

A special briefing from the heart, vascular, and neuro experts

Volume 8, Issue 1

Corazon Unveiled: Multiple Expansions Fuel Company Growth It's a new year, and at Corazon, we have plenty to announce.

A new look

As you may have already noticed from this newsletter, we've **changed Corazon's "look"**, launching a new logo and company identity. The new logo more clearly showcases our areas of expertise, while the "swirl" indicates the *full program solution* achieved through Corazon.



A new service

With the neuro specialty as our newest area of expertise, **Corazon is the TOTAL program solution for the heart, vascular, and neuro service lines.** We offer top-notch consulting, recruitment, and interim

management for these specialties, offering a full continuum of services including program planning, development, implementation, and reengineering. Our team remains niched in these clinical disciplines, providing delivery services that are unmatched by any other firm in the industry.

This expansion has been a natural progression, as the clinical and operational aspects of neuro are quite similar to those within the cardiovascular specialty. In fact, over the last year, we've spent countless hours focusing on stroke center development – a trend which mirrors the PCI program development of the last decade. Thus, as stroke continues to be a hot topic in the minds of program leaders, physicians, the government, the media, and other healthcare associations and interest groups, Corazon remains on the leading edge, and is now moving ahead through the other subspecialties of the neuro world.



A new location

In January, Corazon opened **another location in Austin, TX**, making this city the third in the country to boast a Corazon office. The Austin location joins our Corporate Headquarters in Pittsburgh, PA and our second office in

Ft. Lauderdale, FL as places to service our clients. We felt that the timing was right to expand and Texas was the right place! We now have three locations, with all being integral to our service delivery and company culture.



Conrad Vernon

Bill Hendrickson

New partners

With this additional office location comes new team members and the opportunity to partner with two seasoned healthcare consultants. We are pleased to announce that **Conrad Vernon and Bill Hendrickson**

have joined the Corazon team as Vice Presidents. Experts within heart, vascular, and neuro services, Conrad and Bill are partnering with us to grow our expertise while also helping to develop our presence in Texas.



New resources

And finally, in addition to these many changes, we have published the second book of The Corazon Book Series, *Raising the Stakes: Playing a Winning Hand in Heart, Vascular, & Stroke*—a unique resource that provides

an in-depth view into the many subspecialties within the heart, vascular, and stroke service lines using the perspectives of Corazon's panel of Medical Experts.

Keeping us even busier, Corazon has also launched an Electrophysiology Module of our Corazon Essentials Online (C.E.O.) program development tool. You can now apply Corazon's proven methodology to your EP program development with just a few clicks of your mouse. You can read more about both of these new offerings in this newsletter and on our website at www.corazoninc.com.

Corazon strives to always meet our clients' needs, whether in terms of new services, new resources, or even expanded operations to serve them better. We believe all of these changes are taking Corazon in the right direction, for this year and beyond. **As the future of Corazon unfolds, we'll continually work to refine these offerings (and make new ones available) to follow our mission to raise the bar of heart, vascular, and neuro care across the country.**

Visit us at www.corazoninc.com or call 412.364.8200

The Corazon Report is published by the experts at Corazon, a national leader in specialized consulting, interim management, and recruitment services for heart, vascular, and neuro program development. Corazon is an Ernst & Young Entrepreneur of the Year Company, a "Pittsburgh 100" Firm, and one of Modern Healthcare's "Best Places to Work in Healthcare." The information presented in this newsletter reflects the opinion of Corazon, and under certain circumstances, may not necessarily be the opinion of other healthcare or industry professionals.

Establishing Electrophysiology Services: Using Corazon's Approach for Success

With a predicted 10-15% annual market growth in the subspecialty, EP is one of the fastest growing sectors within cardiology. As such, it is no doubt becoming a high priority for hospital administrators and their physician counterparts...

The combination of clinical efficacy and increased reimbursement has triggered widespread interest in adding or expanding Electrophysiology services in the community hospital setting. But, the launch of EP services, or the expansion / improvement of an existing scope of EP practice, requires specialized planning expertise and a diligent focus on the desired program scope, the clinical requirements, and the costs associated with successful development and implementation.

Corazon now has a solution designed to assist hospitals with EP Program implementation from start to finish...



