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CORAZON REPORT

A special briefing from your service line experts

Volume 16, Issue 1

The President & CEO's Corner

As Corazon looks ahead at 2018 and beyond, our team has been discussing **THE WHY** of our company, an exercise similar to our work with clients that seeks to identify the driving factors for why they go to work every day.

I recently underwent hip surgery and was an inpatient at a very reputable hospital. While my surgeon was excellent in technique and follow-up, I experienced long transfer times, and therefore delays in beginning PT. Post-surgery, I was discharged to home within 48 hours, luckily with a capable and helpful husband and young-adult children to aid in my recovery.

In many ways, Corazon's WHY speaks to just this – **it's the patient whom we ultimately affect and in essence, why we do what we do.** In my example, refining processes and putting the patient first would have improved my experience overall.

This is our WHY – striving to make positive impact on the patients in client communities and contribute to what should be the patient-centric vision of the organization. This passion is evident in our team, our work ethic, and the values of what makes Corazon the thriving business we are today. **It is the patient our work ultimately benefits...And that's exactly how we think it should be.**

To a bright future,



Advancements in Stroke Care: Don't Be Left Behind

Specialists and researchers over the past decade have made tremendous advances in the treatment of stroke. **And it's making national news!** *The Wall Street Journal* recently reported on the benefits of timely thrombectomy (catheter-based clot removal) procedures for better clinical outcomes and improved patient functionality following a large vessel occlusion stroke.

At the International Stroke Conference in January, data-driven results were presented that definitively demonstrate the **positive impact of cutting-edge interventional treatments when combined with an efficient and appropriate care delivery system.** But, many organizations' abilities to provide access to these life-saving, independence-preserving therapies lag far behind the rapidly-evolving treatment advances.

It is vital that community-based organizations evaluate current capabilities, individually and also regionally, in order to deliver appropriate care quickly and consistently for the patients served. Given the continued evolution of stroke care and the rapid development of new devices, treatments, and bypass mandates, **organizations that are not proactive will falter.**

Corazon believes that a diligent strategic and business planning effort in advance of a stroke program expansion or enhancement will facilitate the development of a fiscally-responsible and clinically-sound program. Key considerations include:

- The competitive environment
- State mandates for EMS bypass
- Availability of neuro specialists
- A three- and five-year vision plan



Any successful stroke service must also have a highly-proficient, integrated, and collaborative team that extends beyond the hospital doors. Efficiency in patient throughput, imaging, pre-hospital transport, and transitions of care must be achieved at every step along the continuum. Evaluation of key operational metrics is a must for identifying opportunities.

Care of the stroke patient has always been complex, now even more so, making a very confusing place for even the most experienced hospital leader. Whether a program requires review through a broad lens with a national perspective and an eye toward rapid expansion in new services, or a detailed plan to address a flawed care delivery system that is hampering the ability to deliver care efficiently, **Corazon has the tools, experience, and knowledge necessary to assist.**

Achieving a full understanding of current capabilities in order to plan for the future can be a challenge for many organizations, but one thing is certain, stroke care will continue to move forward. **Don't be left behind.**

Choose Program Accreditation as a Differentiation Strategy

Chest Pain
Center

Diagnostic
Cardiac Cath

Interventional
Cardiology (PCI)

Electrophysiology

Cardiac Surgery

Peripheral
Vascular

Increasing pressures for continued quality improvement and transparency in outcomes, along with how consumers research and select their healthcare providers, have given programs new opportunities for differentiation through accreditation. Many patients seek physicians or hospitals with disease- or program-specific accolades through some form of accreditation, certification, and/or health agency “approval,” and this trend will likely continue. Programs that take this additional step to achieve accreditation will be able to meet and sustain quality goals and differentiate themselves from local or regional community providers and academic medical centers – a key strategy for growing (or maintaining) volume and elevating care delivery across the service line. **Simply stated, accreditation serves as a way to inform consumers that a program has successfully met and continues to meet or exceed “best practice” standards.**

Through Corazon’s defined accreditation process, clients have realized programmatic benefits in:



Quality Improvement
Mechanisms

Standardization of
Patient Care

Strategic Planning
& Growth

Physician & Hospital
Collaboration

Marketability &
Public Awareness

Corazon works with clients to meet and exceed varying requirements to help programs realize significant improvements. **Choose accreditation to take your cardiovascular service line to the next level in 2018!**

At the Podium



International Stroke Conference 2018

January 24-26 in Los Angeles, CA

- SVP Susan Heck and Erlanger Health System presented “Utilizing Data to Drive Stroke Program Management”

PDC Summit 2018

March 25-28 in Nashville, TN

- VP Kathy Brown will co-present “CV Service Line Design - Improving Patient Care Delivery”

NERVES Annual Meeting 2018

April 26-28 in New Orleans, LA

- VP Patrick Vega will present “Basic & Advanced Strategies for Group Practice - Hospital/Health System Collaboration”



In the Exhibit Hall

NCDR Annual Conference 2018

Booth #22

March 7-9, 2018

Orlando, FL

Voluntary Bundled Payment Model

The Centers for Medicare & Medicaid Services recently announced the new voluntary model, **Bundled Payments for Care Improvement Advanced** (BPCI Advanced) to encourage hospitals and providers to reevaluate processes and strategic plans. Goals include enhancing and standardizing patient care, enhancing best-practice care, and providing the necessary level of services for patients during a clinical episode.

