

# *Transforming Orthopedic Programs >*

*Creating competitive advantage in a  
changing healthcare environment*



# A History of Creating Market-Leading Orthopedic Programs >

Accelero has been delivering sustainable competitive advantages to hospitals and physicians across the country since 1998. Whether its community hospitals or academic medical centers, urban markets or rural markets, market leaders or market takers; our musculoskeletal programs have delivered measurable results in a variety of settings and markets. You will benefit from our in-depth experience gained from working with over 300 healthcare organizations across the country. Simply stated, our musculoskeletal program:

- Creates distinction and captures volume through a comprehensive marketing strategy and execution plan.
- Improves the patient outcomes that impact reimbursement and the hospital's reputation with patients and payers.
- Standardizes care processes and increases operational efficiency to improve the care delivery and financial margin.
- Enhances hospital and physician relationships through a collaborative program structure.
- Drives change through multidisciplinary clinical and operational teams.
- Delivers results in care, financial margin and volume performance metrics.
- Differentiates the patient experience to increase patient and physician satisfaction.



## The Accelero Team >

The complexity of musculoskeletal services combined with the changing healthcare environment requires a team of experts to create a market-leading program. Partners are assigned an implementation team that works on-site with hospital personnel to share expertise, provide direction and drive change. They are supported by highly specialized experts who provide the most up-to-date best practices for program infrastructure, process improvement, perioperative efficiency, patient outcomes, customer service, referral source integration and marketing. Accelero has successfully used this model to deliver value to over 300 healthcare organizations.

# JOINT REPLACEMENT • SPI

## Program Assessment > Develop a Plan

The strength of our engagement model is based on the depth of our assessment. We look at your metrics, meet with stakeholders, assess program effectiveness and evaluate the market potential to fully understand where you are today. From there we analyze the results and create a customized plan to differentiate your program. By prioritizing strategies and tactics, Accelero provides you with a roadmap to improve the patient experience, outcomes, perioperative throughput, financial margin and market penetration – all necessary to grow your program.

### ASSESSING THE PERFORMANCE >

After working with hundreds of musculoskeletal programs across the country and internationally, we know the clinical and operational factors that improve patient care and increase financial margins. We input your hospital's data into *OrthoVal*®, our proprietary business intelligence tool, in order to evaluate trends and identify the factors that affect your performance.

### EVALUATING EFFECTIVENESS AND MATURITY >

Accelero has defined over 300 elements that are the key to effective service line management. The success factors reveal where your strengths and opportunities reside, and importantly, the strategies and tactics needed to drive advancement and improvement in each area.

### DEFINING THE MARKET >

Each market has its own unique dynamics and stakeholders. We perform a custom evaluation of the market forces and data to determine your market position, define the opportunities and leverage current strengths. This allows us to provide you with a clear direction on what your musculoskeletal service line program needs to create differentiation and achieve growth in your defined market.

### ON-SITE OBSERVATION AND INTERVIEWS >

Accelero's team of experts will conduct an on-site evaluation of the musculoskeletal service line. This includes observation of the perioperative processes as well as preoperative and postoperative events. The team will also gather information and insights from the key stakeholders. This includes, but is not limited to the following individuals:

- Senior hospital administration.
- Musculoskeletal surgeons and physicians.
- Key clinical and operational staff (e.g. nursing, rehabilitation, finance, marketing).
- Referring physicians in the defined service area.
- Perioperative management and physicians.

### DEVELOPING THE PLAN AND PRESENTING THE RESULTS

This information is combined into a formal plan to provide you with both insight and direction. The plan is designed to create market differentiation, improve patient outcomes and patient satisfaction, increase OR efficiency and throughput, expand the financial margin and grow the business.



# NE CARE • FRACTURE CARE

## Program Implementation > Quicker Time to Benefit

Transforming your musculoskeletal service line is complex and requires constant discipline, management and attention to detail. Accelero experts work alongside your team and in the OR to provide insight and direction necessary to achieve a quicker time to benefit and avoid costly missteps.

### ON-SITE INTERACTION >

A sustained on-site presence with your team is a key factor to program success. Each Accelero partner is assigned a team who will be on-site regularly to work side-by-side with your service line team. This interaction helps educate our partners, gain an understanding of internal dynamics and implement the processes that are necessary to achieve results.

### PROJECT TEAM FACILITATION >

We create interdisciplinary teams to carry out the execution of initiatives. We help facilitate these teams to ensure the project stays on task; using the experience gained from doing this successfully time and again.



### RESOURCE EXPERTS >

Accelero deploys its diverse set of subject matter experts to assist in managing specific areas pertaining to the service line. We leverage their knowledge and utilize them when specific challenges need to be addressed. Specialized expertise includes: industry intelligence, perioperative efficiency program management, clinical processes and outcomes, strategic marketing and customer service.

### STAKEHOLDER RELATIONSHIPS >

Developing strong relationships between administration, staff and physicians is critical to the foundation of a successful program. We ensure all key stakeholders are included in decisions that impact the service line, and the relationship between those individuals is built upon the sharing of ideas and aligning of goals.

### PROJECT MANAGEMENT TOOLS >

Implementation of service line initiatives across multiple teams requires discipline, organization, and accountability. Accelero provides team leaders with the tools necessary to plan, organize and manage project tasks and resources to bring about the successful completion of service line goals and objectives.



# Program Management > Long-Term Success

Creating a market-leading orthopedic program is hard work. Creating an environment for continual improvement is even more difficult. Accelero provides a complete set of tools to support success for the long-term.

## PERFORMANCE REPORTING >

Once the program is up and running smoothly, Accelero will provide performance reports on a regular basis. We will present the key strategic and tactical requirements for advancing the musculoskeletal program's performance and identify the barriers to improvement.

## PERFORMANCE MANAGEMENT TOOLS >

Our proprietary hospital database and business intelligence tools allows us to benchmark your key performance indicators against hospitals across the country. Providing this information in customized dashboards makes it easy for management to quickly see program metrics and trends and to quickly identify the cause so any required actions can be taken in a timely manner.

Whether it is care, margin or volume, our partners are proactively evaluating and improving their program indicators to keep ahead of their market competitors. Contact us today to learn how we can help to improve your orthopedic programs.



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