



Johnson & Johnson INSTITUTE

Building a Successful ASC/Outpatient Strategy

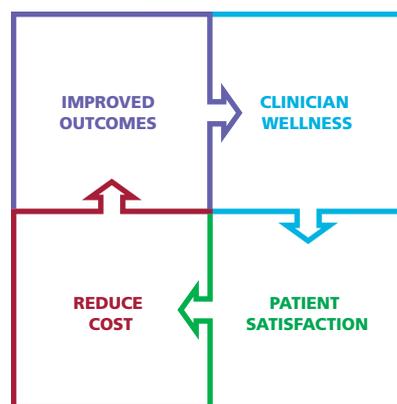
2020 Programs Guide
National · Regional · Local · Digital · Society

 DePuy Synthes



Your Partner in Outpatient Surgery

DePuy Synthes, part of Johnson & Johnson Medical Devices Companies, can help you and your staff achieve Quadruple AIM Measures as you migrate your Total Joint Patients to an Outpatient Setting. And when it comes to your outpatient learning journey, DePuy Synthes strives to be your partner of choice in education, offering programs at the National, Regional, and Local level, in addition to Digital and Society engagement opportunities.



To register for any of the educational opportunities, please contact your local Sales Consultant.



Visit <https://jnjinstitute.com/> for up-to-date education and training calendar of events.

Professional Education Overview

Your ASC and Outpatient Learning Journey

National

The Outpatient Advantage Product Training Course

This meeting is designed for the hospital triad (orthopaedic surgeons, anesthesiologists, and hospitalists), senior administrators and operational leaders, interested in advancing their collective knowledge on the many factors that impact the Quadruple Aim, including ways to improve clinical outcomes, increase patient satisfaction, reduce costs, and clinician wellness. The course will be led by an experienced, broad-based, team of Healthcare Professionals covering proven strategies for a wide-range of topics from the HCP team effectiveness, to products and procedures utilized. The program will take place in Columbus, OH with ASC facility tours at Orthopedic ONE Surgery Center.

Regional

Outpatient Didactic Education Events

These events are held in local venues across the country in order to create a more intimate and accessible educational experience. These didactic-based meetings are designed for the hospital triad (orthopaedic surgeons, anesthesiologists, and hospitalists), senior administrators and operational leaders, interested in advancing their collective knowledge on the many factors that impact the Quadruple Aim, including ways to improve clinical outcomes, increase patient satisfaction, reduce costs, and clinician wellness.

Local

Outpatient Preceptorships

This on-site visitation held at a leading ambulatory surgical center is designed to provide the opportunity to meet experienced surgeons and their teams in either a one-on-one or small group setting. Participants will experience a broad range of educational topics including, but not limited to live surgery observation, surgical technique discussion, clinical results and patient pathways. This educational opportunity will include a mix of presentations, case reviews, treatment protocols and other learning methods.

Digital

Web-Based Learning

Digital or web-based learning options are designed to provide on-demand access to education and training, wherever you are in your Outpatient Learning Journey. Live & archived webcasts are available. All digital content is stored on <https://jnjinstitute.com/online-profed-resources/outpatient-education>.

Society

Engaging Interactive Sessions

In 2020, J&J Medical Devices will be present at several orthopaedic society meetings including AAOS, ICJR, AAHKS, Becker's ASC and others. Key orthopaedic faculty will lead interactive sessions with attendees on topics that include surgical indications, patient selection and education, and multi-modal pain management strategies.

2020 Outpatient Education Events

DATE	COURSE	LOCATION
March 24-28	American Academy of Orthopaedic Surgeons (AAOS)	Orlando, FL
May 13-16	Ambulatory Surgical Center Association (ASCA)	Orlando, FL
April 24	The Outpatient Advantage Product Training Course	Columbus, OH
June 12	The Outpatient Advantage Product Training Course	Columbus, OH
June 18-20	Becker's 18th Annual Spine, Orthopedic and Pain Management-Driven ASC Conference	Chicago, IL
Fall TBD	Southern California Outpatient Advantage Regional Course	Irvine, CA
Fall TBD	Southeast Outpatient Advantage Regional Course	Greensboro, NC
October 29-31	Becker's ASC 27th Annual Meeting: The Business and Operations of ASCs	Chicago, IL
November 5-8	American Association of Hip and Knee Surgeons (AAHKS) Annual Meeting	Dallas, TX

In addition to the live programs above, visit [JNJInstitute.com](https://jnjinstitute.com) for the latest calendar including live digital events and engaging Outpatient Symposia at different industry meetings in 2020.



To register for any of the listed courses please contact your local Sales Consultant.



Visit <https://jnjinstitute.com/> for up-to-date education and training calendar of events.

