

the

CORAZON REPORT

A special briefing from your service line experts

Volume 16, Issue 2

The President & CEO's Corner



If you have called our office in the last 17 years and were placed on hold, you would have heard the music "You Gotta Have Heart... Corazon...Corazon."

*As we started in cardiovascular, we thought it was such a match and then as we expanded into the neuroscience and orthopedic specialties, offering the same unparalleled expertise, advice, and innovative thinking to these areas, we knew this was really our philosophy – **You gotta have HEART.***

And to us, "Heart" means a passion for doing our best and never settling for mediocrity.

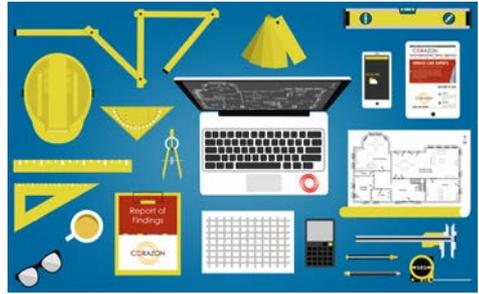
I'm delighted to say our exceptional team once again placed Corazon on Modern Healthcare's list of the "Best Places to Work in Healthcare" – our 8th appearance on this prestigious ranking. This award is a testament to the collaborative, hard-working, inspiring, and PASSIONATE group at Corazon.

With heart,

Facility Considerations for Operational Success

Current healthcare trends – the shift to outpatient care setting, intensifying technologic changes, incorporation of physician practices across the full continuum, and growing focus on the patient and family – are causing a resurgence of facility projects across the country.

As Corazon works with our national client base, these and other industry changes often lead to discussions related to strategic facility planning across cardiovascular, neuroscience, and orthopedic care. When thinking about how to grow, develop, and / or promote a clinical service line, the facility needs of an organization to meet these goals should be considered.



The biggest impact when considering the overall cost and return on the investment is when Lean work redesign and a patient-centered focus occur during the entire facility design process. Corazon assists clients with the inclusion of evidence-based practices, which are then supported by the built environment to influence operational patient flow... resulting in greater efficiencies and cost-savings, and better margins overall. **Understanding ROI throughout the project is key** – only then can hospital leaders make informed decisions about what to build and how to build it.

Regardless of the project scope, **hospitals should envision how an investment in facility can help keep pace with the ever-changing marketplace.** Corazon advises clients considering a new facility, expansion, or complete re-build to consider:

- **Redesigning** space with more efficient workflow in mind.
- **Planning** for flexible, multi-use clinical areas.
- **Focusing** on transformative service offerings, such as telemedicine.
- **Creating** an advisory council to focus on the patient experience.
- **Studying** population health and how new models of care will shift.

The most successful facility builds or modification projects provide a branding and differentiation opportunity and allow for greater efficiency, a better patient experience, and improved clinical quality. In fact, for many cardiac, neuroscience, and orthopedic centers, new or renovated facilities will position a hospital for growth well into the future.

Indeed, Corazon believes that a design based on creating functional and efficient spaces that aid in operations is the ideal way to approach a facility construction project, whether building or expanding new space or refurbishing existing spaces.

"While capital costs of facility improvements may seem daunting, viewed over a building's lifetime, initial costs of construction usually represent only 2% - 5% of total expense, and they also attract new patient volume. Essentially, construction projects quickly pay for themselves by supporting and/or changing clinical practices for the better, which Corazon delivers as part of every project."

*-Jim Albert, AIA, ACHA, LEED, AP
Principal, Hord Coplan Macht*

Physician Payment Changes 2019

Earlier in September, CMS released a preliminary version of the planned changes to the Fee-For-Service (physician) payment structure. While the response of providers and health networks has been varied, we believe a proactive approach is required by physicians and practice administrators. A cursory assessment of Corazon data from previous client experiences shows a potential loss of up to 6.5% of net revenue for some specialty practices.

Considering the slim margins that many professional practices achieve, this situation may incentivize alignment with a hospital, health system, or larger group practice.

Since the mid-1990s, physician reimbursement has been contingent upon patient complexity. Most highly-specialized physicians typically generate a greater number of higher-paying encounters, based on the required skillset of the specialist and the needs of these patients.

