Access and Rapid Cycle Business Development
Academic Orthopaedic Consortium

Andrew Duncan, MBA, MS, PT, DPT, SCS, ATC
Vice Chair, Administration

University of Florida
Department of Orthopaedics and Rehabilitation
Adult Arthroplasty and Joint Reconstruction
Assistant Professor
Chancellor Gray, MD

November 30, 2018
About UF Health

UF Health Physicians medical practices and outpatient services throughout north central Florida.

• UF Health Shands Home Care
• UF Health Shands Recovery Center
• UF Health Shands Psychiatric Hospital (Gainesville)
• UF Health Shands Rehabilitation Hospital (Jacksonville)
• UF Health Shands Children’s Hospital
• UF Health Shands Cancer Hospital
• UF Health Shands Hospital (Gainesville)
• UF Health Jacksonville (Jacksonville)
• UF Health Shands Psychiatric Hospital (Gainesville)
• UF Health Shands Rehabilitation Hospital (Jacksonville)
• UF Health Shands Home Care
• UF Health Physicians medical practices and outpatient services throughout north central Florida.

About UF Health
About UF Orthopaedics & Rehabilitation

UF Health Orthopaedic & Sports Medicine Institute

- 28 surgeons, 7 physiatrists, 2 CHFM, 1 Podiatrist, 20 mid-levels, 5 research faculty
- Adult Reconstruction & Joint arthroplasty
- Foot & Ankle
- Hand & Upper Extremity
- Hip & Pelvis
- Knee & Arthroplasty
- Spine
- Trauma
- Non-operative CHFM
- Orthopedic Sport Medicine
- Sports Medicine
- Orthopedic Oncology
- Orthocare Daytime
- Orthocare After Hours
- Podiatry
- Physical Medicine & Rehabilitation
- Sports Medicine
- Pediatric Orthopaedics
- Pediatric PM&R
- Pediatric PM&R
- 7,800 annual surgical cases
- 100,000 annual clinic visits
- 100,000 annual clinic visits
- UF Health Orthopaedic & Sports Medicine Institute
- UF Health Orthopaedic & Sports Medicine Institute

UF Health Orthopaedic & Sports Medicine Institute

UF Health Orthopaedic & Sports Medicine Institute
What is Access to Comprehensive Musculoskeletal Care?
UF Dept. of Orthopaedics & Rehabilitation Patient Satisfaction

• Hari Parvataneni, MD 99th percentile
• Paul Dell, MD 97th percentile
• Robert Decerk, MD 96th percentile
• Stephanie Giammitto, DO 98th percentile
• Chung Chan, MD 99th percentile
• Parker Gibbs, MD 93rd percentile
I had a great experience. The doctors were wonderful. They explained everything that was going to be done in detail. Dr. Gibb was great. I would highly recommend this place.
Service Areas

Source: Shands Planning HealthCare Department

Service Area Counties
- Alachua
- Bradford
- Clay
- Columbia
- Dixie
- Duval
- Escambia
- Franklin
- Gilchrist
- Hamilton
- Hancock
- Harrison
- Hillsborough
- Jackson
- Jefferson
- Lafayette
- Leon
- Levy
- Madison
- Manatee
- Marion
- Nassau
- Orange
- Osceola
- Pasco
- Putnam
- Putnam-Jacksonville
- Saint Johns
- Sumter
- Suwannee
- Taylor
- Union
- Volusia
- Wakulla
- Walton
- Washington
- Wayne
- West Palm Beach
- Wilcox
- Walton
- Washington
- Wakulla
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- Wakulla
- West Palm Beach
- Wilcox
- Walton
- Washington
What is the biggest constraint to your system's MSK capacity?
Faculty?

system capacity; and 2) Recruitment lead times prior to expanding the clinical
does your AHC / Dept. conduct a comprehensive analysis of 1) Pt. Access; 2) Overall
Objectives

1. Review strategies to organically improve access to musculoskeletal care for new and established patients
2. Review strategies to plan for and grow your MSK system capacity
3. Discuss innovations to manage and improve access to musculoskeletal care for new and established patients

Objectives
Strategy #1 – Come on in!

