

THE CORAZON REPORT

A Special Briefing From Your Service Line Experts

Volume 21, Issue 1



THROMBECTOMY AS A FORWARD-THINKING STRATEGY

The President & CEO's Corner

Stroke is a leading cause of death and disability worldwide, and the majority of strokes are caused by blood clots that block blood flow to the brain. Quick time-to-treatment is critical in stroke patients and providing thrombectomy services can be life-saving. Organizations that have already completed the foundational work associated with a formal stroke program or have an active cath lab are often better positioned for neuro-interventional program implementation than they may perceive. As eligibility for thrombectomy expands, more patients can and will benefit from this life-saving treatment where offered.

As a revenue-generator, market differentiator, and forward-thinking strategy, thrombectomy has many growth benefits. The potential for saving lives and decreasing the level of disability for those who suffer from stroke makes thrombectomy a very worthwhile offering to consider. While considerations to expand to this advanced service can be overwhelming, Corazon's national experience in Neurosciences can provide the planning and implementation services you need while bringing differentiating interventional stroke care to patients.

Contact Corazon today to take your Stroke Program to the next level of performance!

My Best,

Introducing: Surgical Services from Corazon

Why You Can't Go Without a Perioperative Assessment in 2023

Has your operating room been challenged by inefficiency, high costs, or low physician satisfaction? Making up two-thirds of a hospital's total revenue and 40% of total expenses, there are SIGNIFICANT clinical, financial, and operational opportunities to be found within the operating room. Fortunately, Corazon's team of experts has helped hospital leaders reclaim countless ORs across the country. Having worked with hundreds of healthcare organizations, Corazon is proud to now officially offer Surgical Services to fully optimize your organization's operating room (OR) services and workflow across the entire perioperative platform.

Challenging post-pandemic economic times are among us. A thorough assessment of your organization's Operating Room is no longer a luxury in 2023, it is now a necessity. While hospitals are increasingly challenged to ensure patient safety while improving operational efficiency and maintaining cost-effectiveness, the good news is there are key areas of focus that help to improve OR efficiency and operations. A significant component of Corazon's Surgical Services process improvement plan is to prioritize initiatives and identify problems requiring attention within Key Volume, Utilization, Operational, and Financial matters.

Corazon's Key Objectives of an Assessment Include:

- Optimize Throughput
- Improve Resource Utilization
- Improve Performance and Efficiencies
- Enhance Patient and Physician Satisfaction
- Increase Physician Collaboration
- Evaluate supply and equipment costs



With proper management and planning, a strategy for an efficient operating room is a clear-cut path to your hospital achieving positive clinical and financial outcomes. Ready to improve your perioperative performance? **Corazon's Surgical Service Line stands ready to uncover these once-foregone opportunities.**



Scan the QR Code to Listen to our Experts Discuss the Launch of Corazon's Surgical Services!



Client Placements



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

For Permanent:

- An **Electrophysiologist** at **Hannibal Regional Medical Center** in Hannibal, MO.
- An **Electrophysiologist** at **Phoebe Putney Medical Center** in Albany, GA.
- A **Cardiothoracic Surgery Medical Director** at **Hannibal Regional Hospital** in Hannibal, MO
- A **Vice President of Neurosciences** at **UofL Health** in Louisville, KY

For Interim:

- A **Cardiac Cath Lab Manager** at **LCMC West Jefferson Medical Center** in Marrero, LA.
- A **Cath/EP Lab Manager** at **Valley Health** in Winchester, VA.
- A **Cardiovascular Service Line Administrator** at the **University of Kansas Health System** in Kansas City, KS.

Did You Know?

Corazon Offers ASC Planning

Ambulatory Surgery Centers (ASCs) have shown to be significantly more efficient and economically sound for many surgical specialties.

WHO would be best to add in physician staffing, **WHAT** clinical cases to move, **HOW** to operationally move them, and **WHY** this shift makes financial sense requires adequate planning and an ambulatory strategy that is different than a hospital approach. Corazon can help evaluate your current situation, identify opportunities, and recommend strategies to successfully advance services in an ASC setting.



Reach out today to make Corazon your trusted partner in your Ambulatory Strategy for 2023!

The 5 Keys to Success

The following **5 Keys** are **Corazon's proven approach for successful service line evaluation**. Corazon brings over 100 years of combined expertise to assessment and planning, and is ready to assist hospitals, health systems, and physicians with creating a solid foundation for success.

