Spine and Neuroscience Centers of Excellence Summit
Developing a New Spine or Neuroscience Center of Excellence

April 6, 2010

12:00 - 1:00  Registration

1:00 – 2:00  **Keynote Address: Spine Center Development 2010: Facility Planning, PMR, Therapy, and Contracting in a Post Reform Environment**

Spine is one of the most lucrative specialties for a hospital and physician group. But what is on the horizon in a post-healthcare-reform environment, and how can you position yourself for change?

- With healthcare reform, 45 million new consumers will now have access to healthcare, many of them with back or neck pain. Will they swamp the boat? Are you set up with non-surgical treatment providers to sort these patients?
- Healthcare reform will supposedly be paid for by “reduction in waste, fraud, etc.” which will most certainly lower reimbursement. And most certainly this will include bridles on unnecessary surgery of any type. Are you positioned for change?
- Health insurers, like Priority Health in Michigan, have already created Spine Centers of Excellence criteria that prevent spine surgeons from seeing patients, unless a PMR sees them first. If these restrictions expand to your state, how are you positioned?
- Do you have the right type of facility and multi-disciplinary approach for how spine care needs to be provided in the future?

*Bob Reznik, President*, Prizm Development, Inc.

2:00 – 3:00  **Evaluating the Market for New Spine or Neuroscience Centers of Excellence**

What separates a successful COE from an unsuccessful one? Those who understand the market demographics are best positioned for success. Can the local market sustain a Center of Excellence? Is there demand for such services? Is there an appropriate payer mix? Understanding these vital issues is the first step toward a successful Center of Excellence.

*LeeAnne Denney, CEO*, Health InfoTechnics, LLC

3:00 – 3:30  **Afternoon Break**

3:30 – 4:30  **The Cost and Economics of a COE**

You just cannot simply dip your toe in the water when creating a Center of Excellence. It’s very volatile and you can lose your shirt very quickly if you’re not doing it right. This presentation will focus on how to determine the true costs of setting up and running a Center of Excellence.
Gary Kurth, Vice President Facility Development, SpineMark Corporation
Marcy T. Rogers, M.Ed., President and Chief Executive Officer, SpineMark Corporation

4:30 – 5:30 Pre-Development COE Strategies
Track #1: The Virtual Spine Center of Excellence Prior to investing in the brick and mortar of a new Spine Center, it can be very useful to create a virtual center on the outpatient side. This allows the center to build a strong foundation without the extensive costs of capital and time in developing an entirely new facility.

Patrick Vega, Principal, Vega Healthcare

Track #2: Establishing a Joint Commission Primary Stroke Center Prior to developing a Neuroscience/Surgery Center of Excellence with an emphasis on treating stroke patients, a thorough understanding of the accreditation process is integral. This case study will present the process from a firsthand experience.

Eleanor Redmond, M.S.CCC/SLP,R.N., Stroke Program Coordinator, Mary Washington Hospital

April 7, 2010

7:30 - 8:30 Breakfast and Registration
8:30 – 8:45 Day 2 Welcoming Comments
8:45 – 9:45 Understanding the Right Mix of Physicians and Other Providers That Your Center of Excellence Will Require

Creating a Spine or Neuroscience Center of Excellence requires the right mix of caregivers, including both physicians and other providers. A great benefit of Spine and Neuroscience Centers of Excellence is that they provide care that is better-coordinated, faster and at an appropriate level because of superior communication between caregivers. However, there are many alternatives possible when staffing the Spine or Neuroscience Center of Excellence and administrators designing a center must understand what caregiver mix is necessary to support the strategic plan they have adopted.

Greg Stock, CEO, Thibodaux Regional Medical Center

9:45 – 10:15 Morning Break
10:15 – 11:15 Developing a Center to Attract Top Physician Talent

One way for healthcare providers to attract top physician talent is to create a Center of Excellence. Understanding, from a doctor’s perspective, what makes a Center of Excellence stand apart is important to bringing this talent on board.

Track #1: Developing a Spine Center to Attract Top Physician Talent
Marcia Friesen, President & CEO, Orthopaedic Advantage Healthcare Consulting Group

Track #2: Developing a Neuroscience Center to Attract Top Physician Talent
Eric P. Sipos, MD, F.A.C.S., Medical Director, Western Neurosurgery, Ltd, an Affiliated Partner of the Carondelet Neurological Institute

11:15 – 12:15 Evaluating Physician Agreements

From joint ventures, to directorships, to co-management agreements and medical directorships, there are several options for healthcare providers in structuring physician agreements. Each choice carries benefits and risks for both hospitals and physicians alike. This presentation will provide an analysis of these agreements and the issues administrators must consider when choosing a specific option and tools for overcoming the associated challenges that lead to a best practice model.

Christopher T. Collins, Principal, ECG Management Consultants
James W. Lord, Principal, ECG Management Consultants, Inc.

12:15 – 1:45 Group Luncheon

1:45 – 2:45 Designing a Marketing Strategy

Even the best run Center of Excellence cannot thrive without a well-designed marketing strategy. The best campaigns lead to a strong referral business ensuring a steady flow of patients. To achieve desired results, hospital executives must understand the ins and outs of awareness campaigns, monthly community seminars and relationship-building with outside physicians. This presentation will provide details of how building a marketing campaign can transform a Center of Excellence into a strong regional healthcare provider.

Valerie Culver, President and Chief Strategist, Culver + Associates

2:45 – 3:15 Afternoon Break
3:15 – 4:15  **Creating Market Credibility**

The term, “Center of Excellence,” will have little meaning outside of a marketing context unless legitimate community standards are met. As a facility is designed and built, administrators must consider the topics surrounding credibility - the issues separating a true Center of Excellence from a typical healthcare provider. This presentation will discuss market credibility, national standards of accreditation, and how to ensure your facility will be able to meet objective and stringent demands.

Elizabeth (Bissie) Cianfrani, RN, MBA, Administrative Director, Surgical Services and Program Director, Spine Surgery Program, Shore Memorial Hospital Neurosurgical Spine Program

4:15 – 5:15  **Keynote Panel: Executive Perspectives on the Market**

This roundtable discussion will allow for an interactive discussion of the healthcare market’s most pertinent topics: healthcare reform, reimbursement issues, a difficult economic market, and rising costs, amongst others. The panelists will share their views in an open format while allowing for attendee participation in the discussion.

**Moderator:**
**Jonathan K. Henderson, Partner, K&L Gates LLP**

**Panelists:**
**Andy Cosentino, FACHE, Neurosciences Service Line Executive, Carondelet Health Network**
**Jimmy St. Louis, Vice President, Enterprise Integration and Development, Laser Spine Institute**
**Carrie Stover MSN, NP-C, Director Neuroscience, St. John Hospital and Medical Center**
**Dorla Vinson, Senior Patient Care Manager, Carle Spine Institute, Carle Clinic Association**