

Southeast Georgia Health System (SGHS), located in Brunswick, GA, is a 316-bed, not-for-profit health system. SGHS engaged Corazon to assist in a cardiovascular strategic plan & implementation at their Brunswick campus, which serves as the main location for cardiovascular services.

### **Community Need**

Based off the location of the Brunswick campus, there was a need for advanced cardiovascular (CV) services in order to better serve the surrounding areas. The health system serves a remote area where the closest advanced CV services are well over an hour away. Understanding the need to ensure top-notch patient care, SGHS engaged Corazon to assist in the development of a strategic plan to increase advance cardiovascular services at the campus.



### **Setting Up for Success**

To develop the strategic plan collaboratively, the Corazon team worked with the Southeast Georgia leadership team and program stakeholders to develop six strategic goals that allow for program growth and improvement:

**Optimize Current  
Operations**

**Adopt and Implement a  
Service Line Structure**

**Clinical Infrastructure  
Development**

**Talent Identification and  
Acquisition**

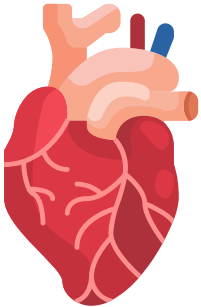
**Evolution to a Center of  
Excellence Design**

**Cardiovascular Market  
Development**

The six strategic goals aimed at expanding and enhancing the program's impact served as a roadmap for future initiatives, ensuring the program will continue to adapt and meet the needs of the community. With a clear strategic plan in place, the team was set up to drive progress and achieve their vision for program success.

### Implementation

The Corazon & SGHS teams utilized the strategic plan steps to help implement the program successfully, enabling it to achieve its maximum market potential. Throughout the process, the team concentrated on specific key areas outlined in the original plan:



- Comprehensive Quality Management Structure
- Augment ECHO Resources
- Develop Cardiovascular Service Line Structure
- Develop Multiple Clinical Services & Structures
- Develop Mechanism to Monitor and Manage Referral Activity
- Create a Strategy for Outpatient Ambulatory Services
- Develop Next Steps for Camden Campus

### Going Forward

Due to the success of the cardiovascular strategic plan and implementation, the team at Southeast Georgia Brunswick campus are able to better serve their patient population.

The Brunswick team opened a Critical Decision Unit (CDU) with Corazon providing the necessary support throughout the implementation. The CDU, adjacent to the Brunswick Campus Emergency Care Center, offers short-stay outpatient care for patients presenting with cardiac concerns like chest pain, CHF, stroke symptoms, and syncope.

### **Its mission: deliver prompt, efficient care.**

This allows patients to receive timely and effective treatments, that enhanced the overall quality of care in the region. The Southeast Georgia team's dedication and commitment to healthcare excellence made a positive impact on the health and well-being of the community they serve.





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

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