We've added an EP Program Development Module to Corazon Essentials Online!

With a license to Corazon Essentials Online (CEO), you'll receive 12-month unlimited access to:

- More than 10 comprehensive categories including everything you need to implement, improve, or expand your EP Program.
- Documents, policies, procedures, educational materials and more, all downloadable and customizable for your organization.
- Details related to best-practices approaches for ablations, devices, and patient follow-up.
- Information about how to achieve top-quality care through efficient operations.
- Valuable resources for marketing and outreach strategies for patients and physicians.
- And much more!

Using the Corazon Essentials Online EP Module for your program development or improvement efforts will save you both time and money, and get your program on the fast track to clinical, operational, and financial success! Use CEO to build the foundation for a best-practice EP Program and you'll soon realize the benefits of our proven approach.

Call 412.364.8200 today to learn more details about licensing, to schedule an in-depth online demo, or to inquire about being a BETA site.

Corazon is pleased to announce completed recruitment searches at the following clients:



FREDERICK MEMORIAL HEALTHCARE SYSTEM

FREDERICK MEMORIAL HOSPITAL in Frederick, Maryland has hired **Norman Jacinto** as a Cardiac & Vascular Data Coordinator. In this role, he will review patient records and outcomes, and oversee the continuum of quality assurance/improvement functions for the service line.

SALEM CARDIOVASCULAR ASSOCIATES in Salem, Oregon has hired **Dr. Mark Fleming** as the second vascular surgeon to join the well-established group in private practice. Upon graduation from The Mayo Clinic this spring, he will partner with Dr. Glenn Roseborough (another Corazon placement) to serve patients of Salem Hospital with expert vascular care.



JERSEY SHORE UNIVERSITY MEDICAL CENTER, a not-for-profit 502-bed acute care hospital located in an attractive coastal resort area, has hired **Elizabeth Majorana** as the Divisional Director of Cardiovascular Services. In this role, she will have accountability for all cardiac-related areas of this full-service program, along with the angioplasty services offered at Riverview Medical Center and Ocean Medical Center.

MEMORIAL HOSPITAL in York, Pennsylvania has hired **Dr. Manu Rajachandran** as the Chief of Cardiac and Vascular Services. In this role, Dr. Raj will assist Memorial York with the implementation of their PCI program, scheduled to open in the coming months.

NEWS PULSE

Corazon Wins Three "Best Places to Work" Awards

BPTW in Western Pennsylvania, ranked #44 overall and #30 among firms with fewer than 50 employees; **BPTW in Pennsylvania**, ranked #24 overall, appearing on this list three of the last four years, with the 2009 ranking as the highest; **BPTW in Healthcare**, ranked #88 overall of the 100 organizations on the list, and ranked #10 among organizations with fewer than 100 employees.



Geisinger's \$100 million state-of-the-art facility, The Hospital for Advanced Medicine. The new facility design is accompanied by an innovative patient care model that will streamline operations by improving efficiencies and decreasing resource utilization. The HfAM uses an acuity-adaptable model of care. Inset photo shows their "universal bed" patient room.

Corazon client **Geisinger Health System** recently completed a \$100 million expansion of their Danville, PA campus: The Hospital for Advanced Medicine, which includes expanded cardiac and vascular services housed in a state-of-the-art facility. The organization hosted a ribbon-cutting to celebrate the completion of this major project on January 21, with a Community Open House on January 24. Patients were moved into the HfAM on February 9.

With this expansion, Geisinger has solidified its reputation as a major integrated healthcare delivery system, both regionally in Pennsylvania and nationally. We salute their efforts and look forward to hearing about many more successes!



Members of the Corazon team accepting the "Best Places to Work in Healthcare" Award at an event in Chicago October 27. From left to right: Susan Heck, Vice President; Jackie Johnson, Founder & CEO; Jim Burns, Vice President; Karen Hartman, President; and Steve Geyer, Director.

