

Coffee Regional Medical Center (CRM) engaged Corazon to conduct a planning process for cardiovascular expansion to include the development of a cath lab and the offering of angioplasty. If feasible, Corazon would assist CRM in submitting a Certificate of Need (CON) for these services. Once approved, Corazon would implement the service expansion, and accredit their program.



Since 1953, Coffee Regional Medical Center (CRM), an 88-bed, non-profit acute care hospital, located in Douglas, Georgia, has served the healthcare needs of residents in Coffee County. The original building was replaced in 1998 with one double in size, which allowed for expanding emergency and outpatient services.

Based on CRM's geographic isolation, the desire for safer service delivery, and serving a community with higher-than-average cardiovascular disease mortality, CRM administration engaged Corazon to determine the feasibility of implementing a percutaneous coronary intervention (PCI) with off-site surgical support (PCI-OSS). As part of this analysis, Corazon completed a thorough market, operational, and financial plan to be the foundation towards submitting a Certificate of Need (CON) PCI Exception to the Georgia Department of Public Health. This process of planning and CON submission led to the approval of CRM's CON Exception by the state, thus allowing both parties to move forward with program implementation.

With a successful PCI program implementation and accreditation, Corazon and CRM have partnered on additional program implementations, perioperative assessments, and a Platinum Level Corazon Accreditation, a reoccurring service designed to ensure that CRM's PCI Program continually meets the highest standards of patient care and delivery.

Initial Implementation & Accreditation

Before receiving their PCI CON Exemption, CRM worked with Corazon to establish required program needs and ongoing requirements. Once the exemption was approved by the state of Georgia, Corazon immediately began implementing CRM's PCI facility. Activities that followed include:

- Developing multidisciplinary workgroups to complete tactical activities for start-up
- Conducting steering committee meetings to apprise stakeholders of progress
- Assisting with credentialing requirements for interventional cardiology
- Creating processes, protocols, and patient flows for in-house care and emergency transfers
- Developing policies and procedures, along with a QI structure to optimize care delivery
- Development of tertiary transfer agreements
- Didactic education throughout the hospital for this new service

Once the program was confirmed to be ready for launch, Corazon's Accreditation team conducted a thorough survey to ensure that a high-quality process was established. This accreditation process involved an on-site evaluation that utilized actual patient case documentation, an angiographic review performed by a Corazon Medical Advisor, and quarterly assessments of CRMC's Cath/PCI program data.

Having attained Corazon Accreditation, CRMC commenced offering PCI services, thereby delivering a life-saving service that had previously been unavailable to the Coffee County community and neighboring regions.

The Results

Within the first six months of having a Corazon Accredited program, CRMC significantly outpaced projections, vastly exceeding all volume thresholds required by the state. So successful was the accredited program, in fact, that overall lab volume increased by 64% year over year. 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.

Platinum Accreditation and Results:

Corazon's bi-annual re-accreditation survey measures compliance within industry-specific practice guidelines and Corazon's established quality criteria based on experience with a multitude of programs across the country. Through Corazon's defined accreditation process, CRMC's Cath/PCI program has seen the following programmatic benefits:

- A program more driven and focused on patient safety
- An increased focus on clinical quality and outcomes
- Bi-annual reports detailing quality findings and subsequent action plans
- Quarterly Peer Review
- Additional considerations for strategic planning and growth initiatives
- A greater emphasis on policies and competencies for the continuum of care
- Implementation of best practices specific to the CV patient population
- Increased data transparency with all team members
- External market differentiation and increased consumer awareness
- Physician and hospital leadership collaboration



To further discuss cardiovascular expansion or accreditation opportunities for your program, please call 412.364.8200.

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