks volumes about how confident they feel that it is a good move to make.”

What could have been a complex and costly conversion turned into one of the easiest transitions Moats has ever experienced.

“Our sales rep, Anthony, was incredibly supportive and very hands-on,” she notes. “There was no cost to trial the products, and our team quickly saw the value. Our docs were really engaged.”

Kristin Flaker, Director of Nursing, agrees with how well the conversion process went.

**“Micro-Tech's commitment to our success—to be willing to help make things work for us no matter where we were at and to be there for us—was key. The support went beyond standard onboarding.”**



“Micro-Tech is a great option for us because of the cost savings”

### Value Without Compromise

Cost savings are often associated with compromises to quality, but Micro-Tech delivered on both fronts:

- **Cost Savings:** After converting to Micro-Tech, Springfield Regional immediately realized significant savings, allowing them to reallocate resources to other critical areas.
- **Product Quality:** “We have not sacrificed on quality. The products definitely have proven to be equivalent to what we used previously, and we haven’t had any issues.” This fusion of savings and quality allows the center to maintain its level of endoscopic care while reining in costs.

“Micro-Tech is a great option for us,” Flaker asserts, “because of the cost savings we see while achieving the same outcomes and performing the same number of interventions that the doctors want to continue to do here.”

The team’s positive experience is heightened by Micro-Tech’s willingness to work with their evolving operational needs rather than impose steep commitments for the savings the ASC currently benefits from.

“We’re still stabilizing our service lines and figuring out our long-term volumes,” explains Moats.

“Micro-Tech’s flexible terms let us grow at our own pace without the pressure of steep volume commitments. That flexibility makes a huge difference.”

### Partnership in Action

At the heart of this partnership is Anthony Hennings, Micro-Tech’s dedicated sales representative.

Described by both Moats and Flaker as “welcoming, personable, and incredibly responsive,” Anthony’s support has extended well beyond product delivery and the initial conversion period. He’s built relationships at every level—from clinical staff to physicians—and never hesitates to roll up his sleeves.

“Anthony is always available, whether answering complex product questions or supporting our team during procedures,” shares Flaker. “He appreciates my years of experience, which I appreciate, and he’ll admit when he doesn’t have an answer—but will find the right one, fast. His approach built trust from day one.”

Flaker also appreciates Anthony’s proactivity in ensuring her team has what they need to succeed. “We’re set up for success at this point,” she declares. “We’re cruising now.”

### Looking Ahead

With plans to expand their GI service line in the coming year, Springfield Regional Outpatient Surgery Center sees Micro-Tech as an essential partner in their continued growth and wants to share their experience with others.

“We want to be a resource for other new centers in our network as they get up and running,” Moats explains.

“We’ve seen firsthand that partnering with Micro-Tech means more than great products—it means having an ally that’s genuinely invested in our success.”

### Ready to Experience True Partnership?

Discover how Micro-Tech’s responsive service, flexible terms, and high-quality products can empower your ASC’s success. Contact a Micro-Tech representative today to explore how we can support your journey towards more cost-effective patient care and sustainable growth.



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