

the

CORAZON REPORT

A special briefing from your service line experts

Volume 18, Issue 2

The President & CEO's Corner Looking Ahead: 2021 on the Horizon



With COVID-19's critical impact on all of us this year, it is imperative to strategize for 2021. The healthcare industry must adjust processes, consider new settings of care, and **proactively plan for the future of service lines** in a post-pandemic environment.

Key service lines, including Corazon's niched specialties of **orthopedic, spine, neuroscience, and cardiac**, were significantly impacted with **at least a 60% decline in volumes**. In many areas across the country, losses were even higher. Some facilities may require over 20 weeks to be clear of their backlogged cases, which is a major hurdle to overcome.

Corazon can help... Programs should confront this service disruption now by creating and implementing **ACTIONABLE** plans to resume "normal" operations and recoup lost revenues. Strategic planning around lessons learned and continued strides in new and cutting-edge technology will best position programs for the future. Corazon remains your trusted partner to be "ready for anything" as 2020 draws to a close.

Be healthy,

Now Launching: Levels of Accreditation for Program Success

As the cardiovascular service line continues to be a primary focus for regulatory bodies, quality groups, and professional clinical organizations, this specialty remains highly competitive. As a result, hospital leaders are increasingly considering strategies for market distinction and chief among them is program accreditation.

Corazon's E3 Accreditation -- **E**valuate. **E**nhance. **E**xcel. -- is a way to substantiate best-practice through peer reviews, ongoing quality assurance measures, and benchmarks, and ultimately, serves as a strategic initiative to achieve a competitive edge. Formal accreditation offers cardiovascular programs the ability to **drive continuous quality improvement (CQI)** and allows for consideration in operational improvement and efficiencies.

In response to evolving program needs, state requirements, and even client requests, Corazon launched **three Levels of Accreditation** to best serve our clients. All three elevate the amount of support provided by Corazon and the value of the service for helping clients meet clinical, operational, and financial goals of their program. The intent: **to help accredited programs continually raise the bar on cardiac services.**



GOLD

- Survey Visit
- Cath Lab Observation
- Onsite Chart Review
- Medical Advisor Peer Review
- Quarterly Registry Data Review & Dashboard
- And more!



GOLD PLUS

- All **Gold** Accreditation Components
- AND —
- Discount on Other Services
- Quarterly Quality Meeting Participation
- Documentation Review / Mid-Cycle Review
- Consulting Time



PLATINUM

- All **Gold Plus** Accreditation Components
- AND —
- Operational Metrics Review & Dashboard
- Coding & Billing Review
- Quarterly Peer Review

Quality and case selection must always remain top of mind. Corazon's Platinum accreditation offering includes ongoing peer review to ensure the highest case quality, appropriate selection, best practices, and that all national societal guidelines and recommendations are being followed.

Corazon knows the necessary components for **efficient, effective, and high-quality** programs. **Quality assurance, best-practice operations, and financial viability are some of the many benefits that can be gained through program accreditation.**

Client Kudos: Cardiac Surgery

Congratulations to Corazon client **Physicians Regional Healthcare System - Pine Ridge** in Naples, FL on performing their first cardiac surgery in July. Corazon coordinated program implementation and educated hospital and clinical staff on incorporating best practice standards in preparation for their first case.



Through hard work and dedication to enhancing their cardiovascular service line, the team at **The Heart Center at Physicians Regional** is committed to providing the highest quality of patient care.

Corazon congratulates the hospital team on this well-deserved accomplishment and bringing advanced treatment options to their community!

Client Kudos: Cardiac Cath Lab



**Photo courtesy of Roxborough Memorial Hospital*

Congratulations to Corazon client **Roxborough Memorial Hospital** in Philadelphia, PA on opening their new cardiac cath lab in September. Corazon worked with the Roxborough team to both plan and implement the organization's expansion to PCI. The entire project, spanning multiple aspects of facility planning, clinical program design, operational support, and cardiology manpower needs, resulted in a successful services launch to increase patient access to interventional care.



The cath lab also earned Corazon Gold-level Accreditation, and looks forward to ongoing program growth in diagnostics, interventional cardiology, peripheral vascular procedures, and emergency care.

Blog Announcement

Corazon's goal in launching this interactive space is to provide our clients and colleagues in the industry with news and updates; informative posts; company offerings; and other announcements, items, or articles relevant to cardiovascular, neuroscience, spine, and orthopedics specialties. Bookmark corazoninc.com/blog and check back for ongoing updates!