- 🔑 Education & Competency
- 🔑 Quality & Safety
- 🔑 Documentation
- 🔑 Patient Flow
- 🔑 Finances & Profitability

Exhibit Hall

The Career Fair at the 2023 STS Annual Meeting



Corazon's very own Gina Donnelly and Nicole Storey visited San Diego, CA to exhibit at this year's STS Career Fair.

Want to know where Corazon will be at next? Visit us at:

- ASCA Conference in Louisville, KY, May 17-20
- SCAI Scientific Sessions in Phoenix, AZ, May 18-20
- ACC Quality Summit in Orlando, FL, October 11-12
- 2023 ANVC Conference in Las Vegas, NV, November 11-12

Be sure to keep up to date with your Service Line Experts on Facebook and LinkedIn today!

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 and other upcoming hot topics:**

- **May** - The Journey to a Comprehensive Stroke Program
- **June** - Game-Changing Practices: The Evolution of Cardiac Imaging
- **July** - Shifting the Paradigm: CV in ASCs
- **August** - Physician Alignment Strategies



Bookmark [corazoninc.com/webinars](https://www.corazoninc.com/webinars) to sign up for these and more exclusive webinars throughout the year!



Client Spotlight: University of Louisville

UNIVERSITY of LOUISVILLE



"Thank you for the exceptional work that your organization performed on our behalf, which has provided us with the transparency, data and marketplace relativity that we needed in order to make well informed decisions for our UofL Health System.

Your in-depth analysis and assessment of our readiness, capabilities, and infrastructure has given us the clarity we needed as we develop our tactics and strategies around various alternative payment models and contracts with both commercial and governmental payor systems. Your work will directly influence, guide and steer our clinical and business decision making as it relates to these types of partnership opportunities.

I greatly appreciate your level of professionalism and knowledge/expertise, your work has been extremely valuable to our Managed Care team and our overall UofL Health System organization. It has been a pleasure working with you and all those at Corazon."

- Paul Nagy, SVP, Managed Care & Contracting, UofL

Corazon partnered with the University of Louisville to assess the readiness of the health system in executing an Alternate Payment Model (APM) strategy. This assessment gauged the preparedness of the health system's current operations, patient mix, cost structure, quality infrastructure, and information systems.

Corazon's consulting division in parallel developed a strategic plan for UofL's Neuroscience Service Line while Corazon's recruitment division helped to place an Interim Neuroscience Service Line Administrator while also working to place a permanent hire through Corazon's CONNECT Package. As a result, this process kept program momentum, team morale, and care delivery intact to allow for minimal negative impact on program operations.

The University of Louisville has been an exemplary client of Corazon's and the team would like to congratulate them on all their hard work through many projects!

Cardiovascular Spotlight: Open Heart Surgery



Tanner Medical Center & University of Michigan Health - West

Corazon would like to congratulate our long-standing clients at Tanner Medical Center & University of Michigan Health - West on the successful launch and accreditation of their Open-Heart Surgery Programs!

Corazon is extremely proud of their commitment and dedication to these health systems and the community while working to launch this program over the past few years. **Corazon would like to applaud both of these hardworking teams and can't wait to see their continued success through Corazon's Accreditation!**



Corazon's **Cardiovascular Service Line of Excellence** is awarded to cardiovascular programs that earn accreditation for their highest level of services offered, along with two other sub-specialty programs in one parallel track. **Save time and resources with this approach!**

Corazon's Accredited Services



Visit us at www.corazoninc.com or call 412.364.8200

Get social with us!

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

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



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THE go-to solution for Recruitment & Interim Management Services!

With increasing competition in healthcare services, identifying the right talent can make all the difference in your service line performance.

Corazon is dedicated to niched service line recruitment and interim management for program leaders and physicians within the cardiovascular, neuroscience, orthopedic, and surgical specialties.

We are THE 'go-to' firm for search and placement within these areas, because we understand the business of these clinical services and are best suited to identify the employment needs of a specialty program and the ideal skills of the people to fill them.



Corazon Special Announcement!



Corazon's Spring Conference

Plan to join **May 15-17, 2024** at the Hilton Scottsdale Resort & Villas for Corazon's Conference.

This is a cannot miss event on the frontier!

Register here: <https://corazoninc.com/national-conferences/>