

## Spine Centers of Excellence

*A national Spine Conference focused on exploring the latest developments in successful spine surgery programs and service lines to meet patient demand, increase market share and enhance revenue.*

**Feb. 4, 2009** - [PRLog](#) -- Active Communications International, Inc. (ACI), announced their 5th annual Spine Centers of Excellence Conference to be held April 15-17, 2009 in Chicago, IL.

A three-day case study based event focused on how successful spine programs can add, update and expand their facilities and services to meet and exceed the demands of today's patients, gain competitive advantage and improve the quality of care.

The conference is ideally suited for the senior level executives, administrators and directors or division chiefs of Spine Services from hospitals and healthcare systems. Key titles attending:

- Presidents & CEOs
- Chief Operations Officers
- Administrative Directors of Neurology and Orthopedics
- Spine Surgeons/Neurosurgeons
- Chief Medical Directors
- VPs/Directors of Business Development/Strategic Planning
- Directors/Managers of Physical Medicine/Pain Management and Rehabilitation
- Chief Administrators
- VPs/Directors Spine Services
- Neuroscience Service Line Directors
- Directors of Neuro Critical Care

The conference will highlight the best case studies presented by America's best hospitals featured in the U.S. News & World Report, Spine Centers of Excellence and from other nationally recognized facilities.

Senior level administrators and industry leaders will share their latest key strategies on how to:

- Build, optimize and maintain Spine Centers of Excellence: rationale, formation, organizational structure, funding and staffing
- Implant cost containment
- Joint venture opportunities - increasing access to capital and technology through effective joint venturing
- Create a culture of data driven, continual process improvement for your Spine Center of distinction
- Integrate case management and patient education into the care processes to improve patient care
- Methods to include new technology and techniques in spine care and remain cost effective
- Key strategies on how to incorporate spine into your business model and enhance revenue
- Build a spine center of excellence in a community hospital setting
- Recruitment/retention of staff
- Optimize and maximize reimbursement
- Measure outcomes in Spine Centers of Excellence
- Financial considerations in spine program and development-funding-capital investment
- how to engage physicians in strategic development and collaborate with neurosurgeons and orthopedic surgeons

Key speakers include:

Marshall Steele, MD, CFO and President, MARSHALL STEELE AND ASSOCIATES: Pre-Conference Workshop: Musculoskeletal disease will dominate the next 25 years in healthcare. Creating

Musculoskeletal Destination Centers especially in Joints, Spine and Sports is obviously the right thing to do. The hard part is doing it. Collaborating with surgeons and patients to incorporate the "core elements of excellence" into the patient centric care model is 90% of the effort and 100% of the success. In the past 3 years, Marshall Steele & Associates has implemented Musculoskeletal Destination Centers in over 60 hospitals with spectacular results. In this interactive workshop and using case studies, the keys and hurdles to successful implementation of a Musculoskeletal Destination Center will be discussed.

Marcy Rogers, President and CEO, SPINEMARK CORPORATION, San Diego, CA: Quality of care and patient satisfaction are increasingly becoming the catalyst for driving growth and maximizing reimbursement. This course will give specific details on integrating delivery systems into a comprehensive COE model with disease specific protocols, outcomes monitoring and objective data collection. Attendees will learn the governance, credentialing, operational and marketing strategies that create successful COEs in multiple settings.

Deborah Spoutz, RN, BSN, CNOR, Spine Center Manager, THE SPINE CENTER AT ST. JOHN'S HOSPITAL, Detroit, MI: The Spine Center at St. John has the unique challenge of bringing together private physicians of multiple specialties under the umbrella of a hospital-based comprehensive treatment program to create an integrated "virtual" spine center. The goals of the center are to move the patient quickly through evaluation to treatment and maximize surgeon efficiency. This unique program utilizes virtual office design and software, ensuring that Spine Center is able to evaluate and monitor each patient's progression through the center from a centralized location. This session will focus on patient triage and flow, coordination of patient care and communication, lessons learned in managing an integrated spine center.

John Cherf, MD, MPH, MBA, Medical Director, NEUROLOGIC AND ORTHOPEDIC INSTITUTE OF CHICAGO, Chicago IL: Trends in Reimbursement and Implant Cost Containment

Kathleen Keney, VP, Outreach and Development, CAROLINAS MEDICAL CENTER, Charlotte, NC, and Mary Cloniger, Executive Director, CAROLINA NEUROSURGERY & SPINE ASSOCIATES (CNSA), Charlotte, NC: This presentation will focus on the story between the Carolinas Medical Center and Carolina Neurosurgery and Spine Associates to operate a JV Surgery Center together. The first in the market, we will focus on lessons learned, including structures of successful JV and an update on actual performance since the center opened in September 2006.

Kevin Dunne, Partner, NEUSTRATEGY, Inc.: NeuStrategy introduces the Spine COE Survey, the newest addition of specialty program evaluations to the COE Survey series. The Spine COE Survey will provide a state-of-the-industry viewpoint; and analysis which includes core components of your medical and surgical spine program. The results of the survey-which are scheduled to be released in June 2008-will be shared during the group discussion. The panel will bring together hospital executives representing several Neuro/Spine programs around the nation.

Debbie Schuhardt, Corporate Director, Ortho/Neuro/Rehab, MERIDIAN HEALTH, Neptune, NJ: Designing spine centers of distinction requires a thorough market assessment, clear vision, physician engagement and a well-developed implementation plan. At the end of this session you will learn how to develop a strategic business plan, engage physicians in a meaningful way, create a structure for plan implementation, develop trust and commitment from staff and monitor and evaluate your center.

Judy Rosman, President, ROSMANSEARCH, Inc., Pepper Pike, OH: The presentation will discuss how to plan and conduct a successful recruitment for a spine specialist in order to build a spine program.

For more information contact:

Liza Scalf, Project Coordinator  
Phone: (414) 405-3643  
Email: lizas@specializedmed.com

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State/Province	Wisconsin
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Country	United States
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Tags	<a href="#">Spine</a> , <a href="#">Neuroscience</a> , <a href="#">Neurology</a> , <a href="#">Orthopedics</a> , <a href="#">Rehabilitation</a> , <a href="#">Surgery</a> , <a href="#">Hospital</a> , <a href="#">Healthcare</a> , <a href="#">Medical</a> , <a href="#">Medicine</a>
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