

the

CORAZON REPORT

A special briefing from your service line experts

Volume 15, Issue 1

Neuroscience Programs in the Community: Not (Only) Brain Surgery

*There is perhaps no other medical or surgical specialty experiencing more growth than neurosciences. Expanded treatment capabilities, enhanced imaging, medical breakthroughs, and daily device and implant FDA approvals and introductions to the market all combine to drive amazing strides in patient treatment, outcomes, and decreasing patient disabilities. **What neuroscience offerings are provided at your organization? Should you consider expanding into other areas to take advantage of these diverse and exciting opportunities?***

While the potential exists for community hospitals to expand neuroscience access and increase volume, doing so must be based on a well thought-out plan. The following questions should be top of mind when considering any expansion:

- What **infrastructure** currently exists that could serve as the foundation for a neuroscience expansion?
- What existing **clinical expertise** could translate well to a sub-specialty within neuroscience?
- What **capital investment** would be required? Can any existing space be shared and/or repurposed?
- How can **technology** facilitate programmatic growth?
- What quality-tracking **mechanisms** would need to be implemented to report on new services?

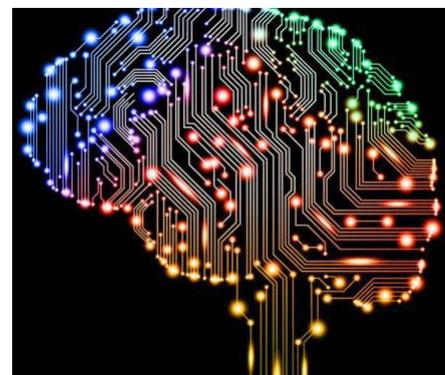
A neuroscience expansion can cause trepidation, but **advanced capabilities can and should be available to the community**. This is no longer just the purview of large tertiary centers! *There is more to offer within neurosciences than brain surgery!* But in considering new treatment options, in order to develop a financially- and clinically-sound program that is regionally competitive, **a comprehensive strategic plan is imperative**.

In particular, when integrated into an organization's neuroscience service offerings, a formalized stroke program can do much to **improve access to care and garner new patient volume**. In fact, there are many similarities between advances in stroke care and the interventional treatment of emergent cardiac patients, which is now widely available at over 70% of hospitals of all sizes across the country. ***Communities expect that if organizations can handle heart attacks, they can handle strokes!***

In much the same way that STEMI (ST-Elevated Myocardial Infarction) care has evolved into highly process-driven, community-centered treatment, so too has stroke in recent years. Catheter-based treatments have emerged as the standard of care for large vessel occlusion strokes. The DAWN™ trial findings have increased the eligible population and given The Joint Commission's recent announcement regarding the introduction of a new level of certification for endovascular stroke treatment, there is no doubt that these treatment options are poised for rapid and widespread expansion into the community hospital setting.

Corazon assisted many clients with necessary planning steps for any expansion, while also working to expedite program implementation, and filling gaps in staff expertise during the program building phase. With the knowledge and tools available -- ***Now is the time!*** Bringing cutting edge neurosciences care to the community is happening all across the U.S.

Is your organization ready to take advantage of this opportunity?



Please join us in welcoming new members to our growing team:



Susan Heilman has returned to Corazon as a **Senior Vice President**, bringing a diverse career in healthcare to the company to assume leadership of the Consulting Team.

Wayne Daugherty has joined Corazon as a **Senior Applications Developer**, bringing vast experience in designing and developing software applications for the CEREBROS™ product.



Shane Recker has joined Corazon as a **Business Analyst**, to analyze market, operational, and financial data for client projects.

Tammy Merjanian has joined Corazon as a **Marketing & Office Coordinator** to assist with collateral development and marketing projects.



Corazon Named Among The “Best Places to Work in Healthcare” for 2017

Corazon has again been recognized as **one of the top workplaces in healthcare for 2017** by *Modern Healthcare*. Corazon has earned this recognition seven times! This award could not happen without our employees and clients.



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

- A Vice President of Cardiovascular Institute at **St. Joseph’s Hospital & Medical Center** in Phoenix, AZ.
- A Cardiothoracic Surgeon at **MidMichigan Medical Center** in Midland, MI.
- A Cath Lab Director at **Metro Health Hospital** in Wyoming, MI.
- A Stroke Coordinator at **St. Mary’s Hospital** in Madison, WI.
- A Cardiothoracic and Vascular Surgeon at **Flowers Hospital** in Dothan, AL.
- A Cardiothoracic Surgeon at **DCH Regional Medical Center** in Tuscaloosa, AL.

Corazon Orthopedic *EDGE*™ Service Line Assessment



Like healthy bones providing a structure for the human body, it is important to ensure key service line components are in place for a strong organizational foundation. Visit www.corazoninc.com to take Corazon’s free assessment and find out if you have the *EDGE* in Orthopedics!

