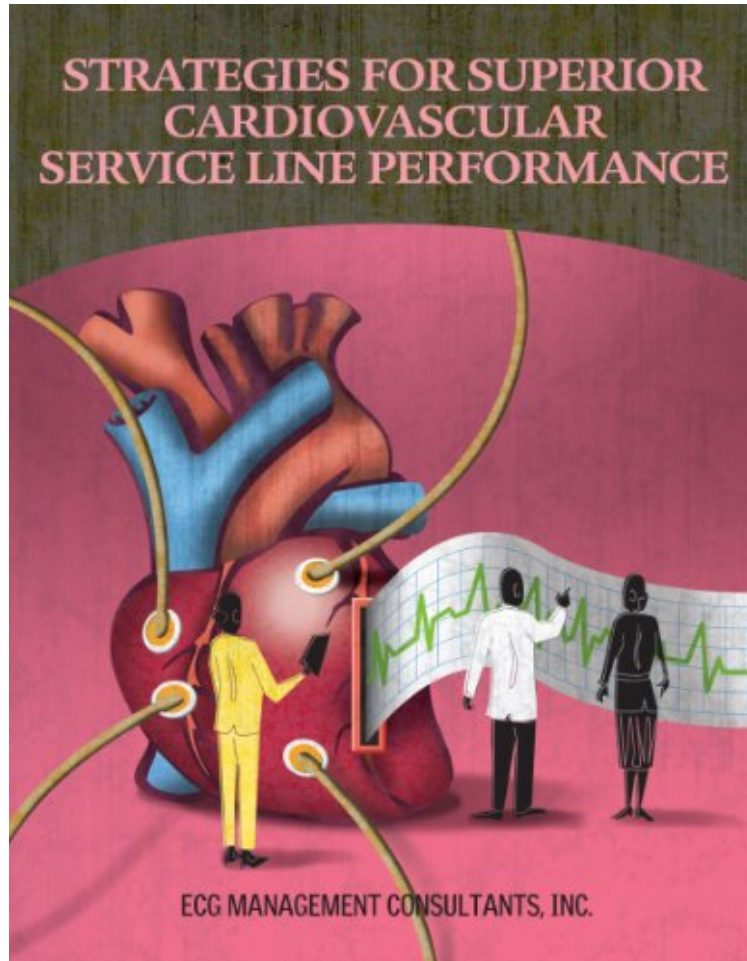


[Download] Strategies for Superior Cardiovascular Service Line Performance

Strategies for Superior Cardiovascular Service Line Performance

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HealthLeaders Media a division of HCPro, ECG Management Consultants Inc. : Strategies for Superior Cardiovascular Service Line Performance before purchasing it in order to gauge whether or not it would be worth my time, and all praised Strategies for Superior Cardiovascular Service Line Performance:

Redefine value, drive excellence, and keep market share in your cardiovascular service line New approaches to payment, more educated consumers, mandatory outcomes reporting, competition from outpatient settings, and payers' focus on greater value are rapidly changing the market dynamics for cardiovascular services. To succeed in this targeted and competitive environment it is imperative that senior leaders redefine their organizations' value through quality, efficiency, and patient satisfaction. Strategies for Superior Cardiovascular Service Line Performance delivers sound strategy and business guidance for driving excellence in cardiovascular service line development and

management. Through industry experience and discussion of best practices, readers will hear from top cardiovascular service line experts with a roadmap to: - Promote strong physician-hospital relationships through favorable alignment models - Learn keys to creating sustainable physician employment arrangements - Create a strategic plan that defines the key elements for success going forward and drives volume growth - Maximize your organization's value through physician-driven service line management and governance structures - Prevent - and reverse - margin erosion through effective managed care contracting and being responsive to emerging reimbursement trends - Understand the growing trends and value of leveraging information technology to improve cardiac care Take a look at the Table of Contents

Creating a Successful Cardiovascular Service Line Introduction to Service Line Principles Key Elements for Service Line Success Implementation Issues The Future for CV Service Lines Service Line Strategic Planning Key Elements of Strategic Planning Situational Assessment Vision Development Goals Strategy Development Tactical and Implementation Planning Conclusions Creating Aligned Physician Relationships Physician Strategy Planning Process Key Considerations Models for Physician Alignment Lessons Learned Building Optimal Management and Governance Constructs Management Structures Service Line Leadership Structures Governance Structures System-Wide Service Lines Service Line Development in Academic Medical Centers Evolution of the Medical Staff Model Pushing the Boundaries of CV Clinical Integration Revisiting the Departmental Structure New Physician Leadership and Team Requirements Lessons Learned Developing Employed Cardiovascular Physician Practices Market Trends Driving CV Physician Employment Common Obstacles to Success Elements of Successful Employment Models Financial Implications of CV Physician Employment Lessons Learned Attaining Programmatic Recognition Designation Selection Overview of Rankings and Accreditation Methodologies Lessons Learned from Award-Winning Heart Programs Results of Achieving Program Recognition Navigating the Challenges of Cardiac Reimbursement Understanding the Current Reimbursement Landscape Keys to Effective Commercial Contract Negotiations Innovative Measures of Performance/Payment Methodologies Lessons Learned Information Technology Cardiology Hospital Departments Cardiology Physician Practices Cardiology Resources and Initiatives Lessons Learned Who should read this book? CEO, President, CFO, COO, CNO, CMO, Medical staff director, Director of physician relations, Physician leader, Quality director, Service line director, Physician practice administrator, Hospital administrator, Marketing director

About the Author ECG Management Consultants, Inc. is a national firm with nearly 40 years of experience serving the healthcare industry specializing in hospital/physician relationships, strategic and business planning, physician practice management, information technology, and the complexities of the academic healthcare enterprise. M. Sue Anderson, Manager, ECG Management Consultants, Inc. Anderson has designed cardiovascular (CV) service line strategies for more than 12 hospitals and academic medical centers in the past two years. Her areas of focus are CV service line development, strategic planning, and hospital/physician affiliations. Kevin M. Kennedy, Principal, ECG Management Consultants, Inc. With 20 years of consulting experience, Kennedy has assisted dozens of hospitals, health systems, and medical groups with their strategic, financial, and operational challenges. He has particular expertise in facilitating cardiology practice acquisitions, redesigning compensation plans for hospital-employed cardiologists and CV surgeons, and developing hospital/physician cardiac joint ventures. Stephen F. Messinger, Principal, ECG Management Consultants, Inc. Messinger has extensive experience in strategic and business planning, business development, mergers and acquisitions, and managed care. He has worked with a broad range of healthcare organizations and has assisted hospitals, health systems, and physician groups in CV strategy development and performance improvement.