

## Trauma Center Business Improvement

HealthWorks is one of three consulting firms in the US that specialize in trauma center business improvement. We have completed 36 trauma center engagements with Level I, II and III trauma centers across the country. Services include planning, regional marketing and business development, net revenue and operations improvement, physician contracting, and verification and designation preparation.

### Client Results

- At Marin General Hospital, a Level III trauma center in Greenbrae, California, trauma program net revenue increased 7.5% -- an estimated annual recurring gain of \$1.8 million
- At University Medical Center, a Level I trauma center in Fresno, California, trauma program net revenue increased 22% -- an estimated annual recurring gain of \$20 million
- At Penrose-St. Francis Health System, a Level II trauma center in Colorado Springs, Colorado, trauma program net revenue increased 4% -- an estimated annual recurring gain of \$1.2 million

### The HealthWorks Consulting Team

- Michael Heil: principal
- Rhoda Ryba: trauma business operations improvement specialist
- Robert Mackersie, MD: trauma surgery
- Phil Bosco, MD: trauma surgery
- Christy Frecceri, RN: trauma nursing manager and educator
- Jo Barr, RN: neurosurgical nursing
- Robert Pinsker, MD: anesthesiology
- Michael Nelson, MD: Lean Six Sigma Black Belt-certified pediatrician
- Stacey Hanover, RN: pediatric emergency and trauma nursing
- Richard Hencke, MD: emergency medicine

### Keys to Success

- Full and proper identification of injured patients as trauma center patients
- Streamlined process for clinical documentation
- Systematic capture of trauma service charges
- More competitive overall charge levels
- Optimal carve-out of private health plan contract rates

### The HealthWorks Approach

- **Benchmarking and Advance Planning**
  - Assess current performance; establish metrics
  - Bring proven best practices
  - Plan the rapid redesign workshop: appoint process owner and senior management sponsor; schedule team members to attend
- **Rapid Redesign Workshop**
  - Redesign business processes by key process owners for improved performance
  - Provide daily reports and recommendations to senior management
  - Make operational decisions
  - Immediately begin implementation
  - Assign ongoing accountability and establish monitoring
- **Implementation and Sustainability Follow-up**
  - Provide implementation support
  - Conduct sustainability audit with recommendations for adjustments as indicated