

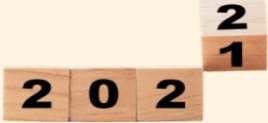
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CORAZON REPORT

A special briefing from your service line experts

Volume 19, Issue 2

The President & CEO's Corner:



As the healthcare industry remains affected by the pandemic, **we need to remain diligent in our attention to clinical outcomes and the need for strategic growth in key clinical service lines.**

A focus on quality – the foundation upon which care delivery is built – is of utmost importance. Hospitals face ongoing and varied challenges with Covid patient management and jeopardized quality within clinical areas. Optimizing new settings of care and telemedicine strategies, among others, can ensure that community access to important services is maintained.

Corazon is a trusted partner in these challenging times – we have worked uninterrupted throughout the last two years on strategies and tactics for **quality assurance, performance improvement, and growth strategies.** *Our clients who have remained dedicated to their patients and to optimizing growth opportunities, even with Covid distractions, will be best prepared for the “new normal” in a post-pandemic world.*

If your key specialty programs need attention, or if you think quality may have suffered while focus has been elsewhere, give us a call to get back on track, just in time for 2022!

My Best,

Neuroscience Program Development: Foundational Steps for Success

In neuroscience, the challenges of achieving program viability have been heightened due to the escalating needs of an aging population and technology that outpaces the ability to quickly adapt. Added to that are manpower shortages, diluted organizational focus, and financial constraints. **But Corazon believes that a clear, well-thought-out plan for the development of neurosciences will help to mitigate these challenges and bring growth.**

There are five components to a fully realized neuroscience program:

- General Neurology**  *Including Pre-care and Wellness*
- Stroke Services**  *Either on-site or within a Regional Network*
- Neuro Intervention**  *Clot Retrieval or Thrombectomy*
- Cranial Surgery**  *Usually part of large Medical Centers*
- Spine Surgery**  *Can be a part or independent of the others above*

Certainly, each requires unique clinical, operational, and financial resources; but overall, **understanding the best program complements for your organization is the first foundational step in realizing the true potential within this specialty.**

Make Use of Technology Already in Place

Programs with a high-performing cardiac interventional lab can capitalize on existing technology and space as a solid foundation for neuro expansion. Understanding the additional needs required to offer neuro intervention in the cath lab space, and then working to implement, can do much to bolster volume in both the CV and neuro specialties. With similar care pathways for both heart attack and stroke patients, synergies in these areas will lead to enhanced interventional care overall. Using components already in place that can be built upon in the context of enhanced neuro capabilities via this dual-interventional approach, can help to define where an organization fits in the neuro space.

Don't Ignore Wellness Aspects of Care

Along with general neurology, a full continuum of care no doubt includes pre- and post- care. Clinical outreach, patient and community education, and supplemental services such as a migraine clinic, sleep lab, outpatient follow-up office, etc. are less-exciting, though equally-valuable components of a service line. These are services that “fill the funnel” of downstream case volume and revenue from loyal patients who eventually need more advanced services.

Within neuroscience, leaders must be willing to **focus not only on what is, but also on what could be.** Corazon recommends an objective internal assessment of existing capabilities as a crucial first step, followed by an external market review. This will provide full understanding of both potential challenges as well as opportunities related to missing service offerings. Only then can organizations begin to establish clear and achievable goals and expectations for a new, expanded, or enhanced neuroscience service line program.

Corazon Conference

NEW DATES!

Given the ongoing uncertainty amid COVID-19, and continued impact on our healthcare industry at large, Corazon has made the difficult decision to **POSTPONE** our November conference to **Fall 2022**.

Plan to join us **October 25-27, 2022** at the Hilton Nashville Downtown...we look forward to a safe and productive interactive conference.

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Client Placements

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

- An **Interventional Cardiologist** at **Peterson Regional Medical Center** in Kerrville, TX
- An **EP Lab Manager / CV Consultant** at **The Christ Hospital** in Cincinnati, OH
- A **Medical Director, CT Surgery** at **Hazard ARH Regional Medical Center** in Hazard, KY
- A **Medical Director** at **Methodist Le Bonheur Medical Center** in Memphis, TN

At the Podium

2021 SHSMD CONNECTIONS CONFERENCE



COO & EVP of Sales Ross Swanson was a panelist for: **"I'll Take One to Go! Increasing Ambulatory Strategy in Key Procedures and Services."**

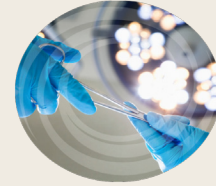
Want Corazon to speak at your next event?

