

THE CORAZON REPORT

A Special Briefing From Your Service Line Experts

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RENEW IN '22

The President & CEO's Corner

With COVID-19's critical global impact and how the healthcare industry dealt with the lingering effects in 2021, **it is imperative to strategically plan in 2022.** Key service lines, including Corazon's niched specialties of cardiovascular, neuroscience, and orthopedics were significantly impacted throughout the pandemic. Programs must confront this service disruption now by creating and implementing actionable plans to resume "normal" operations.

The future of healthcare's doors are open for expansion and integration of new program development. Bundling your planning with Corazon's three service lines can be a vital use of resources to increase efficiency, understand the crossover of services, and integrate patient care all while saving time and money.

Corazon offers **Strategic Plan Development for CV, Neuro, and Ortho programs as a bundled package.** Our team will lead and facilitate in-depth and collaborative planning processes to define strategies to engage the team, provide high-quality and innovative patient care, and to move these strategies into an actionable plan. These growth strategies must achieve a higher standard of excellence, market differentiation, and long-term success within the market.

Reach out to Corazon to jumpstart your strategic planning for 2022 today!

My Best,

Strengthening Recruitment Strategies During Uncertain Times

An effective recruitment strategy can make all the difference in securing the right talent for success across all specialties, especially in the current environment of significant physician and leadership vacancies across the country. Due to the continued impact of COVID-19, teams are overworked, programs are overwhelmed, and hospitals are struggling to find talented leaders to manage the ongoing struggles within our industry today. In fact, given the "Silver Tsunami"¹ that emerged as a term back in 2019, **the next few years will be extremely important for hospitals finding and keeping the right physician and management talent**, all while further disruptions are anticipated.

Having access to a large, pre-qualified national candidate pool is just one way to increase the likelihood of search success. Other strategies and solutions – the use of interim placements, conducting a market review to understand opportunities, implementing a well-thought-out social media strategy, creating a robust onboarding plan to attract candidates – can assist with making the difficult recruitment process somewhat less challenging. **Corazon offers these additional services to make your recruitment and hiring process successful with:**

Placement Plus:



Manpower Assessment



Social Media Package



Operations Assessment



Onboarding Package



Compensation Review

Corazon's **recruiting experts** will manage the duties including sourcing, interviewing, background checks, compensation analysis, contract negotiation support, and mentoring services. **Corazon's consulting division** integrates with the Recruitment team to work through Placement Plus. Corazon takes a holistic approach to recruitment while utilizing our consulting team to aid in the process. The goal is not to find candidates in the quickest manner, but to find the right candidate who wants to remain with the organization and contribute to the overall success.

Understanding the current climate and having the ability to meet ongoing challenges will allow a program to thrive and grow rather than struggle and stagnate. Given the revenue impact and the effect specialty physicians have on the financial health of the organization, successful placements in these service lines are especially critical. The leadership team must be sure the required talent resources are in place or have a clear understanding of where they can be found and the physicians must integrate their experience and knowledge into a new program...only then can the organization remain sustainable for the long term.

¹Silver Tsunami - metaphor used to describe population aging



Corazon Conference

NEW DATES!

Corazon has **NEW DATES** for the fall conference.

Plan to join us **October 17-19, 2022** at the Hilton Nashville Downtown...looking forward to a safe, productive, and interactive conference. Register today at:

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

- NASHVILLE - HOT

Client Placements

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

- An **Interventional Cardiologist** at **Geisinger Health System** in Wilkes Barre, PA for permanent.
- A **Cardiac Cath Lab Director** at **Tennova North Knoxville Medical Center** in Knoxville, TN for interim.

Exhibit Hall

2022 International Stroke Conference



Corazon's very own Ross Swanson, Gina Donnelly, Scott Hartman, and Michelle Luffey took a trip to New Orleans, LA to exhibit at this year's ISC event.

Want to know where Corazon will be at next?

Visit us at the ACC Quality Summit this September. Also, be sure to keep up to date with your Service Line Experts on Facebook and LinkedIn today!

Did You Know?

Corazon Offers Peer Review Services

Identify gaps or opportunities for improvement related to best practice and elevating patient care with **Corazon's O3 Approach** to Peer Review: **O**pen. **O**bjective. **O**utcomes-Driven.