• Establish a “Just come on over to Ortho” culture.
Orthopedic Urgent Care

- Walk-in access
- Daytime and After hours / weekends
- Convenient for:
  - Patients
  - Primary care offices
  - Non Ortho Urgent Care offices
  - Non ED worthy injuries
  - Sports medicine
  - Etc.

What about:
- Back / Chronic pain
- Concussions
- Lacerations
- Dislocations

You must make it easy for people to do business with you!

Establish a “Just send the patient over” culture!

Orthopedic Urgent Care

Walk-In Welcome!

Saturday: 9am - 7pm
Monday - Friday: 9am - 5pm
3450 Hull Road

Ortho Care After Hours

Contact:
352.273.7929
Leadership & accountability

- Director of ORTHOcare

  - CHFM Physician, sports medicine fellowship trained
  - Functions essentially as a division fellow
  - Responsible for "ownership" and the success of the program
  - Receives annual supplementation

  - Daytime "Walk-in" PA

- Bryan Prince, M.D., CAASM
ORTHOCare

After Hours and Daytime Walk-In clinic
– No appointments
– All patients accepted
– 5:00 - 9:00 PM Sun – Friday
– 10:00-2:00 Saturday
– 5:00 - 9:00 PM Sun – Friday

That’s why we’re open evenings.

ORTHOCare
Compensation Model

- **Faculty** – Monday–Thursday $575.00 – Friday–Sunday $725.00 (Saturday; $725 per shift)
- **Residents/PA** – Monday–Thursday $300.00 – Friday–Sunday $400.00 (Saturday; $400 per shift)

**Incentive Bonuses**

- Approved by Chair for Ortho After-Hours Care in conjunction with above payments:
  - Attending working alone will get bonus after 21st patient.
  - Attending with one Resident/PA the bonus after 17th patient. (Full bonus pay of $20)
  - Attending with two Residents/PAs the bonus after 13th patient.
  - Attending with three Residents/PAs the bonus after 9th patient.
  - Attending = $40 per patient
  - Resident/PA = $10 per patient

- **Residents/PA**
  - Monday–Thursday $300.00
  - Friday–Sunday $400.00 (Saturday; $400 per shift)

- **Faculty**
  - Monday–Thursday $575.00
  - Friday–Sunday $725.00 (Saturday; $725 per shift)
Clinic Staffing Model

- 2 Check In/Out (Includes check in/out and POS collections for Ortho and Primary care and appointment scheduling (walk-in, follow-up, MRIs, etc.) for Ortho only.)
- 1 CCA on high volume days of the week (typically M-W)
- 1 LPN
- 1 DME Fitter
- 1 Cast Tech 6 days/wk (changing to 7 days a week in September)
- 1 X-Ray Tech (hospital Radiology)
When I Work web based employee scheduling

- Used for reconciliation and payroll verification
- Can monitor and track shifts
- Can find "Substitutes"
- Accessible by smart phone
- When I Work web based employee scheduling

Faculty & Staff Planning & Scheduling

- Accessible by Smart Phone
- Can find "Substitutes"
- Can monitor and track shifts
- Used for reconciliation and payroll verification
Schedule and Payment Reconciliation
• OCAH realized over 10,000 RVU’s per year and continues to grow
• Well over 2,000 Ortho surgeries can be directly attributed to OCAH visits
• OCAH realized over 10,000 RVU’s per year and continues to grow

Surgical Yield
## ORTHOCARE
### Profit and Loss Statement
#### July 01, 2017 - June 30, 2018

