



Corazon Overview: VA Stroke Systems Task Force

January 19, 2024

Introductions



Scott Hartman

*Client Relations Manager,
Consulting & B2B Relations*

*Corazon, Inc.
Pittsburgh, PA*



Michelle Luffey

*Senior Vice President,
Consulting & Recruitment*

*Corazon, Inc.
Pittsburgh, PA*



Corazon – Industry Resource



Client base of over **800 hospitals, healthcare systems, and physician practices!**

Healthcare Consulting

Recruitment & Interim Management

Accreditation & Peer Review



CORAZON

Your *TOTAL* Program Solution!

Medical Experts

- Specialty Physician Advisors

Published Resources

- Books
- Articles
- White Papers
- Case Studies

National Conferences

- National Events
- Distance Learning Webinars

Business Alliances

- Strategic Partners in the Industry

Cardiac vs. Neuro Regulatory



NEURO

- Reg's Decreasing
- Adoption of PCI w/SOS & Ambulatory Procedures



- Reg's Increasing

- State Directed Bypass Laws

- Lobbying: Get Ahead of Stroke

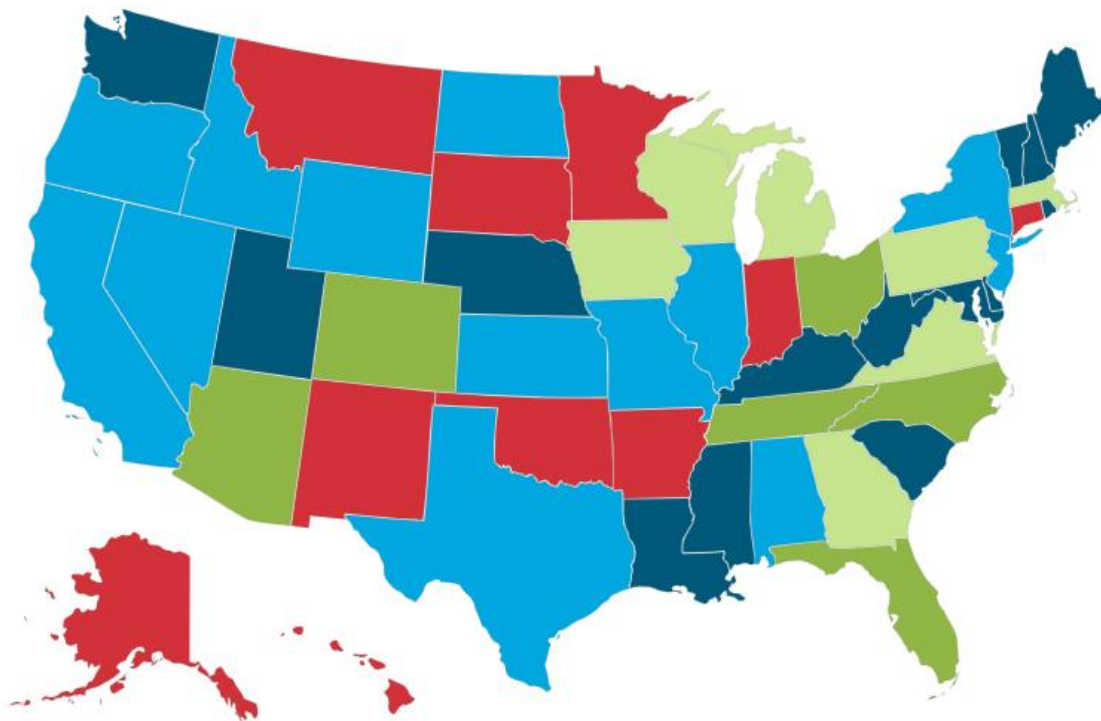


CARDIAC

[Get Ahead of Stroke – Arrive. Survive. Thrive.](#)

Get Ahead of Stroke

- Campaign Success
- Campaign Work in Progress
- Favorable State Protocols in Place
- Some Action Needed: Partial Protocols in Place
- Action Needed: No Protocols in Place



