

2009 HeartCaring Case Studies – (full Case Studies available upon request)

HeartCaring is implemented differently in every market in the United States. To facilitate best practice and sharing among HeartCaring hospitals, five HeartCaring Hospitals shared their stories in writing. Each Case Study profiles a hospital's unique application of HeartCaring in their market: (please see the end of the report for a copy of each Case Study).

- 1. HeartCaring Screening Program and Resulting Referrals (Boulder Community Hospital, Boulder, CO):** Boulder created a convenient self-referral patient program that integrates the delivery of comprehensive screening and follow-up care and gave the hospital an edge over encroaching competition. This is a great example of a model with documented downstream revenue attributable to HeartCaring (with high patient and physician satisfaction) that has attracted local media attention.
- 2. Peripheral Arterial Disease Network: A Collaborative Approach, (Parrish Medical Center, Titusville, FL):** This Case Study details a creative structure, PADnet, implemented to establish a new vascular-focused multidisciplinary program to enhance relationships with local primary care physicians and increase cardiovascular and diagnostics volumes. This project demonstrates an exceptional collaboration among hospital disciplines, an active educational outreach effort and a standardized P.A.D. training protocol for providers complete with training and equipment. Parrish has implemented this project as a Quality Initiative and is tracking data for research and outcomes analysis. Their program has demonstrated significant downstream revenue.
- 3. Cardiovascular Call to Action and Patient Follow Up (BroMenn Healthcare, Normal, IL):** BroMenn Healthcare created a unique ad campaign to script their consumers to ask for a HeartCaring Designated clinician. They are tracking their incoming call center volumes to determine percentages of patients responding to the Call to Action and resulting referral patterns. They initiated an elective screening program to increase appropriate referral and thorough follow-up.
- 4. Emergency Department Awareness to Risk and Presentation (DuBois Regional Medical Center, DuBois, PA):** The DuBois Women's Health Center implemented HeartCaring to raise awareness in their Emergency Department to the risk of cardiovascular disease in women, increase early identification and assure primary care follow-up and cardiovascular evaluation of these patients.
- 5. Collaboration and Promotion: Keys to Achieving HeartCaring Goals (North Colorado Medical Center, Greeley, CO):** In a highly competitive environment, North Colorado Medical Center's part-time HeartCaring Coordinator maximized her efforts by implementing HeartCaring across service lines. She recruited CardioVascular Institute and cardiac rehab physician champions and deployed medical staff education through the Family Practice Residency training program. They increased cardiovascular growth goals and revenue and involved the county Department of Health Wise Woman project.