

# The Joint Surgeon's Dilemma

**Declining Surgeon  
Reimbursement**

**Inefficient OR**

Gain Sharing

**Consumer Transparency**

**Value-Based  
Purchasing**

Web &  
Social Media

Quality of Life

**Bundled Payments**

## WHAT'S KEEPING YOU UP AT NIGHT?

Accelerero specializes in building market-leading orthopedic programs that benefit surgeons. We help to increase OR throughput, improve your relationship with the hospital, and grow your business.

## INCREASE OPERATING ROOM THROUGHPUT

We benchmark your orthopedic perioperative metrics against our proprietary database to identify areas for improvement, including:

- **First case on time starts.** Leading organizations ensure the first case is on time – every time, setting the tone for the rest of the surgical day. With proper planning and coordination there is no reason for the first case to be late.
- **Room turnover.** Room turnover is one of the most common issues and the easiest to address. Turnover times of 25 minutes or more are most often the result of insufficient processes or personnel.
- **Surgeon time.** Beyond OR utilization, we identify where your time is spent and determine if a two-room or flip-room model is right for you. We also evaluate the procedure mix and scheduling block to identify inefficiencies that waste your time.
- **OR efficiency.** Small delays add up to fewer surgeries. For example, not having a dedicated team and coordinated approach can easily delay the time from the patient being brought into the room to the first incision by 10-15 minutes per procedure. Teamwork between OR staff and anesthesia is necessary to reduce case times.

Our team of experts go into your OR to observe procedures, create realistic metrics, and provide techniques to reduce wasted time, movements and supply costs. The result is often one or more surgeries in the same amount of time.

## IMPROVE HOSPITAL RELATIONS

Hospitals are taking a more active role in defining how you conduct your business. Accelero brings surgeons and hospitals together to improve program performance in critical areas such as:

- **Outcomes.** Exceptional clinical and functional outcomes are a requirement today. Accelero works with you to evaluate patient outcomes, make improvements, and promote the results for greater market awareness.
- **Goal alignment.** Accelero leads the collaboration between the hospital and surgeons to create mutually beneficial goals that foster teamwork for greater program results.
- **Program management.** A proper management structure with multidisciplinary teams is necessary to support growth. In this environment, surgeons are part of the decision-making process.

## GROW YOUR BUSINESS

The most recent reduction in Medicare reimbursement means that the average orthopedic surgeon must perform 10% more joint replacements just to earn the same income. Growing your business requires a strategic plan, including:

- **Brand creation.** Your brand must be unique. We help to define your value proposition and create an identity that accentuates your core value.
- **Market penetration.** We provide a targeted plan of attack, complete with messaging and marketing materials to capture more cases in your primary and secondary markets.
- **Referral source marketing.** Our experts identify and provide a plan for you to target the referral sources in your market that will give you the best opportunity for growth.

## THE ACCELERO ADVANTAGE

Accelero has helped over 300 hospitals create market-leading orthopedic programs. Our programs have identified or helped hospitals to realize average savings of over \$1.4 million. We have helped surgeons to increase capacity and capture more cases in their market. And finally, patients are leaving the hospital more satisfied. See more results from our customers at [www.accelerohealth.com/surgeons-advantage](http://www.accelerohealth.com/surgeons-advantage).

Contact Accelero at 724-742-3760 to learn how we can help you.



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