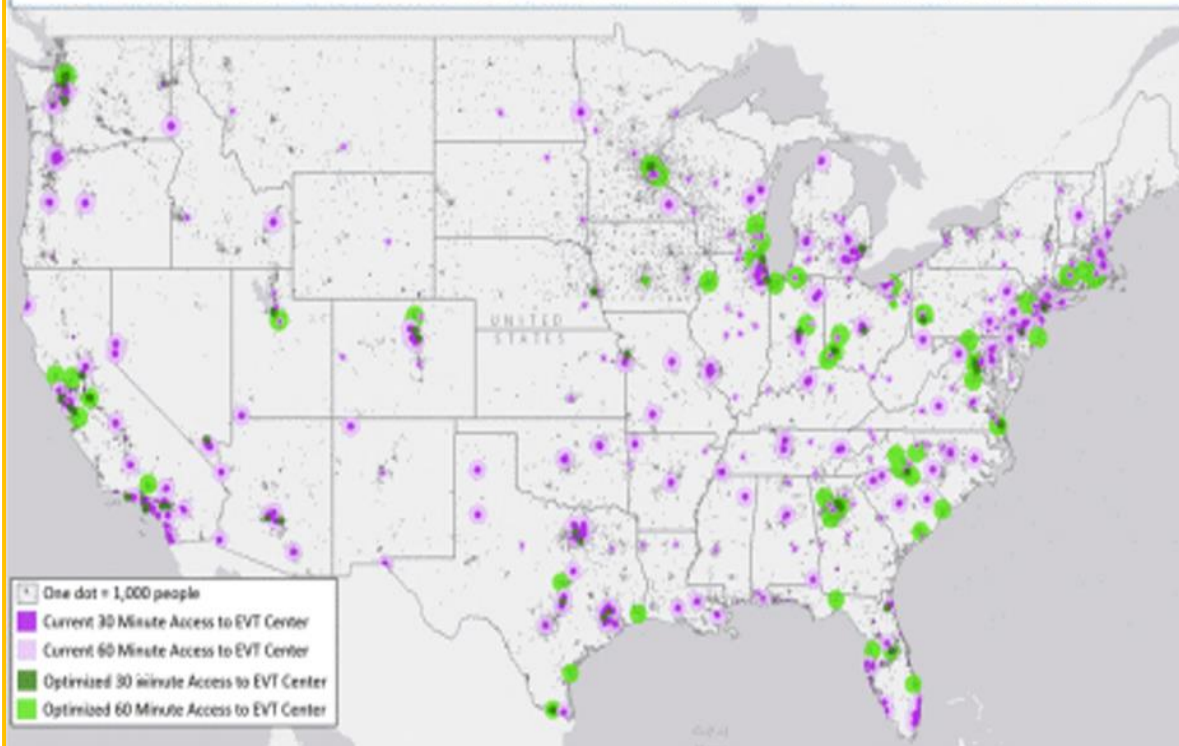
Virginia

● Campaign Work in Progress

Since the *2019 Virginia Stroke Improvement Report* was published by the Virginia Department of Health, regional EMS councils across the state, including Northern Virginia, Central Shenandoah and the Tidewater, have adopted prehospital protocols to effectively triage and transport stroke patients with a suspected large vessel occlusion directly to Level 1 stroke centers. Get Ahead of Stroke provided recommendations that were included in the Virginia Department of Health's 2019 report, which offered guidance to the state's regional EMS councils in updating their respective stroke triage plans.

Wider Coverage Needed for Mechanical Thrombectomy

Current and Optimized 30 and 60 Minute Access to Endovascular (EVT) Capable Stroke Centers by Ground Transport



CURRENTLY:

- Dark Purple – within 30 min of CSC / TCS
- Light Purple - within 60 mins CSC / TCS

POSSIBLE SOLUTION:

- Dark Green - within 30 minutes if a PSC were converted to CSCs / TCS
- Light Green - within 60 minutes if a PSC were converted to CSCs /

1 in 6 US stroke patients lacks access to MT even via hospital transfer

(published Stroke, May 2021)