<table>
<thead>
<tr>
<th>Description</th>
<th>FY 16-17</th>
<th>FY 17-18</th>
<th>Variance</th>
</tr>
</thead>
<tbody>
<tr>
<td>Net Revenue w/o Dean's Support</td>
<td>$4,307,79</td>
<td>$5,711.11</td>
<td>$1,403,312</td>
</tr>
<tr>
<td>Total Revenue</td>
<td>$1,072,093.11</td>
<td>$907,232.12</td>
<td>$164,861.00</td>
</tr>
<tr>
<td>Total Expenses</td>
<td>$96,951.96</td>
<td>$126,359.89</td>
<td>$29,407.93</td>
</tr>
<tr>
<td>Collections - Patient Revenue</td>
<td>$30,129.56</td>
<td>$33,700.75</td>
<td>$3,571.19</td>
</tr>
<tr>
<td>Collections - Fee Revenue</td>
<td>$27,343.99</td>
<td>$29,649.46</td>
<td>$2,305.47</td>
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<tr>
<td>Collections - FY 17-18 vs FY 16-17</td>
<td>$5,900.67</td>
<td>$3,600.71</td>
<td>$2,300.96</td>
</tr>
<tr>
<td>Revenue</td>
<td>$5,711.11</td>
<td>$17,969.47</td>
<td>$12,258.36</td>
</tr>
<tr>
<td>FY 16-17</td>
<td>$17,969.47</td>
<td>$39,653.67</td>
<td>$21,684.20</td>
</tr>
<tr>
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### Analysis
- **Revenue Growth**: The net revenue increased from $1,072,093.11 in FY 16-17 to $907,232.12 in FY 17-18, a decrease of $164,861.00.
- **Expenses**: The total expenses increased from $96,951.96 in FY 16-17 to $126,359.89 in FY 17-18, an increase of $29,407.93.
- **Profit and Loss**: The net profit decreased from $5,711.11 in FY 16-17 to $1,403,312 in FY 17-18, a significant drop.

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<tr>
<td>Salary &amp; Benefits Expense</td>
<td>$345,450.42</td>
<td>$336,786.39</td>
<td>$8,664.03</td>
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<tr>
<td>Faculty Salary &amp; Benefits</td>
<td>$36,553.57</td>
<td>$66,555.74</td>
<td>$29,902.17</td>
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<tr>
<td>Total Salary &amp; Benefits Expense</td>
<td>$482,004</td>
<td>$403,342.14</td>
<td>$78,661.86</td>
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<tr>
<td>Clinical Operating Expenses</td>
<td>$71,423.05</td>
<td>$67,958.16</td>
<td>$3,464.89</td>
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<tr>
<td>Medical Supplies</td>
<td>$97,128.14</td>
<td>$88,640.16</td>
<td>$8,488</td>
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<tr>
<td>Total Operating Expenses</td>
<td>$279,541.23</td>
<td>$166,608.32</td>
<td>$112,932.91</td>
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<tr>
<td>Total Expenses</td>
<td>$761,535.65</td>
<td>$570,950.46</td>
<td>$190,585.19</td>
</tr>
<tr>
<td>Net Revenue w/o Dean's Support</td>
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<td>$0</td>
</tr>
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**Notes**: The data shows a significant decrease in net revenue, primarily due to increased expenses. Further analysis is needed to identify the key drivers of the revenue and expense changes.
Strategy #2 – Do more of what you already do well!

- Know your competition
- Know your own capabilities
- Leverage your already successful programs
Synergy with Sports Medicine

- Coverage of the University of Florida Athletics programs and Santa Fe College, 70,000 college students -> 12,000 in Rec Sports!
- Physician and Athletic Training Outreach is provided to 27 high schools across 5 counties.
- OrthoCare provides convenient and timely access for injured athletes.
- 2017 NCAA Champions - Baseball
High School Outreach Program

- Riverside
- The Rock School
- Countrywide Christian Academy
- Marion County (7)
- St. Francis Catholic Academy
- Santa Fe College
- PK Yonge
- Oak Hall
- Levy County (3)
- Gilchrist County (2)
- Columbia County (2)
- Alachua County (6)
Strategy #3 – Synergy with the Emergency Department

