

Spine and Neuroscience Centers of Excellence Summit

Optimizing Your Existing Spine or Neuroscience Center of Excellence – ▪ The Advanced Course ▪

April 8, 2010

7:30 - 8:30 Continental Breakfast and Registration

8:30 – 8:45 Opening and Welcoming Comments by Program Chair

Marshall K. Steele, MD, *President*, MARSHALL STEELE & ASSOCIATES

8:45 – 9:45 **Exploiting Technology for an Improved Delivery Model**

Many healthcare providers, including Centers of Excellence, suffer from a fragmented system that impairs the effectiveness of the facility, reduces quality and patient experience and drives up unnecessary costs. Advanced delivery models coupled with technology to efficiently navigate the system, is the next step in the evolution of niche performance Centers of Excellence. This presentation will discuss the delivery system, the benefits of this technology, and how they improve care and reduce costs.

Marshall K. Steele, MD, *President*, MARSHALL STEELE & ASSOCIATES

9:45 – 10:15 *Morning Break*

10:15 – 11:15 **Benchmarking and Interpreting Statistics**

Developing sophisticated statistical analysis can be a daunting task, especially if there is nothing “off the shelf” that is readily available to compare a specific facility against industry standards. However, failure to study benchmarks can leave a facility running inefficiently, allowing costs to spiral unchecked, and lead to poor patient experiences. This presentation will discuss in detail what should be tracked, how to track it, correct methods for interpreting the information and what are considered to be optimal performance measurements.

David Steele, M.D., M.B.A., *Vice President, Performance Management*,
MARSHALL STEELE & ASSOCIATES

11:15 – 12:15 **Lean Management Techniques**

As reimbursement issues continue to present a challenge, it is increasingly important to manage the costs and reduce waste. This presentation will review the proven techniques of lean management, which can lead to reduced costs without sacrificing patient care.

John Beakes, Jr., *President*, OPERATIONAL PERFORMANCE SOLUTIONS, INC.

12:15 – 1:30 *Group Luncheon*

1:30 – 2:25 Expanding the Practice

In order to achieve the next level of success, a Spine or Neuroscience Center of Excellence must consider complementary and multidisciplinary care offerings. This begins by properly identifying what the center is able to offer and what the market demands. Once specific additional services are targeted, the challenge then becomes how to implement the additional services without disrupting the current level of service. This presentation will discuss how to develop a plan to move to a successful multidisciplinary practice.

Michael Graham, *Director*, PRIORITY CONSULT LLC

2:25 – 2:50 Afternoon Break

2:50 – 3:20 Developing an Online Marketing Campaign

Creating a spine center doesn't automatically generate enough marketing power on its own to drive desired spine patient flow. It takes a well thought out marketing program – and a key element is your online strategy. Critical to marketing your Spine Center in 2010 is just that – getting your Spine Center found on the Internet and distinguishing it from your competition. Attendees will learn how to:

- Understand what types of patients use the Internet for spine information
- Understand how patients search
- Get your Spine Center found on the Internet and distinguish it from the competition
- Review case studies of how other Spine Centers get found

Erin Carroll, *Physician Relations Specialist*, SPINE-HEALTH

3:20 – 4:10 Keynote Presentation: Strengthening Physician Leadership and Collaboration

A Spine or Neuroscience Center of Excellence may consider attracting top physician talent a success. However, those who fail to create strong relationships with physicians risk losing the vital services they provide. This presentation will discuss what administrators need to understand in developing and maintaining mutually beneficial relationships.

Marcy T. Rogers, M.Ed., *President and Chief Executive Officer*,
SPINEMARK CORPORATION

4:10 – 4:30 *Afternoon Break*

4:30 – 5:00 **How to Approach a Joint Commission Spine Certification Project**

Does Joint Commission Spine Certification add value to your program? Joint Commission currently offers Certification for Spine Services. Unlike Stroke which has a defined program for certification, hospitals can customize their Spine offering and gain Certification. Joint Commission anticipates that in the future as more hospitals gain Certification in Spine, that Joint Commission would consolidate the programs requirements similarly to Stroke. Review the steps necessary to achieve certification.

Frank Grant, President, GRANT HEALTHCARE GROUP

5:00 – 5:30 **Developing a Vendor Relationship Strategy**

A Spine or Neuroscience Center of Excellence's vendor of medical implants strategy will have a strong impact on the bottom line. While many administrators may target this area as one of possible cost reduction, this must be approached cautiously. A flawed strategy can damage relationships with physicians and fail to resolve key issues. This presentation will focus on steps leading to an efficient and effective vendor strategy.

Michael Cambron, Ph.D, Managing Partner, APPLIED MEDICAL SOLUTIONS