Corazon would like to congratulate our clients who were also named to these prestigious lists:

Best Places to Work in Healthcare

- Baylor Healthcare System, Plano, TX - #76
- Bon Secours Richmond Health System, Richmond, VA - #60
- Columbus Regional Hospital, Columbus, IN - #45
- Hays Medical Center, Hays, KS - #26
- Holy Name Hospital, Teaneck, NJ - #4
- Indiana Regional Medical Center, Indiana, PA - #19
- Main Line Health, Bryn Mawr, PA - #65

Best Places to Work in Pennsylvania

- DuBois Regional Medical Center in DuBois - #47
- Indiana Regional Medical Center in Indiana - #4
- Main Line Health in Bryn Mawr - #19
- Memorial Hospital in York - #30
- Susquehanna Health System in Williamsport - #46

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At the Podium



Corazon Vice President **Jim Burns** presented "Superstar Status: Having A Top Quality Service Line" at the **Annual ACCA Leadership Conference**, March 10-12 in Atlanta.

Corazon Senior VP **Susan Heck** will present "Maintaining Profitability in Today's Economy: Financial and Operational Strategies to Survive and Thrive" at the **2010 ACHE Congress on Healthcare Management**, March 22-25 in Chicago. She will speak with Dr. Robin Fabre, VP of Quality, from Corazon client Trinity Mother Frances Health System in Tyler, TX.

Corazon will also present three webinars for the **2010 AAMA / ACCA Distance Learning Series**:

- "The Physician Enterprise: Innovative Models for Improving Working Relationships" on March 31
- "Preparing for Change: The Potential Impact of 2011 Reimbursement on Heart & Vascular Services" on July 14
- "Subspecialty Centers of Excellence: Differentiation Strategies for Savvy Hospitals" on October 6

Please visit the Education link at www.aamedia.org for more details or to register.

Bon Secours Health System / DePaul Medical Center

System integration and plans for aggressive neuroscience program expansion spur Bon Secours Virginia to engage Corazon expertise.

Corazon client **DePaul Medical Center**, part of the **Bon Secours Health System**, has a long, rich history as a faith-based healthcare provider. But many challenges posed by the industry over the last decade had made it increasingly difficult for Bon Secours to meet the comprehensive healthcare needs of the community. In response, the team constructed a detailed plan for clinical program development based upon community need. **Expanding neuroscience capabilities at DePaul was determined to be a system priority** in June 2009 with an initial focus on Stroke Center Certification. The first step: identifying the necessary resources to complete this large-scale effort.

The expansion at DePaul is under the leadership of **Dr. Tim Shephard**, Vice President of Neurosciences at BonSecours Virginia. He is a nationally-recognized authority in neuroscience with particular expertise in the area of stroke systems of care. Dr. Shephard recognized that despite his exceptional skill set in program implementation, **utilization of Corazon's unique brand of consulting services could yield significantly faster results, a financial benefit in negotiation of capital equipment purchases, and a dedicated focus** that would allow him to provide project oversight while not compromising progress in the other six system facilities under his purview.

Corazon placed an Interim Program Director at DePaul in August 2009, who immediately assumed responsibility for on-site program leadership as well as direct accountability for day-to-day operations. As an initial step, the team performed a detailed gap analysis that identified all program needs.



*Back row: Rick Hartman, Director of Facilities for Bon Secours DePaul Medical Center; Richard Banta, Vice President of Construction Services for Bon Secours Richmond Health System; and Jennifer Boynton-Smith, Administrative Director of Bon Secours Neurosciences.
Front row: Mike App, Architect; Rita Frequelin, RN, Neuro ICU; Margaret Johnson, Nurse Manager of Neurosurgical Step-Down Unit; and Theresa Nero, Chief Nurse Executive, Bon Secours DePaul Medical Center.*

Corazon worked with the Bon Secours team to:

- Create the necessary policies and procedures.
- Develop and deliver a formal hands-on neuro staff education plan.
- Bring physicians to the table as engaged and active participants in clinical program development.
- Initiate recruitment efforts for a Neuroscience CNS
- Lead vendor negotiations for the necessary capital / imaging equipment to save DePaul over **\$300,000**.

A timeline for completion was then drafted and shared as a means to gain approval and buy-in and ensure accountability for all involved.

According to Dr. Shephard, "Generally I would not have considered hiring consultants to assist in a project of this magnitude, largely due to my past experiences with some who did not easily and fully integrate into our team, did not have the necessary depth of clinical and administrative experience, and perhaps most importantly, did not yield results. Much to the contrary, the Corazon Consultants are an integral part of our team. They are completely accountable and supremely knowledgeable, not only from an industry perspective, but also from a hands-on, clinical one. Corazon's involvement has saved us months in terms of development time as well as literally hundreds of thousands of dollars in real savings."