Addressing Large Vessel Occlusions Saves Lives & Decreases Disability

- LVOs account for approximately 20 to 46% of all ischemic strokes
 - Nationally ~795,000 strokes
 - ~691,650 Ischemic Strokes
 - ~138,330 to 262,827 LVOs
- Thrombolytics are only effective in approximately 13% of LVO strokes
- LVOs are responsible for **90% of Acute Ischemic Stroke deaths**
- LVOs are responsible for **60% of all post-stroke dependency**



Strokes Due to Large-vessel Occlusions Contribute Disproportionately to Stroke-Related Dependence and Death: A Review, Frontiers in Neurology, published: 30 November 2017 doi: 10.3389/fneur.2017.00651

Virginia Thrombectomy

- 2022 VA Stroke Volume – 20,880
- ~ 85% Ischemic = 17,748
- LVO rate in the range 20 – 46%
- Corazon Experience = ~20 – 28%
- Using the conservative 20% = ~ 3,550
- Research shows typically 2/3 are anterior and 1/3 posterior
- ISC 2023 was first push to expand the pool to include posterior LVOs
- Using the 2/3 anterior would expect approximately **2,378** thrombectomies
- Actual thrombectomies in Virginia in 2022 = **1526**

Data Sources: Definitive Healthcare - All Payor

Procedure Definition:

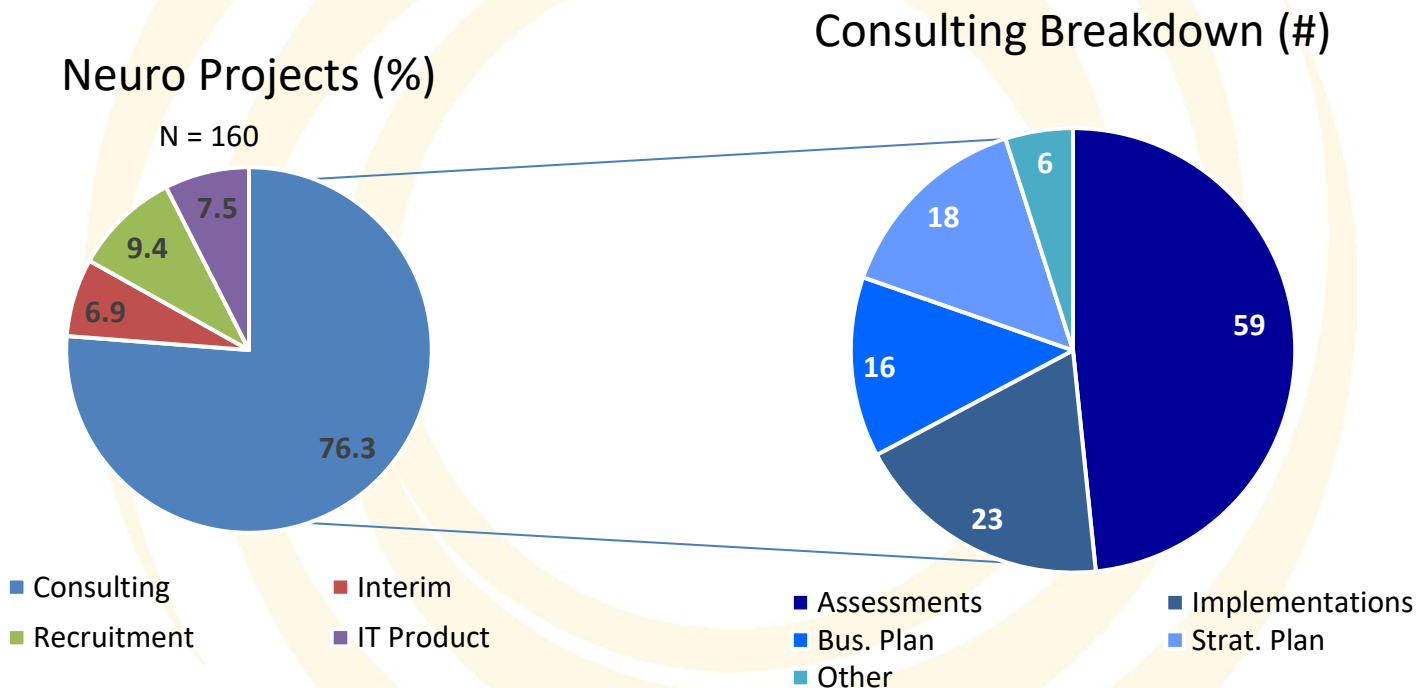
- Thrombectomy = DRGs 23, 24
- Stroke with tPA = DRGs 61-63
- Stroke without tPA = DRGs 64-66