- UF Health - Gainesville
- Adult ED
- Pediatric ED
- Spring Hill free standing ED
- Kanapaha free standing ED
- Adult ED
- Pediatric ED

- Decompresses ED’s from routine MSK care that can be better managed in an office setting
- Less patient waiting
- Lower utilization of ED resources
- Improved patient satisfaction: 93.9th percentile
In-service with the Emergency Dept. providers:

- Provide list of injuries that can be sent in-service with the Emergency Dept.
- OK to send out all toe, finger, hand, calcaneal and stable ankle fx's without Ortho consult. However, the ED must be willing to place patients in appropriate splints/dressings, obtain appropriate imaging, and document thorough neurovascular exams prior to D/C.
- Also, Ortho department must be willing to accept these patients into Ortho Clinic for evaluation.
- Ankle:
  - Stress View
  - Lateral
  - AP View
  - Axial
  - Normal values on standard X-ray

Shands ED's to UF Ortho Clinic
Marketing / Creative Services?

Does your Orthopaedic program have in place through employment or outsourcing?
Does your Orthopaedic Program employ a Business Development/Pricing Specialist / Representative?

Yes

No
Strategy #4 - Invest in Marketing and Business Development
FY18 ROI Analysis: The Villages

Ortho Patient Volume – Per Provider Visit Report

Q1
-- Print ads in 5 newspapers and 1 magazine for both Ocala and The Villages

Q2
-- Print ads in 5 papers and 1 magazine for The Villages
-- Direct mail and e-newsletter sent out to GatorCare employees
-- Rack card reprints
-- Creation of orthopaedics flyer

Q3
-- Print ads in 5 papers; 1 magazine for The Villages
-- Rack card reprints
-- Marion County Chamber Business After Hours
-- Healthy Advantage Villages
-- Healthy Advantage Ocala
-- Villages office community health fair/promotion

Q4 (to date)
-- Orthopaedics print run in 5 papers
-- Villages Magazine
-- Ocala Star Banner and Ocala Style community events
-- Digital billboards for both offices
-- Direct mail and e-newsletter sent out to over 40,000 people in north lake, Summer and Harris counties
Marketing and Business Development

- Make it easy to do business with your department / practice.
- Develop relationships!
- Adjust staffing based on historical data
- Open scheduling – Key to success
  - Encourage calling in
  - Welcome walk-ins
  - Convenient hours of operation
    - Sun-Fri 5-9, Sat 10-2
  - Incentivize volume and establish a just see the patient culture!
  - Staff to demand
  - Develop relationships!
- Make it easy to do business with your department / practice.
FY19 Marketing Plan: The Villages

Orthopaedics

Print ads:
• The Long Drive
• Care without Arrive

Orthopaedics - 352-726-9500
Get your Game Back.

Radio:
• WVLG (Villages AM talk radio) (October and February)
• The Villages Daily Sun
• Leesburg Daily Commercial
• The Zone Gym sponsorship (August-October) (year round)
• Big Hammock Race Series sponsorship (year round)
• Community sponsorships:
  • 3 month rotation on board in The Villages
  • The Villages Daily Sun
  • The Zone Gym sponsorship (August-October) (runs end of September-October and again in February)

Outdoor:

Digital:
• Continue running digital campaign (behavioral/targeting and display, year round)
FY19 Marketing Plan: The Villages

**Villages Rack card**
- Update and reprint materials: (as needed)

**Consumer materials**
- Orthopedics flyer
- Villages Physicians Faces piece
- Update and reprint materials: (as needed)

**Physician materials**
- Continue running on current digital billboard: (12 months)

**Radio**
- General Radio message: (October-November and February-March)

- WVLG (Villages AM talk radio)
- Villages Ad in The Villages Guide (Year Round)
- Villages Magazine (January)
- Citrus County Chronicle
- Summer County Times
- Leesburg Daily Commercial
- The Villages Daily Sun
- Villages Physician (runs end of September-November and February-March)

