

Texas Health Huguley, a prominent healthcare provider in the Fort Worth area, sought to enhance its orthopedic service line by creating a stronger alignment with physicians. To achieve this, the organization partnered with Corazon, known for its extensive experience in strategic alignment models for healthcare. Corazon's involvement provided Texas Health Huguley with the guidance needed to navigate complex physician alignment options, balancing physician autonomy with the hospital's goals to expand service offerings and market reach.



## **Challenges:**

Texas Health Huguley faced several alignment challenges typical in orthopedic settings:

- **Physician Employment Preferences:** Physicians expressed interest in alternative models over traditional employment, such as “virtual employment,” allowing for greater independence while still aligning with hospital goals.
- **Operational Limitations:** The current facilities were at or near capacity, which constrained growth and affected service accessibility for patients.
- **Billing and Financial Control Concerns:** Physicians were wary of relinquishing control over billing and collections, creating additional complexity designing an acceptable alignment model.
- **Limited Call Pay and Physician Burnout:** Restricted call pay raised concerns, impacting physician engagement and satisfaction.

*These challenges called for a strategic, customized approach that could address the varying needs of the hospital and its physician partners while setting the stage for growth.*

## **Corazon's Solution:**

Corazon conducted a comprehensive needs assessment, including interviews with orthopedic surgeons, administrators, and service line leaders to identify shared objectives and alignment opportunities. Based on this assessment, Corazon presented several alignment models tailored to Texas Health Huguley's specific needs, each with a unique structure to accommodate flexibility while promoting integration:

**Co-Management Agreements, Gainsharing, or Joint Venture and Foundation Models.**

## Implementation:

After careful consideration, Texas Health Huguley and Corazon selected a blend of the co-management and gainsharing models, paired with elements of a joint venture for a future state-of-the-art facility. This alignment approach fostered a collaborative structure that maintained physician independence while enhancing performance incentives. Corazon's structured timeline for implementation included:

1. **Initial Engagement and Data Collection**
2. **Model Customization and Consensus Building**
3. **Facility Development Planning**
4. **Financial Analysis and Legal Review**

## Results:

Corazon's alignment strategy positioned Texas Health Huguley to achieve several key outcomes:

- **Enhanced Physician Engagement:** By including physicians in decision-making and aligning incentives, Corazon helped create an environment that fosters physician loyalty and engagement.
- **Improved Operational Efficiency:** The co-management and gainsharing models drove operational improvements and cost efficiencies, setting the foundation for sustainable growth in orthopedics.
- **Strategic Growth Platform:** With plans for a state-of-the-art regional destination facility, Texas Health Huguley is positioned to attract patients from a broader area, leveraging unified branding and a streamlined care pathway to establish itself as a leader in orthopedic care.



## Conclusion:

Corazon's collaboration with Texas Health Huguley demonstrates the value of a tailored approach to physician alignment. By offering flexible, performance-based models that meet the unique needs of both hospitals and physicians, Corazon enables healthcare organizations to build sustainable partnerships and drive service line success. This case study illustrates Corazon's capability to design and implement alignment strategies that achieve clinical excellence, financial viability, and market growth in the orthopedic space.