## Paradise Valley Multi-Specialty Surgery Center begins operations in April 2021



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## PARADISE VALLEY MULTI-SPECIALTY SURGERY CENTER SET TO BEGIN OPERATIONS IN MAY 2021

A new, multi-specialty ambulatory surgery center (ASC) opens its doors to patients in May, bringing an

elevated outpatient experience to Paradise Valley and Scottsdale, Arizona. Paradise Valley Multi-Specialty Surgery Center, inclusive of four operating rooms and two procedure rooms, is a joint venture between four local physicians and Lincoln Plaza Medical Building.

The 15,500 square foot, second-floor modern facility offers stunning views of the mountains, and the most enviable residences, shopping, and resort experiences in the country. Located directly across Lincoln Drive from the new \$2 billion,122-acre Palmeraie luxury mega-development featuring the new Ritz Carlton Paradise Valley resort and residential villas, luxury boutiques, dining, offices, and FENDI Private Residences - the area is being touted as Arizona's most powerful intersection...where Scottsdale meets Paradise Valley.

"The location was ideal for our team of top-notch physicians to realize the vision of designing and offering a surgical experience for patients, physicians, and medical staff that is unparalleled in the Valley of the Sun," stated Anthony A. Admire, MD, FACS. "Our mission is to make a life, not just a living, better. We are redefining success measured by superior outcomes and personal fulfillment - not just the bottom line."

With combined years approaching a century in Phoenix/Scottsdale operating rooms, the founders realized a unique opportunity existed to reimagine associations and connections with surgery, for both the patient and the medical teams. Paradise Valley Multi-Specialty Surgery Center aims to deliver consistent, superior dedication in idyllic surroundings that provides for optimal outcomes. A true value proposition that acknowledges the way you make people feel, is your reputation.

Ambulatory surgery centers have a growing role in the healthcare ecosystem as more procedures become outpatient. ASCs have transformed the outpatient experience for millions of Americans by providing them with a more convenient alternative to hospital-based outpatient procedures. Data from Definitive Healthcare's surgery centers platform declares in 2019 there were more than 9,280 active ambulatory surgery centers in the United States. The fifth-largest state in the country and one of the fastest-growing, Arizona, fell short with only 263. For more information about Paradise Valley Multi-Specialty Surgery Center, contact William Nordlie, Medical Director at drnordlie@pvmsc.com.

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