**Print ads**

**Outdoor**
- Villages Magazine (January)
- The Villages Daily Sun
- Villages Physician (runs end of September-November and February-March)
FY19 Marketing Plan: The Villages

Events and community sponsorships:

- Lady Lake Chamber Membership
- Lady Lake Chamber Event (TBD)
- Marion County Chamber Membership Events (at the Villages office)
- Senior Games (April 22-April 28)
- Ocala Star Banner/Life Expo (March 30)
- Ocala Style Women’s Expo (May)
- Ocala Senior Banner/Life Expo (March 30)
- Senior Games (April 22-April 28)
- Healthy Advantage Villages/Ocala (10 times)
- Villages Women’s Expo (Oct. 3 and March 3)
- Promotional items as needed
- Letter/email campaign to people who stopped at booths (as needed)
- Promotional items/materials:
  - Banners for events
  - Pitching physicians and patient stories to local media
  - New media (Year Round)
  - e-Newsletters
  - Physician videos
  - Patient video testimonials
  - Website/social media:
    - Pitching physicians and patient stories to local media
    - Healthy Advantage Villages/Ocala (10 times)
    - Villages Women’s Expo (Oct. 3 and March 3)
    - Promotional items as needed
<table>
<thead>
<tr>
<th>FY19 Marketing, Communications, Promotional Opportunities</th>
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<tbody>
<tr>
<td><strong>Billining Codes</strong></td>
</tr>
<tr>
<td>Advertising</td>
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<tr>
<td><strong>Orhoca</strong></td>
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<tr>
<td>New Campaign Production</td>
</tr>
<tr>
<td>Video</td>
</tr>
<tr>
<td>UFH-ORTHO</td>
</tr>
<tr>
<td>$10,000.00</td>
</tr>
<tr>
<td>Photography</td>
</tr>
<tr>
<td>UFH-ORTHO</td>
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<tr>
<td>$7,000.00</td>
</tr>
<tr>
<td>Talent</td>
</tr>
<tr>
<td>UFH-ORTHO</td>
</tr>
<tr>
<td>$10,000.00</td>
</tr>
<tr>
<td><strong>Print Advertising</strong></td>
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<tr>
<td>Giggle</td>
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<tr>
<td>UFH-ORTHO</td>
</tr>
</tbody>
</table>
| $3,900.00                                             $390
| Community Calendar Ads                                |
| UFH-ORTHO                                             |
| $0.00                                                 $0
| The Alligator                                         |
| UFH-ORTHO                                             |
| $1,787.00                                             $180
| **Direct Mail**                                       |
| Orthopaedics magnet mailer to surrounding zips        |
| UFH-ORTHO                                             |
| $10,000.00                                            |
| OSMI                                                  |
| Advertising                                           |
| Print Advertising                                     |
| Gainesville Sun                                       |
| UFH-ORTHO                                             |
| $4,000.00                                             $400
| Senior Times                                          |
| UFH-ORTHO                                             |
| $1,050.00                                             $100
| Gainesville Magazine                                  |
| UFH-ORTHO                                             |
| $1,900.00                                             $190
| **Radio**                                             |
| ESPN                                                  |
| UFH-ORTHO                                             |
| $1,200.00                                             $120
| **Television**                                        |
| GTN Tips - WGFL and WNBW (2 per week, per station)    |
| UF-ORTHO                                              |
| $3,868.00                                             $380
| Update GTN Tips                                      |
| UF-ORTHO                                              |
| $5,000.00                                             |
| **Out of Home**                                       |
| UF Health billboards                                   |
| UFH-ORTHO                                             |
| $9,160.00                                             $700 $916
| ON HOLD: RTS Bus Wrap (as available)                  |
| UFH-ORTHO                                             |
| $7,989.00                                             $798
| RTS Bus Wrap Renews                                   |
| UF-ORTHO                                              |
| $5,295.00                                             $530
| **Collateral Materials**                              |
| Reprint/Update current materials (rack cards, brochure, folder) |
| UFH-ORTHO                                             |
| $6,000.00                                             |
| ORTHOcare/OSMI/Summerfield Business Development (as needed or planned) |
| Update all FACES fliers                               |
| CME fliers                                            |
| Update individual bios                                |
| **Web Development**                                   |
| Digital: ORTHOcare, OSMI and Summerfield              |
| UF-ORTHO                                              |
| $50,000.00                                            |
| OSMI                                                  |
| $27,057.00                                            |
| Facebook ads                                          |
| UF-ORTHO                                              |
| $16,600.00                                            |
| Create subsite                                        |
| Update UFHealth.org site with new content             |
| **Email Marketing**                                   |
| E-newsletter for referring physicians (3x a year)     |
| **Community Outreach**                                |
| Health Fairs                                          |
| Women's Advantage                                     |
| Healthy Advantage                                     |
| UF Health Community Expo                              |
| Gator Baseball (one game)                             |
| Exactech Employee Health Fair                         |
| Women's Health Expo (The Villages)                    |
| Diabetes Expo/Health Fair (The Villages)              |
| UF New Faculty Orientation                             |
| UF Women's Football Clinic (packet participation)     |
| Heat, Heart, Head                                      |
| **Publicity - Internal**                              |
| News & Notes                                          |
| Shands News                                           |
| **Publicity - External**                              |
| News releases and media advisories                    |
| U.S. News Badge                                       |
| **Total**                                             |
|UF Health Shands Advertising Budget Funding UFH-ORTHO $90,000 |
|UF Health Shands Printing Budget UFH-PRINT $6,000 |
|Department Funding UF-ORTHO $96,000 |
|Total $192,000 |
Strategy #5 - Build Trust & Develop Relationships