Upcoming Webinars



Take advantage of the knowledge, experience, and advice of industry experts and the Corazon team in a **convenient web forum**. **Don't miss out on these upcoming hot topics:**

- **October 20** - The Finances of Spine: Making it Work with the Resources Available
- **October 27** - Discovering Leaders in Advanced Heart Failure in a Post-COVID-19 Setting
- **November 4** - The Levels of Accreditation: An Introductory Look
- **November 17** - FastCheck: Open Heart Surgery - Effectively & Swiftly Assessing your Cardiac Surgical Program to Ensure Top Performance
- **December 3** - Physician Recruitment Challenges & Solutions in Orthopedic & Spine Specialties

Client Placements

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

- A **Regional Director, Electrophysiology** at **MedStar Washington Hospital Center** in Washington, DC.
- A **Medical Director, Interventional Cardiology** at **Clinton Memorial Hospital** in Wilmington, OH.
- A **Cardiothoracic Surgeon** at **Penn Highlands Dubois** in DuBois, PA.

Bookmark corazoninc.com/distance-learning to sign up for these and more exclusive webinars!

Five Key Takeaways on Ambulatory Settings of Care

Ambulatory Surgery Centers (ASCs) have proven very successful from a clinical, economic, and service standpoint for many surgical specialties, which now includes Diagnostic and Interventional Cardiology. This approach is anticipated to become widely popular and successful, providing significant operational and economic efficiencies while allowing for competitive pricing and ease of patient access, along with opportunities for physician engagement. **Hospitals and health systems must plan to capitalize on these key takeaways in cardiovascular services:**

1

Clinical: Technological advancements in closure devices and use of the safer radial approach to heart catheterization have led to many studies that prove the safety and efficacy of PCI in an ambulatory setting. *This trend will continue to move interventional cases to the lower-cost outpatient setting.*

2

Financial: Medicare projects that a 5% shift of PCI to the ASC will result in a \$20M/year savings for them and a \$5M/year savings for their subscribers. *How this impacts hospital bottom lines could be significant, though unique by region or other factors.*

3

Patient Experience: ASCs provide a more convenient, efficient, and personalized experience than the hospital setting, which increases appeal for patients. *Hospitals that do not adjust may be bypassed in favor of those that offer more convenient and accessible advanced care.*

4

Physician Alignment: Joint Venture ASCs with hospital and physician ownership may make the most sense in Cardiology since 70% of Cardiologists are currently hospital employed. *This could affect the hospital / physician dynamic in many ways, including how quality goals are set and met.*

5

Strategy: Due diligence in planning and opening an ASC is important in order to avoid pitfalls and mistakes... full compliance within this very heavily-regulated industry must be maintained. *Use current ASC in new and innovative ways.*

Organizations that have already completed the foundational work associated with the shift to a less-costly platform are much better positioned for the future as this trend continues.

Corazon FastCheck: The Ticket to Enhancing Your Stroke Program

Quick time-to-treatment is critical in stroke patients and providing thrombectomy services can be life-saving. Corazon's **FastCheck** offering is an evaluation of your existing stroke program to determine your readiness to offer thrombectomy services and to potentially achieve thrombectomy-capable stroke center (TSC) designation. This includes:



- A one-day onsite review of current stroke program operations
- Customized recommendations with a timeline for Thrombectomy next steps
- A 10% discount is applicable to Corazon's full planning or assessment services

Visit corazoninc.com/thrombectomy-calculator and enter DRG information to see the potential shift to thrombectomy and corresponding revenue associated if your program expands to offer neuro intervention. Hospitals can use this information obtained as a springboard to a full Thrombectomy planning effort.

Visit us at www.corazoninc.com or call 412.364.8200

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, Recruitment, Interim Management, and Accreditation services to clients across the country and in Canada.

Get social with us!  

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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:

- NASHVILLE -

HOT

Your Recipe for Service Line Excellence

Hilton Nashville Downtown

APRIL 7TH-9TH
NASHVILLE, TN

Corazon Spring Conference 2021
with Co-hosts LUMEDX & Healthworks

April 7-9

Hilton Nashville Downtown

Bookmark corazoninc.com to check for further updates on the conference agenda, speakers, and special offers. Plan **NOW** to attend...*You don't want to miss this exciting service line event!*

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