Statewide Stroke Volume

Row Labels	Sum of # of Claims 2021	Sum of # of Claims 2022
Thrombectomy	1493	1526
Stroke with tPA	1288	1397
Stroke without tPA	17865	17957
Grand Total	20646	20880

Potential additional thrombectomies = ~852

Corazon's Neuro/Stroke Experience



What Does Corazon Bring?

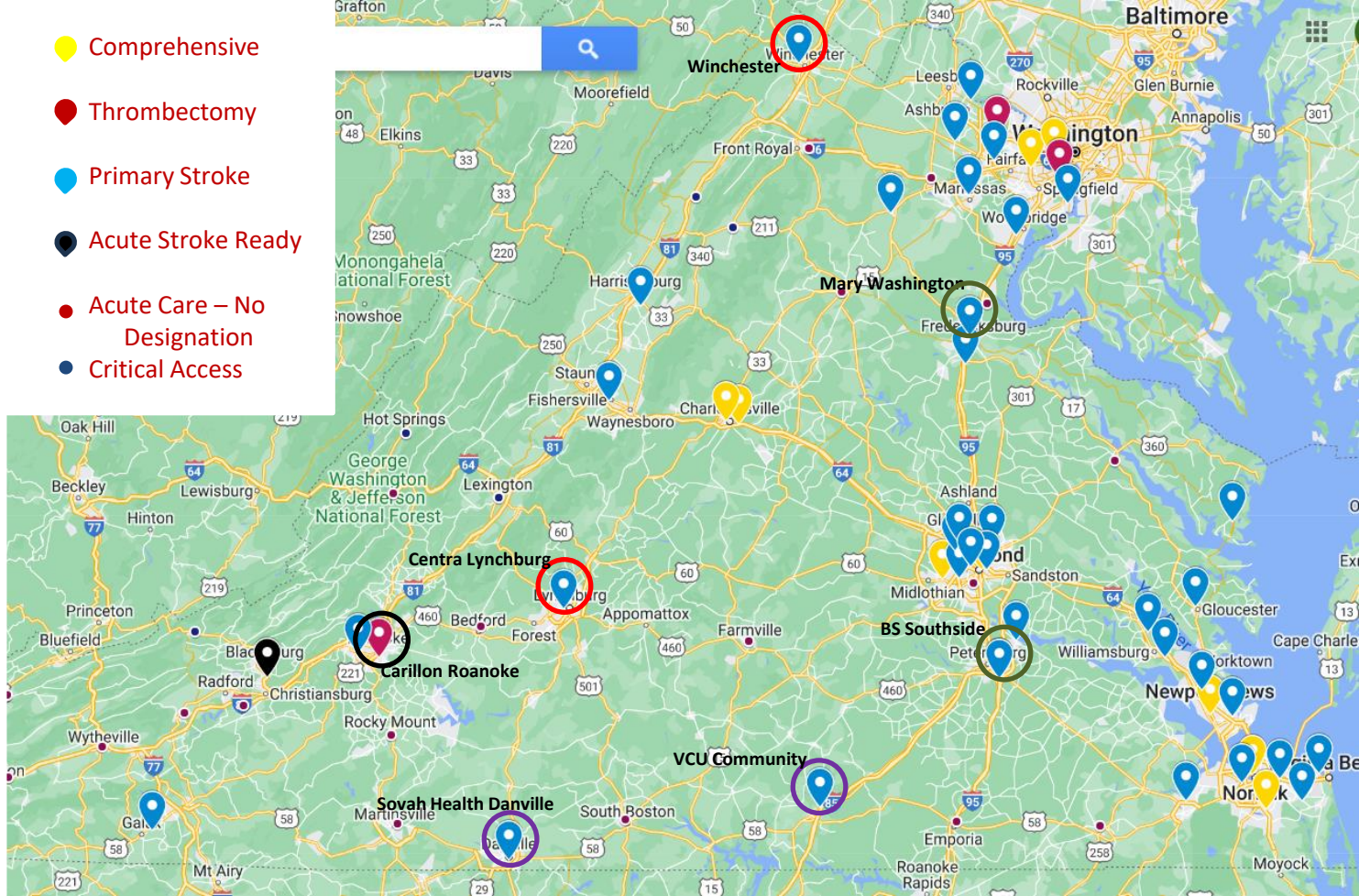
- Expertise/Experience
 - Subject Matter
 - Project Management
 - Client Database / Benchmarking
- Clinical View mixed with Business / Finance
- Objectivity