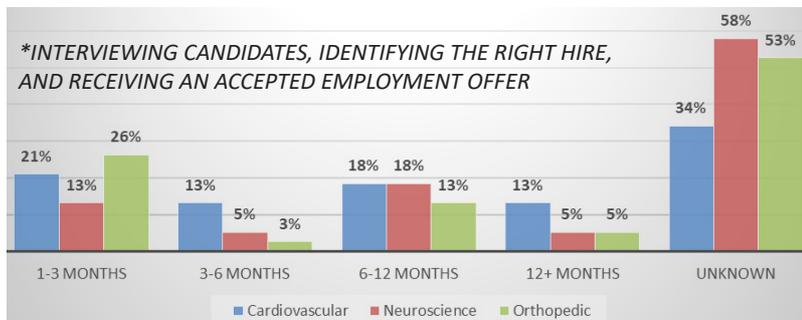
Grand Opening of Musculoskeletal Center

Corazon worked with UHS in Binghamton, New York to assist with developing and implementing a Musculoskeletal Strategic Plan, including a governance structure. As a result of these efforts, Corazon helped establish a shared governance structure with administrative and physician membership, along with a dyad management model with the service line medical director and administrative executive. The one-stop integrated musculoskeletal center includes rehabilitation and sports medicine facilities that opened in October of 2016.



DID YOU KNOW?

According to Corazon’s most recent Compensation Survey, the recruitment process* has become increasingly challenging for leaders in the CV, Neuro, and Ortho specialties. Hiring an experienced firm like Corazon can **save valuable time** to find a permanent placement and/or ensure program momentum is sustained during a lengthy hiring process by using Interim Management services as a temporary solution.



For the full Report of Findings on our Compensation Survey, call us today at 412-364-8200.

The Value of Program Accreditation

Achieving specialty-program Accreditation is a worthwhile strategy hospitals can implement to improve clinical quality and lower operational costs. As requirements for transparency and patient satisfaction increase along with other industry pressures, many payors, state regulatory bodies, and national societal organizations are offering different “levels” or assigned “values” of **Accreditation** to ensure programs have foundational and ongoing plans in place to offer quality care.

Several states require accreditation or verification by an outside agency to demonstrate compliance with the many regulations that accompany an expansion of services. Corazon can help with these efforts. The value of program accreditation is clear – **with standards to meet and sustain, ALL programs, regardless of location or size, would be held to the same standard of quality patient care...**the ultimate goal of any healthcare organization.

Corazon has both national experience and a proven reputation in preparing organizations for certification and/or accreditation, and also serves as the accrediting body in several states. Our accreditation services include: **Diagnostic Cardiac Cath Labs, Interventional Cardiology, Cardiovascular Surgery, and Electrophysiology.** We have seen first-hand the positive impact our accreditation has had on programs, not only from an operational process improvement, but also from our continued quarterly review of client data.

For instance, when reviewing NCDR CathPCI Outcomes across Corazon accredited programs in Pennsylvania, significant improvement has been shown for these and other key performance measures:

- **PCI In-Hospital Risk-Adjusted Rate of Acute Kidney Injury (all patients)**
- **PCI In-Hospital Risk-Adjusted Rate of Bleeding Events (all patients)**
- **Dx Cath Process & Outcome: Incidence of Non-Obstructive Disease (elective)**



ANY results-driven improvements can no doubt be attributed to committed focus to the program, with standards used to drive positive change. A competitive edge is highly possible in markets where patients **have a choice for where to receive care. But, the value of accreditation is much more far-reaching – improving outcomes and operational costs at a hospital will result in better access, and therefore a healthier community overall.**

Client Kudos: Cardiac Cath Lab Grand Opening



In May, J.C. Blair celebrated the opening of their new cardiac cath lab, including PCI, at a ribbon cutting ceremony and patient treatment officially began on May 31. After 6 months of a planning and implementation effort with Corazon, this state-of-the-art CCL means patients can now receive advanced cardiac treatments and procedures efficiently and safely locally. ***We congratulate J.C. Blair along with the PinnacleHealth CardioVascular Institute, who worked along with Corazon to make this effort a success!***

Client Kudos: Stroke Certification

Tanner Health System in Carrollton, Georgia, engaged Corazon’s expertise to prepare for Stroke Program Accreditation with The Joint Commission across this health system. After months of immense dedication and effort, they completed their first successful accreditation survey, receiving Primary Stroke Certification at their Carrollton and Villa Rica locations, along with Acute Stroke-Ready Certification at their Higgins facility. ***We congratulate Tanner on this accomplishment, and look forward to continued work with their successful multi-site stroke program.***



Visit us at www.corazoninc.com or call 412.364.8200

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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, and Interim Management 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.

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