

A 316-bed, academic, non-profit hospital located in New Jersey, engaged with Corazon to conduct a comprehensive business plan for the expansion of Heart Failure (HF) services.

### Community Need

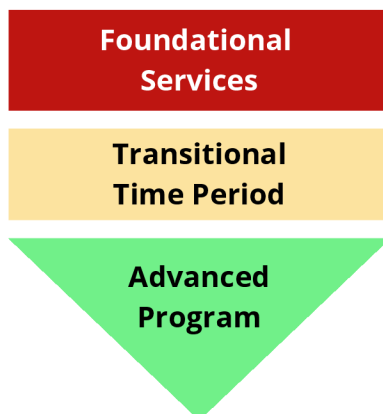
The growing rates of heart failure, especially advanced heart failure, pushed the organization's cardiovascular team towards the development of an Advanced Heart Failure Program. Prior to the engagement, the program faced numerous operational inefficiencies and lacked cohesion, making it difficult to provide seamless patient care or prepare for the eventual transition to a HRT transplant center. The leadership team recognized these gaps and pursued a strategy to address the structural, clinical, and staffing needs of the program.

Given the organization's current strengths, the program was designed to include ventricular assist device (VAD) support and extracorporeal membrane oxygenation (ECMO) for patients. These two advanced therapies were the foundation for launching a heart transplant program.



### Setting Up for Success

To ensure the success of the program, the Corazon team came up with a funnel strategic strategy.



First, the team had to stop and review the current **Foundational** HF Services.

- The need to rebuild and have a cohesive structure
- Internal and External Awareness of the services offered

From there came the **Transitional** Period, where key stakeholders involved needed to be prepared through partnering, the people involved, streamline processes.

- Physician Alignment
- Human Capital
- Resource education

Finally, the greenlight to the **Advanced** Heart Failure program.

- VAD
- HRT Transplant

From these initial findings, the team was able to expand and create a six step strategic plan with the program's long-term achievements are top of mind. One of the final recommendations was to ensure that the Advanced HF Services are staffed with top-tier physicians, allowing operations to run as smoothly as possible.

- 1** Revise the current Heart Failure services
- 2** Strengthen awareness of the current HF program
- 3** Evaluate a new physician alignment model
- 4** Transition towards more advanced services initiatives
- 5** VAD program preparation and initiation
- 6** Heart transplant preparation and initiation

By building the foundational components of a VAD and ECMO program, the organization has positioned itself as a future heart transplant center. The strategic alignment of clinical, financial, and staffing resources secured the successful launch of the Advanced Heart Failure Program. The ongoing efforts to educate the executive team, secure proper staffing, and address operational challenges have laid the groundwork for sustained growth and improved patient outcomes.

## Going Forward

As a direct result of the hospitals ongoing efforts, they did revamp their HF clinics from both patient types and the number of providers at each site. This allowed for a more robust HF Strategy before moving to Advanced HF Services. Then skilled team of physicians were able to perform their first left ventricular assist device implantation. The program is now the largest system in the state to be certified to conduct this type of procedure.

**“Our goal is to continually expand our capabilities and capacity so that New Jersey residents can receive highly specialized care close to home,”**  
**- Medical Director**

For a more detailed explanation of this project and Corazon’s services,  
please call 412.364.8200.