The background features a large red area on the left and a grey-to-black gradient on the right, separated by a diagonal line. A thin yellow horizontal line runs across the bottom of the red section. The text is centered in the red area.

**OPPORTUNITY TO EXPAND
ACCESS TO THROMBECTOMY**

Potential Opportunities

- Comprehensive
- Thrombectomy
- Primary Stroke
- Acute Stroke Ready
- Acute Care – No Designation
- Critical Access



CASE STUDY

Baptist Medical Center South Case Study



- 463-bed, not-for-profit hospital serving Montgomery, AL, and 19 surrounding counties
- Flagship for a 3-hospital system
- JC Accredited Primary Stroke Program
- In 2016, Developed a comprehensive plan for a full neuroscience program, including detailed market analysis, target volume projections with associated projected financial returns, physician manpower needs assessment, and an operational implementation plan
- Identified opportunities in stroke, intracranial surgery, and complex spinal procedures
 - Required recruitment of a talented neurosurgeon with an interest in intracranial and minimally invasive spine
 - Development and delivery of a comprehensive education plan to elevate staff knowledge and competency in the care of complex neurosurgery patients
 - Developed and implemented a physician co-management agreement to align hospital and surgeon goals along with the development of a formal process for implant selection
 - Placement of an experienced neuro CNS to lead Stroke recertification while mentoring the newly-appointed stroke coordinator

Baptist Medical Center South Case Study

- 2019 Completed gap assessment for the expansion of stroke services with the goal of achieving Comprehensive Stroke designation
- Started with recruitment of a neurointerventionalist with a projected start date in August 2020
- BMCS began planning for an expansion of Interventional Radiology to include a new bi-plane suite with projected completion in August 2020
- In May 2020, we kicked off the Thrombectomy Implementation despite COVID and the Stroke Coordinator position being vacant
- Corazon supplied an Interim Stroke Coordinator while recruiting a new Stroke Program Manager



Baptist Medical Center Thrombectomy Implementation

- Thrombectomy Program Development – May through November 2020
 - Created the necessary Policies & Procedures
 - Redesigned the Acute ED and Inpatient Stroke Algorithms to incorporate best practice changes for thrombolytic administration and a parallel track for LVO identification and treatment
 - Built the necessary order sets and documentation templates for neuro-intervention and post-procedural care
 - Physicians were active participants in the clinical program development
 - Designed a marketing and outreach plan to educate outlying facilities about endovascular capabilities now available
- October & early November 2020 - Delivered formal didactic neuro-intervention education for the ED staff, the ICU staff, the Acute Care nursing staff, the procedural staff, and the local EMS providers while Dr. Balasetti provided the technical training for the procedural lab staff
- Dry Runs complete 11/19 & 12/10 for staff preparedness
- The new Stroke Program Manager started just prior to the Program go-live in December 2020 with the first mechanical thrombectomy on December 17th