BPCI Advanced initially includes 29 inpatient and 3 outpatient clinical episodes. **Corazon’s niched service lines are included in 65% of the inpatient episodes and 100% of the outpatient episodes.**



Payment is also based on performance of quality measures and applications to participate can be submitted through March 12...**are you ready?** Call our experts at 412-364-8200 to understand the benefits of this new model and **Corazon’s proven quality approach for bundled payment.**

Specialty Program Development at Baptist Medical Center South: Expanding Neurosciences and Orthopedics

The expansion and enhancement of neuroscience and orthopedic capabilities at Baptist Medical Center South (BMCS), the flagship of a three-hospital system in south-central Alabama, was deemed a strategic priority following completion of an opportunity analysis by Corazon.

The Baptist team worked with Corazon to construct comprehensive plans for both neurosciences and orthopedics based on community need and best practice standards. The engagement included a detailed Market Analysis with target volume projections and associated financial return, along with a physician manpower needs assessment, and operational implementation plans for each service based on community need and best practice standards.



Corazon and the BMCS team successfully executed significant and profitable changes to these service lines. For orthopedics alone, spine implant contracts were renegotiated for annual savings of approximately \$1 million, and since FY 2016, joint replacement volume has grown 28%, joint replacement LOS decreased 23%, and the joint replacement patients discharged to home increased 22%. A successful co-management agreement was negotiated and implemented with the orthopedic physicians. Neuroscience has experienced similar results with successful stroke program re-certification and expansion of offerings to include intra-cranial neurosurgical capabilities. The stroke program volume has increased dramatically and over 1,200 patients are now treated annually. The two Baptist sister facilities will begin to prepare for formal certification by The Joint Commission as stroke centers this year.

Client Kudos: Strategic Planning Expansion



Upper Allegheny Health System (UAHS) in Olean, NY, engaged Corazon's expertise in **strategic planning for their cardiovascular service line**. Since then, UAHS has expanded to include electrophysiology and is currently implementing a vascular program. After achieving successful outcomes and tremendous volume growth in their cardiac program following plan execution, UAHS has engaged with Corazon again to expand into neurology and orthopedics. ***We congratulate Upper Allegheny Health System on this accomplishment and for continuing to make advancements in other specialties!***

We congratulate Baptist on their progress and achievements, all of which greatly impact patient care for the Montgomery community.

Corazon is pleased to announce completed Permanent and Interim placements for the following clients:

- A **Cardiothoracic and Vascular Surgeon** at **Hays Medical Center** in Hays, KS.
- A **Cardiothoracic Surgeon** at **DCH Health System** in Tuscaloosa, AL.
- A **Cardiothoracic and Vascular Surgeon** at **WellSpan York Hospital** in York, PA.

Visit us at www.corazoninc.com or call 412.364.8200

Get social with us!  

The Corazon Report is published by the experts at Corazon, THE national leader in strategic program development for **HEART, VASCULAR, NEURO, SPINE, and ORTHOPEDIC** programs and practices. Our team of experts offers total program solutions through Consulting, Software Solutions, Recruitment, Interim Management, and Accreditation services to clients across the country and in Canada. The information herein reflects the opinion of Corazon and in some cases may not necessarily be the opinion of other healthcare industry professionals.

THE CORAZON EDITORIAL TEAM

Karen Hartman, President & CEO
Jill Fuller, Communications Director
Lauren Staas, Sr Mktg Coordinator

Contributors:

Ross Swanson, Executive VP
Stacey Lang, Senior VP
Patrick Vega, VP
Michael Church, Client Relations Mgr



5000 McKnight Road
Suite 300
Pittsburgh, PA 15237

Strategize / Plan / Implement: Gaining an EDGE in Orthopedics, Neurosciences, and Spine

With the rapid transformation of solo hospitals and small health systems into larger systems, there is a vital need for hospitals and health systems to **quickly understand and develop current service offerings while strategically planning for the future.**

**Thursday, April 19, 2018
1 PM ET**

Join the Corazon experts for this webinar to understand:

- Best practices in assessment and strategy;
- Engaging and collaborating with specialty physicians;
- Current industry trends in Orthopedics, Neuroscience, and Spine;
- The basics of understanding and applying data;
- Effectively communicating strategic initiatives;
- *And more!*

Reserve your seat now for this education session online at www.corazoninc.com - **space is limited!**



**Bookmark our Distance Learning page for additional
Cardiovascular, Neuroscience, and Orthopedic events!**

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