

# Improving and Protecting Practice Viability

Eric Worthan, CEO  
Panorama Orthopedics & Spine  
Center

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# Disclosures

- CEO of Panorama Orthopedics & Spine Center
  - Receive direct compensation from numerous ancillary programs
  - Shareholder in OrthoColorado
  - Shareholder in D1 Denver

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# Topics of Discussion

- Non-Surgical Providers in the Orthopedic Office
- PA Based Trauma Programs
- Marketing

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# Types of Non-Surgical Providers

## Physician vs. Non Physician

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# Non Surgical Providers – Keys to Success

1. Clear Goals
2. Understand the Community Impact
3. Understand the Economic Impact
  1. Cost
  2. Compensation

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# Trauma Based PA Program – Case Study

- POSC Program is 16 Years Old
- 6 PAs Covering Level I Trauma Center
- PA Takes Front Line Call
- PA Manages/Triages ED Calls
- PA Treats/Diagnosis
- PA Assists with Surgery
- PA Rounds/Manages Patients in Hospital

# Trauma Based PA Program

## Economic Impact

# Trauma Based PA Program

## Care Impact



# Why Market?

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# Planning

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# Tactics

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## Knee Surgery: Is it Right for Me?

Dr. Jared Foran 01/15/2011

# Return on Investment

Referral Source	Patients	Charges	Payments
Arvada Press	1	560.00	327.79
Arvada Sentinel	1	8,061.00	2,720.21
Dermatologist	1	11,475.00	4,630.47
Friend	1	4,369.00	1,674.34
HPM	3	12,412.50	3,033.82
Internet	1	824.00	431.47
Journey	3	51,892.01	12,375.66
Mailing	1	447.00	285.49
Newspaper	1	3,122.00	1,721.91
Panorama	1	4,105.00	1,536.10
Radio	3	7,148.00	715.22
Your Hub	1	442.00	252.37
<b>Total</b>	<b>18</b>	<b>104,857.51</b>	<b>29,704.85</b>
<b>Open A/R</b>			<b>9,860.33</b>
<b>Cost</b>			<b>4,358.00</b>
<b>ROI</b>			<b>581.62%</b>

# Contact Information

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