EDUCATION

Free Educational Webinars

- **The Journey to Comprehensive Stroke - Part 1** - Discusses some of the basic differences between Primary and Comprehensive and features Kate Gillespie from Virtua Health in NJ discussing their journey to date - <https://corazoninc.com/store/Webinar-Recording-The-Journey-to-a-Comprehensive-Stroke-Program-p559591262>
- **The Journey to Comprehensive Stroke - Part 2** - Features Dr. Thomas Devlin discussing the positive finances of comprehensive stroke and Alyana Samai from West Jefferson Hospital in New Orleans talking about how they overcame some common obstacles when moving from Primary to Comprehensive within a non-academic setting - <https://corazoninc.com/store/Webinar-Recording-The-Journey-to-a-Comprehensive-Stroke-Program-Part-II-Financial-Advantages-&-Overcoming-Obstacles-p565117855>
- **The Journey to Comprehensive Stroke - Part 3** - Features the team from AdventHealth Neuroscience Institute in the Orlando region talking about how they have developed a stroke system of care (SSOC) that has increased access to quality stroke care across the entire Orlando region - <https://corazoninc.com/store/Webinar-Recording-The-Journey-to-Comprehensive-Stroke-Part-III-Building-a-Stroke-System-of-Care-SSOC-to-Improve-Access-&-Quality-p572552817>
- **Upcoming Webinar – Date TBD: Maximizing Stroke Program Finances: Unleashing the Hidden Revenue Potential** – Featuring Dr. Thomas Devlin discussing strategies for tracking important financial metrics, how to ensure you are not leaving money on the table, and how Corazon’s comprehensive financial review can provide insights to optimize your stroke program’s financial performance

THE NEW FRONTIER

A VISION FOR SERVICE LINE SUCCESS

CORAZON SPRING CONFERENCE 2024

CO-HOSTED BY HEALTHWORKS, INC. SEVARO

HILTON SCOTTSDALE
RESORT & VILLAS
May 15 - 17, 2024
Scottsdale, AZ

FEATURING A TOUR OF THE BARROW INSTITUTE

Day One

WEDNESDAY, MAY 15 9:00 AM - 3:00 PM

PRE-CONFERENCE WORKSHOPS

(CHOOSE ONE AT REGISTRATION)

Trends in Interventional Cardiology

- SCAI
- Corazon, Inc.

Reducing Door-to-Needle Times with Telestroke

- Jennifer Patterson, Director - Neurosciences & Acute Care Nurse Practitioner, CHI Memorial Hospital
- Sevaro

Professional Development Matters

- Mindi Nahom, Senior Nurse Manager, Penn Medicine Princeton Medical Center
- Doreen Bearden, MBA-HA, BSN, RN, VP - Consulting & Client Solutions, Healthworks, Inc.

WELCOME TO SCOTTSDALE



- Karen Hartman, President, Corazon, Inc.
- Douglas Cogliano, CEO, Healthworks, Inc.
- Raj Narula, MD, CEO, Sevaro

KEYNOTE ADDRESS



Exploring the Latest Trends in Neurosciences

- Tom Devlin, MD, PhD, FSVN, Director - Stroke & Neuro, CHI Memorial Hospital & Corazon Medical Advisor

Join renowned expert Dr. Tom Devlin as he delivers an inspiring keynote address on the latest groundbreaking trends in neurosciences / stroke that are revolutionizing our understanding of the human brain and stay ahead in this rapidly evolving field.

BARROW INSTITUTE PRESENTATION & TOUR

Join this exclusive presentation and tour showcasing the groundbreaking advancements in neurological care at the world famous Barrow Neurological Institute in Phoenix, Arizona. This session will provide a unique insight into the state-of-the-art facilities, cutting-edge research, and transformative patient care practices that make Barrow the leader in the field.



Day Two

THURSDAY, MAY 16 8:00 AM - 4:30 PM

NAVIGATING THE FUTURE: INDUSTRY INSIGHTS FROM SCAI



- James B. Hermiller, MD, MScAI, President-Elect, SCAI

Dr. Hermiller will delve into the dynamic landscape of the CV and ASC industries and provide valuable insights into upcoming trends shaping the field, exploring pivotal topics such as occupational health and safety, the evolving role of technology, and the crucial aspects of physician wellbeing.

ASCs OF TOMORROW: REDEFINING HEALTHCARE DELIVERY



- Ross Swanson, COO, Corazon, Inc.
- Donna Sowers, Regional Director, UT Health East Texas
- Rod Carbonell, Chief Development Officer, Constitution Surgery Alliance



This panel session will explore how Ambulatory Surgery Centers (ASCs) are transforming healthcare by ensuring patient outcomes, enhancing the patient experience, simplifying processes, and increasing accessibility. Experts will share insights on how this setting of care shift optimizes operations, cuts costs, and complies with regulations, paving the way for a more efficient and patient-friendly service.



