

Trauma Center Planning and Development

HealthWorks is one of three consulting firms in the U.S. that specialize in trauma center development. We are differentiated by our trauma consulting team members, many of whom have managed trauma centers. We have completed over 40 trauma center engagements with Level I, II and III trauma centers across the country. Services include feasibility planning, regional planning and development, ACS verification and designation preparation, physician contracting, operations improvement and marketing.

Representative Clients

- **Level I Trauma Centers**
Denver Health Medical Center, CO
East Texas Medical Center, TX
Legacy Emanuel Medical Center, OR
St. Elizabeth Health Center, OH
University Medical Center, CA
- **Level II Trauma Centers**
Enloe Medical Center, CA
Kaiser South Sacramento, CA
Mary Washington Hospital, VA
Mercy Redding Medical Center, CA
Mercy San Juan Medical Center, CA
Penrose St. Francis Medical Center, CO
Regional Medical Center of San Jose, CA
Sunrise Medical Center, NV
Sutter Roseville Medical Center, CA
- **Level III Trauma Centers**
Fremont Rideout Health Group, CA
Greene Memorial Hospital, OH
Marin General Hospital, CA
Overlake Hospital Medical Center, WA
Queen of the Valley Medical Center, CA
St. Joseph Health Center, OH

Scope of our Services

- Feasibility and business planning
- Regional planning
- Implementation and start-up
- ACS verification and designation preparation
- Physician compensation and contracting
- Operations improvement and financial performance optimization
- Trauma center marketing and positioning

Approach

- Establish standards of excellence based on community need
- Strengthen the role of the trauma center in regional trauma system; collaboration with other trauma centers; finding a bold, but appropriate, vision for the trauma center
- Establish strategies for financial success including optimum and competitive pricing and health plan contracting
- Develop strategies for physician collaboration with physicians through contracting
- Use objective data in planning and development
- Improve performance based on ACS guidelines with the best of cutting-edge improvement tools

The HealthWorks Consulting Team

Trauma Business Consultants:

- Michael Heil
- Rhoda Ryba
- Chris Thomas
- Steve Williams
- Leanne Zimmerman

Clinical Specialists:

- Robert Mackersie, MD: trauma surgery; ACS surveyor
- Phil Bosco, MD: trauma surgery
- Christy Frecceri, RN: trauma nursing; ACS surveyor
- Jo Barr, RN: neurosurgical nursing
- Robert Pinsker, MD: anesthesiology
- Richard Hencke, MD: emergency medicine