

the

CORAZON REPORT

A special briefing from your service line experts

Volume 19, Issue 1

The President & CEO's Corner: *The Heart & Brain Connection*



As we begin 2021, it remains more important than ever to **ensure that quality care delivery, an optimized team complement, and plentiful growth opportunities exist within your key service lines.**

Has your organization capitalized on the **clinical, financial, and operational connections of heart and brain services?** How can you employ the synergies between them?

One clear opportunity for many programs is implementing neuro intervention in the cardiac interventional space, an opportunity that capitalizes on shared facility infrastructure, governance, and clinical processes. Whether a heart attack or brain attack, **timely treatment is key to better outcomes.**

Planning for and implementing any expansion or improvement can be made more efficient with dual attention to both these important programs, where many synergies exist.

After last year's challenges and those that still linger, Corazon can help optimize combined planning and/or implementation of **these critical areas to best position a hospital to succeed.**

My best,

Strategic Dos and Don'ts for your Ambulatory Strategy

Ambulatory Surgery Centers (ASCs), along with hospital outpatient departments (HOPD) and office-based labs (OBLs), have proven very successful from a clinical, economic, and service standpoint for many specialties. The popularity of this approach is anticipated to continue, providing significant operational and economic efficiencies while allowing for competitive pricing and ease of patient access, along with opportunities for physician engagement. In today's environment, patients may feel safer at ASCs instead of the hospital during the COVID-19 pandemic, leading to a higher demand for these centers. **Hospitals and health systems must plan now to fully understand this shift! Consider these Dos and Don'ts when evaluating an Ambulatory Strategy:**



Organizations that have already completed the foundational work associated with the shift to a less-costly platform are much better positioned for the future and the unknowns of the pandemic's impact as the ASC trend continues. Contact our experts to learn how to apply the "dos" to enhance and expand your program's success.

Value of IM Professionals

Turnover in a hospital or physician practice setting is inevitable, but within the healthcare industry, **continuity and consistency** are the hallmarks of an efficient, effective service line. **Without strong leadership at the helm of a program, risks emerge** -- lack of strategic direction, tactical oversight, and motivational leadership -- which can all negatively affect clinical, operational, and financial performance.

Hiring an **Interim Manager** is an important strategy that can reduce these risks, with the benefits far outweighing the additional upfront costs, including **increasing program depth** and **improving financial forecasts**. Further benefits associated with utilizing interim management are:

- **Quicker placements** based on using a pool of qualified and experienced professionals ready for interim work.
- **Better quality performance** of the program as a result of the Interim's level of experience.
- **Autonomy and objectivity** of the Interim, which allows for a fresh perspective and new, innovative ideas to be brought to a program.

Corazon is dedicated to niched service line interim management for program leaders and physicians within the **heart, vascular, neuroscience, spine, and orthopedic specialties**. *Our qualified interim professionals or locum physicians will help your organization advance!*

Client Placements

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

- A **Cardiovascular Service Line Leader** at **Phoebe Putney Physician Group** in Albany, GA.
- A **Clinical Nurse Specialist Educator** at **Northside Hospital System** in Atlanta, GA.
- A **Stroke Coordinator** at **Baptist Medical Center South** in Montgomery, AL.

Client Kudos: Thrombectomy

Congratulations to Corazon client **Baptist Medical Center South** in Montgomery, AL on performing their first thrombectomy in December 2020. Corazon coordinated program implementation and educated hospital and clinical staff on incorporating best practice standards in preparation for their first neuro-interventional case.