- Physicians, PT, CPO & Specialty Office Visits
- Grand Rounds
- Community Outreach/Events
  - Alachua/Marion County PPE support
  - Heat/Heart/Head support
  - FASMed support
  - UF Women’s Advantage (Ocala and The Villages Lecture Series)
  - UF New Faculty Orientation (May)
  - Exactech Employee Health Fair (October)
  - Gator Baseball (Spring, one game)
  - UF Health Community Expo (May)
  - Life 55+ Gainesville Sun Expo (September)
  - Healthy Advantage (Ocala and The Villages Lecture Series)

F & D

- UF Women’s Football Clinic (Spring)
- UF New Faculty Orientation (May)
- Exactech Employee Health Fair (October)
- Gator Baseball (Spring, one game)
- UF Health Community Expo (May)
- Life 55+ Gainesville Sun Expo (September)
- Healthy Advantage (Ocala and The Villages Lecture Series)
- UF Women’s Advantage (Gainesville Lecture Series)
- FASMed support
- Heart/Heart/Head support
- Alachua/Marion County Pre Support
- Community Outreach/Events
- UF Women’s Football Clinic (Spring)

Develop Relationships
Strategy #6 - Do you proactively follow your post-op patient?
Surgery
Enhanced Access to Outpatient Evaluation after Surgery
Our experience demonstrates that large private practice groups can successfully align both clinical and financial incentives with healthcare systems to provide quality joint arthroplasty care at a lower cost.


Thank you to all the Extenders & Nurses

Improved Patient Tracking & Patient Engagement

RN Navigator
RAPID CYCLE BUSINESS DEVELOPMENT: TJA CARE
Rapid growth in need for THA/TKA services

Population Requiring TJA
• Florida now 3rd most populous state in country

High percent of "baby boomers" in need of arthroplasty services
Some Things Unique to Florida

A Permanent Vacation Under the Florida Sun

Explain Where Americans are Moving

The Giant Retirement Community That

Michael J. Leibman

The Report

Some Ideas for Exploiting Your eBay Profits
Gainesville/UF TJA Growth

• 2015: Anticipate 3-4x growth in TJA services at UF from 2015 to 2020
• I started 9/2015 to help fulfill this goal