As a result of our collaboration with Bon Secours, the first intracranial neurosurgical case was completed in February, only four months after the decision to proceed with the program development! DePaul is also well on the way to achieving Primary Stroke Center Certification. Their application submission is anticipated to occur in May 2010.

Corazon is committed to working with the leadership and physicians of Bon Secours through the next few months as the new program implementation continues to unfold.





SOARING TO NEW HEIGHTS

May 11-12, 2010
in Plano, Texas

THE HEART HOSPITAL Baylor Plano Experience

THE HEART HOSPITAL Baylor Plano

Corazon experts and renowned speakers from THE HEART HOSPITAL will discuss the strategic, clinical, and operational elements that make their care delivery model soar above the rest...

Attendees will learn:

- *The rationale behind the implementation of a heart hospital delivery model.*
- *How efficient operations and care innovations contribute to overall excellence.*
- *The key components of leading-edge facility design, including the universal bed, new information technologies, and unit layout.*
- *Lessons learned related to the planning and building process at THE HEART HOSPITAL.*
- *The experience of creating a joint venture partnership.*
- *And much, much more!...*

Register today for this exciting conference and **facility tour**, where you'll learn how to take your cardiovascular program to new heights using the Baylor Plano example of excellence! Discounts may apply!

THE HEART HOSPITAL Baylor Plano is the first and only freestanding, full-service hospital in the region dedicated solely to heart and vascular care. The \$100M, 68-bed facility opened in January 2007, and has been designed to maximize the delivery of safe, high-quality, and compassionate healthcare.

Join us to hear strategies for doing the same at your organization...



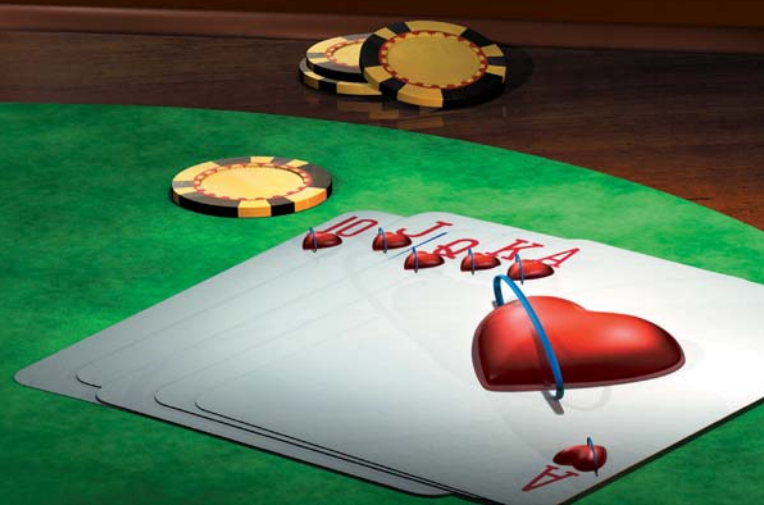
conference details online at: www.corazoninc.com

From the authors of *Getting to the Heart of It.*

Raising the Stakes

Playing a Winning Hand in
Heart, Vascular, & Stroke

The CORAZON Team of Experts
featuring our Medical Advisors



New Resource Now Available!

The second installment of The Corazon Book Series is now available! We are proud to introduce *Raising the Stakes: Playing a Winning Hand in Heart, Vascular, & Stroke.*

This resource provides insight into the many important subspecialties within these service lines, reviewing strategic alternatives for program development amid the changes and challenges of our industry.

The detailed chapters, written by the team at Corazon and our renowned panel of Medical Advisors, include innovative growth strategies, proven development tools, expert advice, and real-world thinking about:

- *Diagnostic Cardiology*
- *PCI and Open Heart Surgery*
- *Stroke Centers*
- *Electrophysiology*
- *Heart Failure*
- *Transplants*
- *The Future of Our Industry*

This book is a 'must-read' for savvy hospital leaders and physicians.

Call 412.364.8200 to request your copy today. Mention this newsletter and receive \$20 off!

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