

Creating Differentiation in Hand Surgical Services >

An academic medical center with a 944-bed tertiary center was interested in differentiating the hand surgery service and capturing more hand cases in the market. The hospital started from a position of strength having a well-known brand name in the market and a group of talented, fellowship trained hand surgeons. With little capital investment required from the hospital, they partnered with Accelero to create a virtual hand center program to accomplish their goals.

CREATING PROGRAM STRUCTURE & ENGAGING THE SURGEONS

Accelero started by developing an infrastructure for the hand program that quickly organized initiatives, engaged physicians in decisions and provided regular reporting of key metrics. The infrastructure included multidisciplinary teams that addressed operating improvements, outcomes tracking and marketing and referral source integration. In addition, a Physician Advisory Panel was assembled to empower the surgeons to make decisions affecting their specialty.

DEMONSTRATING PROGRESS

In less than six months the hand program had:

- Implemented perioperative process improvements
- Defined market analysis and strategies
- Identified referral source targets
- Developed referral source collaterals
- Designed and launched a website
- Instituted outcomes tracking
- Created a hand product line dashboard to monitor key metrics

ACHIEVING RESULTS

In the first year, the hospital experienced a case volume increase in hand surgeries of 7%. The hospital also realized an increase in contribution margin of \$1,284,219 over the previous fiscal year.



Hand Case Volumes