2020

TJA services at UF from 2015 to 2015: Anticipate 3-4x growth in

Gainesville/UF TJA Growth
UF Arthroplasty Faculty - Then and Now

Visser - 1998
Pulido - 2018
Parvataneni - 2012
Prieto - 2015
Gray - 2015
Pulido - 2018

Myers - 1988
Gray - 2015
Dean - 2017
Perception vs Reality
Division Accomplishments 2010 - Present

- Reduction in LOS from baseline 3.6 to 1.7 days
- Home discharge rate improved from 69% to 88%
- Readmission rate decline from 7.5% to 5.0%
- CMS Complications from 3.66% (PY1) to 3.04% (PY2)
- Direct episode cost reduction of 22%
- > 150 Outpatient TJA / FSC Outpatient Surgery
- 14 Publications, 3 Active Grants (2 NIH) in last Academic Year
- Highest scores on Resident Eval's, Several Perfect Attending Scores
- 14 Active projects, CMS Best Practice Site for Opioid Use
- > 150 Outpatient TJA / FSC Outpatient Surgery
- 14 Publications, 3 Active Grants (2 NIH) in last Academic Year
- Highest scores on Resident Eval's, Several Perfect Attending Scores
- 14 Active projects, CMS Best Practice Site for Opioid Use
Personal Clinical Growth

Surgical Volume

2015 (UCSF)

2016

2017

2018

2020 (UGS)

Primaries
Revisions
Three A’s:

Available, Affable, Able

...in that order
Strategies

• Do quality work
  • Never say no (easy to do business with) (Available and Affable)

  – Patients
  – Referring MDs
  – Referring anyone (reps, PT, nurses)
  – Administrators
  – Marketing engagement
  – Online presence
  – Academic work
  – You are your brand
  – See your patients (in the hospital and in clinic)

  – Again, do quality work (esp if you’re visible)

• Be visible (patients value name brand recognition)
  • Never say no (easy to do business with) (Available and Affable)

  – Patients
  – Referring MDS
  – Referring anyone (reps, PT, nurses)
  – Administrators
Marketing
Branding Challenges
What Gets Measured Gets Controlled
Using Dashboards
government regulation

Artificial Intelligence

Consolidation

System and Practice

Payments and Provider Risk

Value Based / Bundled
What does future access to MSK programs look like?
The AI market is seeing explosive growth through 2021 with a CAGR of 40%.

Health AI Market Size 2014-2021

Acquisitions of AI startups are rapidly increasing while the market is set to register an 11x growth from $6.6B in 2014 to $660B in 2021.

Source: Accenture
Can EHR and Patient engagement portal data be used to predict and arrive at a prognosis?

- Can EHR and Patient engagement data be used to predict and arrive at a prognosis?

- Can this be automated?

- Predictively and reliably route patients to the right level of care at the right time?

Orthopaedics and Artificial Intelligence (AI)

- AI can fill gaps in the workforce amid the rising labor shortage in healthcare.
- AI voice-enabled symptom checkers triage patients to lower-cost retail settings and direct triage patients to the ED only when emergency care is necessary.
- AI can address an estimated 20% of unmet clinical demand.

Source: Accenture analysis. Graph is not to scale and is illustrative.
Orthopaedics and Artificial Intelligence (AI)

CARE REACH:
Consumers want AI.
In fact, they are six times more likely to view AI as having a positive impact on society.

AI can magnify care reach by integrating health data across platforms.

However, as new technology is introduced, various data sources must be connected to enable a seamless experience for patients.

1. To be relevant going forward, it must be easy to do business with your orthopaedic practice.
2. Value based care, access to care, analytics and proactively reaching out to patients to prevent preventable problems and complications will be the norm.
3. Big data and AI will be powerful influences in future orthopaedic care delivery models.
Thank you

Concluding remarks

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• References