In the new model, five levels of service are being combined into two: basic and complex. For this reason, **practice administrators must complete an evaluation to fully understand, and prepare for, what may be significant changes to the practice revenues.**

Level	Current Payment* (Established Patient)	Proposed Payment**
1	\$22	\$93
2	\$45	
3	\$74	
4	\$109	
5	\$148	
Level	Current Payment* (New Patient)	Proposed Payment**
1	\$45	\$135
2	\$76	
3	\$110	
4	\$167	
5	\$211	

*Current Payment for CY 2018

**Proposed Payment based on the CY2019 proposed relative value units and the CY2018 payment rate

At the Podium

MGMA 2018 Annual Conference

September 30 - October 3 in Boston, MA

- EVP Ross Swanson presented *"Who's the Boss? Hospital Employment of Subspecialty Physicians"*



Healthcare Design Expo + Conference 2018

November 10-13 in Phoenix, AZ

- VP Kathy Brown will co-present *"Revitalizing Your Aging Surgical Platform"*

ACI 12th Conference on Stroke Centers of Excellence: Futhering the Quality and Accessibility of Stroke Care

November 14-15 in Denver, CO

- SVP Stacey Lang will present *"Establishing a Regional Stroke Care Center"*

Becker's Healthcare 17th Annual Future of Spine + The Spine, Orthopedic, and Pain Management-Driven ASC Conference 2019

June 13-15 in Chicago, IL

- SVP Stacey Lang will be a panelist for *"The Future of Orthopedics - Practice, Medical Device Issues, and More"*

CMS is expanding payments and relaxing restrictions on virtual care, either via telemedicine, or through the electronic transfer of information, photographs, and other data, as well as allowing additional payments for prolonged encounters.

While the payment structure is changing, the news is not all bad. These new payments will no doubt increase access to specialty care in rural areas by increasing revenue streams and adding mechanisms to help defray the expense of the equipment necessary to provide virtual services.

In the Exhibit Hall

Healthcare Council of Western Pennsylvania

September 28, 2018

Cranberry Township, PA

SVIN 2018 Annual Meeting

November 14-17, 2018

San Diego, CA

International Stroke Conference 2019

Booth #442

February 6-8, 2019

Honolulu, HI



Corazon Accreditation - Service Line of Excellence

New facets of the long-standing quality discussion are shifting the paradigm of what it means to provide “excellence” in today’s healthcare landscape. Value over volume, quality over quantity, full continuum disease episode accountability, and increasing patient experience and satisfaction expectations all require a renewed focus. **With process- and protocol-driven care delivery – as verified through a program accreditation effort – great impact can be realized on the cost and quality equation.**

Corazon’s Service Line of Excellence designation is a prestigious recognition given to cardiovascular programs that earn accreditation for their highest level of services offered, along with two other sub-specialty programs in one parallel track. Through **Corazon’s E3 approach** -- **E**valuate, **E**nhance, and **E**xcel – a bundled set of services will be verified as “best-practice” by Surveyors with extensive cardiac-focused clinical backgrounds and program development experience. **Programmatic benefits of Corazon’s Service Line of Excellence include:**



- ➔ **A focus on patient safety, clinical efficiency, and quality outcomes**
- ➔ **Reports tracking progress and action plans**
- ➔ **Integration with strategic planning and growth initiatives**
- ➔ **Collaborative process involving physician and care teams**

Given the rapidly-evolving healthcare reimbursement landscape, the question is no longer “if” accreditation of clinical programs will be required, but rather “when.” The sooner this effort is launched, the sooner improvements will be realized on behalf of the clinical / operational / and financial aspects of an organization and its patients.

Accreditation Companies:

Snapshot of Cardiovascular Services Offerings

	Chest Pain Center	Diagnostic Cath/PCI	OHS	EP	Peripheral Vascular
Company A	X		X		
Company B	X	X			
Company C		X		X	X
Corazon	X	X	X	X	X

As shown above, no other healthcare accrediting company offers the same scope of services as Corazon. We provide a full continuum of accreditation options to help your service line become one of distinction -- gain better outcomes AND a market advantage with program accreditation!

New Program Announcements

WellSpan Gettysburg Hospital in Gettysburg, PA and **St. Cloud Regional Medical Center** in Saint Cloud, FL engaged Corazon’s expertise in implementing a **Coronary Interventional Program**. Corazon worked alongside both hospitals’ medical and administrative leadership teams to ensure all necessary requirements were in place.

We congratulate these hospitals on these accomplishments and for bringing advanced treatment options to their communities!



Client Placements

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

- An **Executive Director of Cardiovascular Services** at **Butler Memorial Hospital** in Butler, PA.
- A **Director, Cardiology** at **CHRISTUS Shreveport - Bossier Health System** in Shreveport, LA.
- An **Executive Director, Cardiovascular Services** at **Butler Health System** in Butler, PA.
- A **Cardiology Practice Director** at **HealthCare Partners** in Las Vegas, NV.
- A **Manager, Cardiovascular ICU** at **Florida Hospital Orlando** in Orlando, FL.

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.

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SAVE THE DATE!

Corazon & LUMEDX's 2019 *Spring* Conference *April 30 - May 2*

Bonjour! Corazon will be hosting the Annual Conference in partnership with LUMEDX next Spring at the Paris Hotel in Las Vegas, NV! **Plan NOW to attend!**

Corazon conferences have earned a reputation as an excellent educational forum, including networking opportunities and interactive learning...*Join us for this can't-miss event!*

**"Reaching New Heights: Foundations for Growth in
Cardiovascular, Neuroscience, & Orthopedics"**

*Bookmark our website to see future event updates,
details, and announcements!*

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