Call us at 412-364-8200 and let us contribute our industry expertise in Cardiovascular, Neuroscience, and Orthopedic Services!

Peri-Operative Services

Did You Know?

Corazon Offers Peri-Operative Services



Is your peri-operative program in need of a quality review, operations assessment, planning effort, or other strategy to validate performance or efficiency? Corazon can help!

Our experience within CV, ortho, and neuro operating rooms naturally leads to expertise within the peri-operative space. Our client, Indiana Regional Medical Center in PA, recently completed a peri-op review where Corazon identified opportunities to **improve efficiencies and resource utilization, optimize throughput, enhance patient and physician satisfaction, and expand service offerings within the outpatient setting.**

Reach out today to discuss how Corazon can help your ORs reach top-tier performance.

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:**

- **November** - Setting the Stage: Proactive and Strategic Growth Tactics for COVID-19 Recovery
- **December** - Lessons Learned: 2021 Year in Review
- **January** - Choose Your Adventure: Looking Ahead to 2022

Don't Miss It!

Mark your calendars for January 27, 2022 for **Corazon's Cardiovascular and Neuroscience Virtual Briefing!** Check your email for more details soon!



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

Cath/PCI Implementation and Accreditation: Allegheny Health Network Wexford

Corazon is proud to have both implemented and accredited the Cath/PCI program at AHN's new hospital in Wexford, PA. This community hospital opened its doors to the public on September 30th. Corazon was instrumental in bringing the vision of this facility to reality. Corazon has worked with over 700 hospitals nationally to evaluate, re-engineer, or implement best-practice PCI programs. As an accrediting agency on behalf of the PADOH, Corazon ensures life-saving PCI services are provided in communities across the Commonwealth.

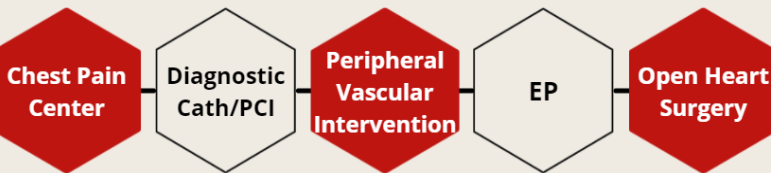
We would like to congratulate the team at AHN Wexford for their commitment to quality and best-practices through Corazon Implementation and Accreditation!



What is Your Path to Corazon's Cardiovascular Service Line of Excellence?

Corazon's **Cardiovascular Service Line of Excellence** is a prestigious honor given to cardiovascular programs that earn accreditation for their highest level of services offered, along with two other sub-specialty programs. Cath/PCI is one of the most common CV program areas Corazon accredits; this effort can be a springboard from which other viable growth strategies can emerge.

Consider the following options for your path to a Service Line of Excellence:



Spectrum Health Lakeland Receives **Cardiovascular Service Line of Excellence** Designation

Corazon, Inc. has awarded the **Service Line of Excellence designation to Spectrum Health Lakeland**. Corazon accredits their OHS, PCI, and Chest Pain Center services. Their dedication, hardwork, and exceptional leadership has afforded this opportunity in engaging their entire hospital team, enhancing their cardiac service line, thus allowing them to excel through this designation.

Congratulations to the team at Spectrum Health Lakeland!

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 opinion of Corazon and in some cases may not necessarily be the opinion of other healthcare industry professionals. Consulting

THE CORAZON EDITORIAL TEAM

Karen Hartman, President & CEO
Jill Fuller, Communications Director
Maggie Hartman, Sr Marketing Coordinator

Contributors:

David Fuller, Executive VP
Ross Swanson, COO & Executive VP, Sales
Michelle Luffey, VP, Clinical



5000 McKnight Road
Suite 300
Pittsburgh, PA 15237

Take a Closer Look at Your Program with Corazon Peer Review

Corazon Peer Review includes an **in-depth quality assessment of program cases** by a Corazon physician advisor, ensuring **Open, Objective, and Outcomes-driven** input on clinical performance, while identifying any gaps or opportunities for improvement related to best practice and elevating patient care.



Benefits of Peer Review include:



Outside Perspective



Ongoing Education



Enhanced Quality



Best-Practice



Proactive Measures



Skills Advancement



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