Benefits of Peer Review Include:



In Memoriam

Many of Corazon's clients and friends knew Sue Heilman, a passionate consultant who worked at Corazon for many years. Corazon has created a scholarship fund to honor Sue. If you are interested in donating, please contact Corazon at **412-364-8200** or visit our website for more information.



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:**

- **April** - Service Line Synergies - Effective Service Line Management and Structure
- **May** - Best Practice Perspectives: Thrombectomy in the Community
- **June** - Best Practice Perspectives: Accreditation as a Value-Added Strategy
- **July** - Staffing Challenges and Solutions: Streamlining Your Recruitment Efforts



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



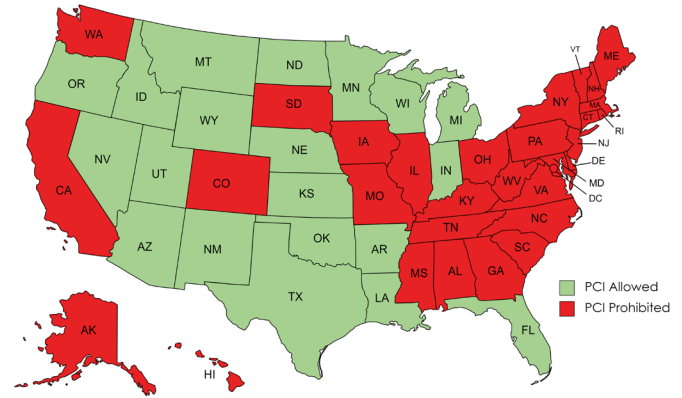
Your Ambulatory Strategy for 2022

What are your plans for Cardiovascular procedures in an ASC?

Is your organization prepared for the shift of cardiovascular procedures to the ambulatory surgical center (ASC)? If you have not had these discussions, **developing a plan will be crucial**, as the shift has already begun. Patients are attracted by the ease of access, affordability, and timely and efficient process of ASC care. Second, physicians are afforded greater control over their practice through the ease of scheduling, greater staff expertise, and improved efficiency and productivity found in an ASC setting. And third, payors are demanding high-quality, low-cost services, which ASCs are known to provide.

Corazon can help you evaluate your current situation, identify opportunities, and recommend strategies to successfully advance cardiovascular services in an ASC setting. **Corazon has a proven ASC model to help you understand the cardiovascular volume opportunity and financial investment and return.** Furthermore, Corazon has applied their successful accreditation model to cardiovascular procedures in the ASC, where monitoring outcomes for newly-approved procedures will be of the utmost importance.

Reach out today to jumpstart your Ambulatory Strategy for 2022!



If your state is listed in **GREEN**, you should be on track to offering PCI in your ASC. Corazon is an approved accrediting body in MI, GA, KY, TX, and PA! Call **412-364-8200** to make Corazon your trusted partner for PCI Accreditation in your ASC and hospital!

Client Kudos



Coffee Regional Medical Center

Corazon would like to congratulate Coffee Regional Medical Center in Douglas, GA on achieving Platinum Accreditation for their Cath/PCI Program. This accreditation proves that the program at CRMC has met or exceeded the rules set by the GA DOH. Since receiving Corazon Accreditation, overall **lab volume increased by 64%**. CRMC now boasts one of the **lowest PCI in-hospital mortality rates** in the country as well, falling well within the top 25% of all programs.

"Through Corazon's process, we were afforded access to quarterly peer review for our interventional procedures and this provided the link we needed to our in-house quality program. 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 and recognize that promoting best practice guidelines also positively impacts reimbursement."

-Julie Peterson, CV Quality Coordinator



Adventist Health Simi Valley

Corazon is proud to have been a part of AdventistHealth Simi Valley's journey to offering Thrombectomy services. Corazon conducted a Readiness and Gap Assessment for the addition of neuro-interventional services and then completed Didactic Education with their staff in the ED, Interventional Lab, ICU, and Stroke Unit in preparation for their go-live in the beginning of March 2022.

Congratulations to the team at AdventistHealth Simi Valley for a successful launch of their Thrombectomy program!

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, 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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CORAZON FALL CONFERENCE 2022

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Your Recipe for Service Line Excellence

October 17-19, 2022