

MUSC Health, located in Orangeburg, SC, is a 286-bed acute care hospital. Corazon was engaged to assist in the recruitment of a Cardiovascular Service Line Director and Interventional Cardiologist in conjunction with PCI Program Expansion support.



## Corazon's Total Program Solution

Utilizing Corazon's Total Program Solution, a tool where team members assist in more than one area of an organization, the recruitment and consulting teams worked in parallel to ensure all candidates presented met the appropriate clinical & regulatory guidelines within the state of South Carolina, in addition to the guidelines that were previously created by MUSC Health.

## The Beginning

To ensure the success of a Percutaneous Coronary Intervention (PCI) Program, the Corazon Consulting team created a business plan that carefully laid out the financial viability and operational requirements. After a four-month planning period, the Corazon team was able to recommend the PCI program was a practical next step in the enhancement of their interventional cardiology unit. Corazon then assisted in the application of the Certificate of Need (CON) for the program.

### Visit 1

**Interviews  
Facility Tour  
Review Outstanding  
Data Needs**

### Visit 2

**Business Plan:  
Interview results,  
outmigration, volume  
opportunities  
CON: identify  
assignments, timeline for  
completion, begin tasks**

### Visit 3

**Business Plan:  
Investment needs,  
operational  
requirements, financial  
pro forma  
CON: ongoing completion  
of application**

### End

**Business Plan & CON:  
Deliver written report of  
PCI business plan  
CON: finalize Corazon-  
responsible sections of  
application**

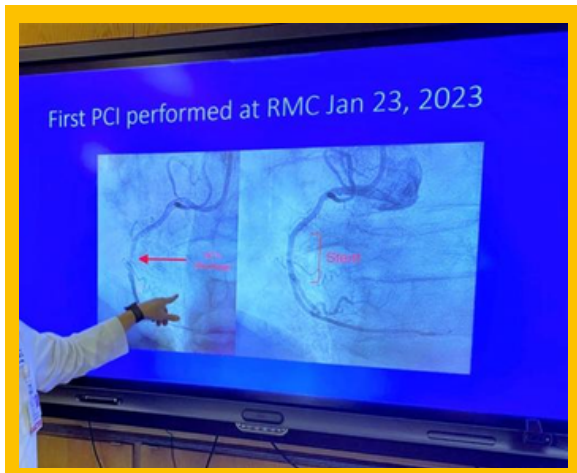
## Next Steps

The recruitment team identified five candidates for the Cardiovascular Service Line Director position, as well as two candidates for the Interventional Cardiologist position. Orangeburg accepted a Corazon-presented individual for each opening. During this process, the candidates were screened to ensure they met all necessary guidelines to guarantee a successful interventional cardiology (PCI/STEMI) program.



The consulting team worked in tandem with the onboarding of the Interventional Cardiologist to determine Orangeburg's ability and readiness to implement the PCI program. From there, they were able to take the prior business plan and execute the program to ensure advanced cardiology services to the surrounding community.

## The Result



Corazon was able to successfully place two cardiovascular candidates in conjunction with a strategic plan for the expansion of Orangeburg's PCI program. With this, they were able to implement a successful program with the first PCI performed January 2023. This milestone is a huge leap forward for interventional cardiovascular services provided in the Orangeburg regional area.

***To learn more about Corazon's Total Program Solution and this parallel approach,  
contact us at 412-364-8200.***

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