BREAKOUT SESSIONS: CHOOSE ONE ADVANCES IN THE NEW FRONTIER

Orthopedic Session

- Lori Griffith, Senior Consultant, Corazon, Inc.
- Sean Lemon, COO, Texas Health Hugely

Accreditation Session

- Amy Newell, Senior VP, Corazon, Inc.
- Terumo Corporation
- Kettering Health

Neuro Technology Session

- Kate Gillespie, VP - Neuro & Ortho, Virtua Health
- Sevaro

LUNCH SESSION



Founding SmithImpact

- Pete Smith, President, SmithImpact

Join our lunch session with Pete Smith. A major catalyst for the founding of SmithImpact occurred in 2010, when Pete survived a stroke at the young age of 35. Focusing on what he believed to be his last thoughts of "Did I Matter? Was I SIGNIFICANT?" Pete has shared his story and the lessons learned from this experience to help others lead more productive and fulfilling lives, both personally and professionally.

NAVIGATING SERVICE LINE CHALLENGES: STRATEGIES FOR SUCCESS



- Kristin Truesdell, Senior VP, Corazon, Inc.
- Raj Narula, MD, CEO, Sevaro



- Sunita Vadakath, MD, FRCA, MPA, System VP & Chief Strategy Officer, MyMichigan Health



- Doreen Bearden, MBA-HA, BSN, RN, VP - Consulting & Client Solutions, Healthworks, Inc.

During this session, the expert panel will address major concerns in healthcare service lines. Our experts will provide innovative solutions to resource allocation, patient satisfaction, and financial sustainability, as well as advancements in technology. Get valuable insights and equip yourself with the tools needed to thrive in a rapidly changing healthcare environment.

BREAKOUT SESSIONS: CHOOSE ONE ADVANCES IN THE NEW FRONTIER PART II

Surgical Services Session

- Lorraine Buck, Vice President, Corazon, Inc.
- Chris Swenson, Business Consultant, Corazon, Inc.

Neuro Program Development Session

- Cory Ferrer, VP, Adventist Health Simi Valley
- Craig Brubaker, VP, AdventHealth Orlando
- Brad Kirkes, Director, Corazon, Inc.

Cardiovascular Session

- Healthworks, Inc.

RECEPTION 4:30PM-6:00PM

Day Three

FRIDAY, MAY 17 8:00 AM - 11:00 AM

HOWDY PARTNER! HOSPITAL TO HOSPITAL & PHYSICIAN PARTNERSHIPS



- David Fuller, Executive VP, Corazon, Inc.
- Kristy Todd, Administrative Director - CV Network, Trinity Health
- Tammy Ellis, VP/CNO, Texas Health Hugely



This panel session will discuss the power of collaboration. Learn successful case studies highlighting best practices for seamless cooperation between hospitals and physicians. Discover effective strategies for building strong partnerships that drive innovation and promote best outcomes. Don't miss this opportunity to be at the forefront of collaborative healthcare practices.



BUILDING EXCELLENCE: ESTABLISHING A PREMIER CARDIOVASCULAR SERVICE LINE



- Michelle Luffey, Senior VP, Corazon, Inc.

In this session, learn how innovative approaches and meticulous planning can lead to the implementation of a cutting-edge cardiovascular program, setting a new standard for care in the region. Gain valuable insights into the facility and operation strategies that propel excellence and learn how to leverage similar methodologies for healthcare success.

CLOSING ADDRESS 10:30 - 11:00 AM

Registration Rates

Early Bird - \$300

Registration must be received by January 31, 2024

Registration Fee - \$495

To register, visit our website:
corazoninc.com/national-conferences

Contact Information

- Michelle Luffey – Senior Vice President
– mluffey@corazoninc.com
- Scott Hartman – Client Relations Manager
– shartman@corazoninc.com

Pittsburgh, PA 412-364-8200