Through hard work and dedication to enhancing their neuroscience service line, the team at Baptist Medical Center South is committed to providing the highest quality care for stroke patients. *Corazon congratulates the hospital team on this well-deserved accomplishment to bring advanced treatment options to their community!*

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:**

- **March 30** - Options and Opportunity: Does a Structural Heart Program Make Sense for Your Organization?
- **April 14** - Levels of Accreditation: An Introductory Look
- **April 21** - Beginning the Search: Using a Vacancy as a Catalyst for Programmatic Change
- **May 11** - Setting the Stage: Understanding Key Recruitment Processes for Successful Placements
- **May 18** - OHS Fast Check: Achieving Quality in a Complex Service

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

Level Up Your Cardiovascular Program with Corazon Accreditation

The cardiovascular service line is a primary focus for regulatory bodies, quality groups, and professional clinical organizations, and remains competitive in many markets across the country. Formal accreditation of the service line or specific procedural components within cardiovascular can position a program for advancement and distinction.

Corazon Accreditation offers **three varying levels** to best serve Cath/PCI programs' needs:

GOLD

- > Survey Visit
- > Cath Lab Observation
- > Onsite Chart Review
- > Medical Advisor Case Review
- > Quarterly Quality Review & **Corazon-Provided Dashboard (sample below)**

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** Components
— AND —
- > Operational Metrics Review with Expanded Dashboard
- > Coding & Billing Review
- > Quarterly Peer Review

Metric Category & Metrics	2018 Q4	2019 Q1	2019 Q2	2019 Q3	My Hospital R4Q	US Hospital 90th Percentile	Variance from 90th Percentile
Critical Metrics							
PCI Performance Measures							
PCI In-Hospital Risk-Adjusted Mortality (All Patients)	1.64%	2.37%	0.00%	0.65%	1.17%	1.04%	0.13%
PCI In-Hospital Risk Standardized Rate of Bleeding (All Patients)	2.26%	2.93%	2.99%	1.46%	2.46%	1.55%	0.91%

Quality Status Key	
Exceptional (>75th Percentile)	
Satisfactory (50th-75th Percentile)	
Unsatisfactory (<50th Percentile)	

Quality assurance, best-practice operations, and financial viability are just some of the many benefits that can be gained through a program accreditation effort. ***The time is NOW to commit to program accreditation as a means to reach new heights in 2021!***

Take a Closer Look at Your Program with Peer Review



Peer review provides an external opinion on the quality of care being provided. The effort measures compliance with established best practices and guidelines, and engages physicians in continued quality improvement (CQI) by sharing valuable feedback. Corazon Peer Review includes an **in-depth quality assessment of program cases** by a Corazon physician advisor, and **identifies any gaps or opportunities for improvement** related to clinical best practice and elevating patient care. Benefits include:

Unbiased Perspective  **Enhanced Quality**  **Proactive**  **Ongoing Education**  **Skill Advancement**

Based on the depth and breadth of Corazon's knowledge and resources, our team helps clients address any issue or question that may arise through the review process. **Corazon treats all clients as partners, and the goal of any peer review support is to share in the success of the program and highlight the quality of services being offered.** Visit corazoninc.com/peer-review to learn more!

*As a result of Corazon's Peer Review, we **fine-tuned our patient selection process for appropriateness and saw improvements in our documentation.** We are very pleased to see these improvements in our PCI program as a result of Corazon's quarterly peer review process through their Platinum Accreditation, and recognize that promoting best practice guidelines also positively impacts reimbursement.*

--Julie Peterson
Cardiovascular Quality Coordinator at Coffee Regional Medical Center, GA

Visit us at www.corazoninc.com or call 412.364.8200

Get social with us!  

THE CORAZON EDITORIAL TEAM

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

Contributors:

Steve Geyer, Senior VP
Amy Newell, Vice President
Michael Church, Director

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.

The information herein reflects the opinion of Corazon and in some cases may not necessarily be the opinion of other healthcare industry professionals.



5000 McKnight Road
Suite 300
Pittsburgh, PA 15237

SAVE THE DATE:

- NASHVILLE -

HOT

Your Recipe for Service Line Excellence

Hilton Nashville Downtown

NOVEMBER 17-19

NASHVILLE, TN

Corazon Fall Conference 2021
with Co-hosts LUMEDX & Healthworks

November 17-19

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!*

CORAZON

www.corazoninc.com

412.364.8200