



## Case Study:

### Grand View Health PCI Program Implementation

*Grand View Health, which includes Bucks County's first hospital, has provided residents of Bucks and Montgomery counties in Pennsylvania with comprehensive healthcare services since 1913. Now over a century strong, Grand View offers a range of inpatient and outpatient care—particularly emphasizing the areas of heart and vascular care, where a service expansion and resurgence of coronary intervention was deemed necessary to meet the growing needs of area patients.*

**Grand View Hospital (GVH)** is a 200-bed, private, not-for-profit hospital that offers a full range of services with a mission to promote wellness in the community through the delivery of coordinated healthcare. The hospital's focus on quality, patient experience, and cost effectiveness is evident from the many awards, accolades, and achievements received, including eight consecutive "A" ratings for Hospital Safety from *Leapfrog*, the *Get With The Guidelines*® "Heart Failure Gold Plus Quality Achievement Award," the *Get With The Guidelines*® "AFIB Bronze Quality Achievement Award," and a "Five-Star Rating for Overall Quality" from CMS.

In January 2015, Grand View Hospital obtained approval from the state of Pennsylvania to perform percutaneous coronary intervention (PCI). However, beginning in June 2016, the cardiac cath lab began performing only diagnostic catheterizations.

Realizing the cardiac care needs of the growing and aging community were not being met, **in late 2018 the GVH leadership team decided to re-establish the 24/7 PCI program and engaged Corazon to develop the business plan, assist with navigating the PA PCI exception process, and lead the implementation activities of the revitalized program.** Solidifying a committed partnership with Lehigh Valley Health Network (LVHN), a local tertiary hospital, for off-site open heart surgical support, was also necessary.



*"Working with Corazon was a pleasurable experience for all involved. Corazon's expertise in the operationalizing of the cath lab program and accreditation process is unmatched. We were impressed with the way the team kept us on a timeline and proactively identified issues to be addressed in order to assure success of our efforts. Working with Corazon assured a smooth and seamless initiation of our new program – they have been great partners in this process."*

**-- Cynthia Westphal, Vice President Patient Care Services  
Grand View Hospital**

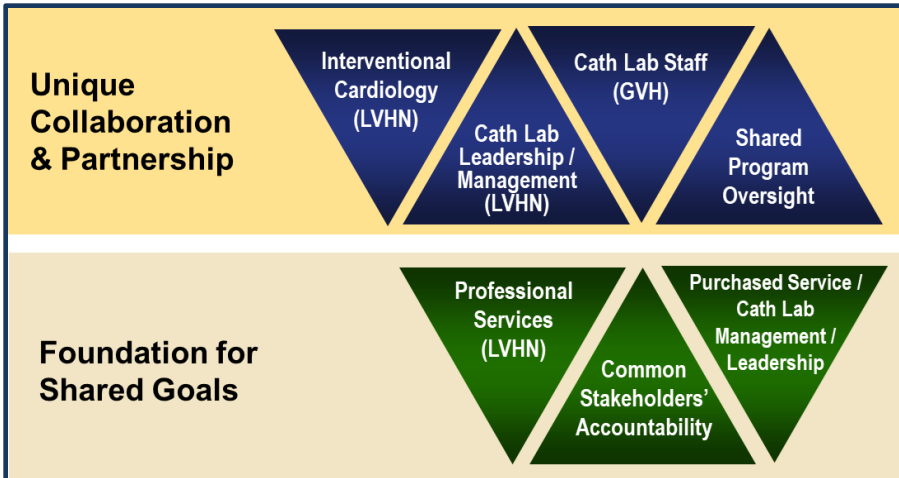
### *Regulatory Requirements:*

Pennsylvania state regulations mandate that hospitals seeking to perform PCI without on-site OHS must obtain exemption by meeting all the requirements outlined for performing this service with surgical support off-site. Hospitals must also achieve official program accreditation by a state-approved organization. **Corazon's experience navigating state and regulatory processes was invaluable** in the development of the restored program, which included all aspects of quality assurance and patient safety that were then reinforced and verified through **Corazon's E3 accreditation process.**

## *A Unique Partnership:*

Through a unique arrangement, GVH contracted with LVHN for highly-experienced interventional cardiology support and expertise, 24/7 coverage for PCI services, as well as leadership for the GVH cath lab. This highly-specified partnership can be best described as a **combination professional services agreement and purchased service agreement** between GVH and LVHN.

This collaboration serves as the foundation for shared goals, placing both hospitals together as stakeholders in the operations and overall performance of the PCI program at GVH. This arrangement also allows for ongoing education, clinical expertise, and program oversight via access to the team at LVHN. The ultimate intent is to ensure GVH's program is of the highest quality, and both cost-effective and clinically-efficient.



Working with Corazon's proven approach to implementation, a project plan and timeline were developed. Existing policies and procedures were reviewed and updated to reflect current evidence-based medicine and best practice.

And through **active staff and physician engagement** in these processes as facilitated by the Corazon project team, buy-in of the evidence-based initiatives was achieved from both organizations.

## *Past, Present, & Future:*

The **initial planning assessment** included in-depth reviews of the current facility, equipment, and staff; the lacking community access; regulatory considerations; and future educational, physician manpower, and financial needs when re-implementing PCI. Corazon also developed **processes and flows** to enhance not only clinical but also financial performance for the GVH PCI program. **Standards for training and competency evaluation** for all professional and technical staff per Corazon's recommendation were established, including a comprehensive education plan to elevate staff knowledge through both didactic and clinical education. Quality assurance procedures, and policies and processes for tracking and monitoring patient outcomes were also developed.

The 24/7 coronary interventional program to benefit the Sellersville community re-opened in November 2019. Updating the existing practices with current evidenced-based protocols, revising the list of billable hospital services (chargemaster), and implementing streamlined processes with a focus on care quality, patient safety, and financial stewardship as part of this project **has not only improved cath lab efficiency and outcomes at GVH, but also has positively impacted the bottom line.** Increased revenues and lowered costs have resulted in much better performance margins overall for the cardiac program, and most importantly, area patients again have access to the advanced cardiac care they need.

*For a more detailed explanation of this Cardiovascular Services project that involved multiple components of Corazon's services call 412.364.8200.*