

# New Member Spotlight: VEP Healthcare



**VEP Healthcare** began providing emergency medicine management services in 1981. Over the years, VEP has expanded into hospitalist services, intensive care, clinical decision units, OB laborist and telehealth services. Today, the owners of VEP – their physicians, advanced practice clinicians, and corporate personnel – deliver clinical staffing and management services to major urban, community, and rural hospitals nationwide. If you are interested in learning more, please visit [VEP Healthcare](#)

## *Excerpts from a conversation with Steve Maron, MD, President and CEO*

Dr. Maron grew up in a family with a small business and expected to go into the business. However, when he took an EMT class, he was drawn to healthcare. Steve was passionate about providing care to those in need, so he chose to practice in rural and international settings as both had physician shortages. While finishing residency, he began moonlighting with VEP Healthcare and working in small rural communities. Upon completion of his residency in 1990, he joined Doctors Without Borders and worked internationally. Over the next nine years, he bounced between international assignments and rural Emergency Medicine. In 2001, Steve combined his business DNA with his passion for healthcare and became the President of VEP, a small ED group at the time. Over the next 20 years, Steve, along with a team of incredibly talented people, expanded VEP into a thriving physician group with 40 sites operating in seven states.

Dr. Maron was encouraged to join EDPMA by a current Board member. Steve saw that EDPMA was an impactful organization that successfully advocated for the emergency medicine specialty at the national level. Especially in the area of surprise billing legislation, Dr. Maron saw EDPMA's efforts in representing and advocating for the interests of emergency medicine and saw that the association was effective in this effort. Plus, Steve recognized that emergency medicine physician groups benefitted from EDPMA's advocacy work whether they are a member or not, so felt the imperative to join!

One of the key benefits that Dr. Maron highlights is that multiple VEP leaders are able to receive all of EDPMA's information including monthly newsletters, the weekly ED Newsletter, Action and News alerts and more. Steve found valuable and important benefits for members at different levels of his organization. He sees the value of interacting with fellow emergency medicine leaders to advance the care delivered by the specialty.

In considering some of the challenges and opportunities facing emergency medicine, Dr. Maron commented on COVID and telemedicine. "With the COVID-19 pandemic, we have seen a decrease in emergency medicine volumes. Although much of the volume

has come back, it has not returned fully to pre-COVID levels.” Dr. Maron’s observation is that, for those graduating soon, there may be fewer opportunities. However, rather than seeing this as an obstacle, he suggests it is an opportunity to expand one’s options. As Dr. Maron did in his early days, he went the international route. Steve recommends that new graduates consider looking at the international medical groups who need the expertise of emergency physicians. It’s a way to help those in need, see other parts of the world, and gain invaluable experience. And, in the telemedicine arena, the pandemic has pushed commercial and government payers to reimburse for services provided via telemedicine.