Join Us for One of Our Local Outpatient Education Programs

Visitation programs at these Outpatient Preceptorship Sites

Buffalo Surgery Center/Excelsior Orthopaedics, Buffalo, NY

Grants Pass Surgery Center, Grants Pass, OR

Presidio Surgery Center, San Francisco, CA

Orthopedic One, Columbus, OH

Advanced Center for Joint Surgery, Atlanta, GA

These visits are designed for the hospital triad (orthopaedic surgeons, anesthesiologists, and hospitalists), senior administrators and operational leaders interested in advancing their collective knowledge on the many factors that impact the Quadruple Aim, including ways to improve clinical outcomes, increase patient satisfaction, reduce costs, and clinician wellness. The visit may or may not include live surgery observation and will be up to 6 hours in length. The courses will be led by an experienced, broad-based team of Healthcare Professionals covering proven strategies for a wide-range of topics from the HCP team effectiveness to products and procedures utilized.

Outpatient PEAK Events (Platforms for Education & Knowledge)

This meeting is designed for the orthopaedic surgeons, senior administrators and operational leaders, interested in advancing their collective knowledge on the many factors that impact the Quadruple Aim, including ways to improve clinical outcomes, increase patient satisfaction, reduce costs, and clinician wellness. The event will be led by an experienced, broad-based team of Healthcare Professionals covering proven strategies for a wide-range of topics from HCP team effectiveness, to products and procedures utilized.

Outpatient Preceptorship Visitation Sites

Buffalo Surgery Center—Buffalo, NY



Overview:

Western New York's leading ambulatory surgery center, dedicated to the surgical treatment of patients. Accredited by the Accreditation Association for Ambulatory Health Care (AAAHC). Achieving this certificate demonstrates BSC's commitment to provide safe, high-quality services to patients. It is recognized as a symbol of quality by third-party payers, medical organizations and state and federal agencies.

Visit details:

This visitation program is designed for a visiting group of orthopaedic surgeons, administrators, and operational leaders representing a single hospital or practice, to learn from and engage with Dave Uba and his team to better understand and experience an award winning total joint arthroplasty patient experience.

Faculty:

Dave Uba: CEO, Buffalo Surgery Center & Excelsior Orthopaedics

Dr. Nicholas Violante: Specializes in the treatment of hip and knee conditions, with expertise in total joint replacement – including revisions to previous total joint procedures. He has extensive training in the use of minimally invasive joint replacement procedures.

- **Medical School:** Saint Vincent College and the Lake Erie College of Osteopathic Medicine
- **Fellowship:** Allegheny General Hospital in Pittsburgh, PA.

Topics:

- Physician & Administration Alignment
- Patient Experience Best Practices
- Facility Tour
- Payer Considerations & Relationships



Contact your local Sales Consultant to register!

Outpatient Preceptorship Visitation Sites

Grants Pass Surgery Center—Grants Pass, OR



Overview:

Stands apart in the field of orthopedic surgery as the only outpatient surgery center in southern Oregon to offer advanced total knee and hip replacement, as well as partial knee replacement.

Visit details:

This visitation program is designed for a visiting group of orthopaedic surgeons, administrators, and operational leaders, representing a single hospital or practice, to learn from and engage with Dr. Van Horne and his team to better understand and experience an award winning total joint arthroplasty patient experience.

Faculty:

Led by Dr. James Van Horne. Dr. Van Horne specializes in total joint replacement using leading edge technology and technique. He attributes his conservative yet innovative approach to knee and hip joint replacement to resulting in faster recoveries, good surgical experiences and long lasting.

- **Medical School:** Hahnemann University, Philadelphia, PA
- **Residency:** Albany Medical Center, Albany, NY
- **Fellowship:** Adult reconstructive orthopedic surgery, Harvard University

Topics:

- Live Surgery Observation
- Physician Practices
- Program & Staff Preparation
- Patient Experience Best Practices
- Learnings/Mistakes/Results



Contact your local Sales Consultant to register!

Outpatient Preceptorship Visitation Sites

Advanced Center for Joint Surgery—Cumming, GA



Overview:

Georgia's first outpatient surgery center focused on joint replacement offers comprehensive quality care for patients by formulating customized treatments for joint replacement surgery. The center offers the latest in imaging, conservative and non-surgical care and minimally invasive surgery to reduce joint pain and return patients to activity sooner. The facility opened in 2018.

Visit details:

This visitation program is designed for a group of orthopaedic surgeons, administrators, and operational leaders, representing a single hospital or practice, to learn from and engage with Dr. Charles DeCook and his team to better understand and experience their vision of a high quality total joint arthroplasty patient experience.

Faculty:

Led by Dr. Charles DeCook, a board certified orthopedic surgeon specializing in hip and knee replacements. Dr. DeCook has performed over 7000 total joint replacements and 4000 anterior hip replacements, and seeks to treat the patient as a whole to shorten recovery time after surgery. Top honors have been given to Dr. DeCook recognizing his excellence in patient care, most recently receiving the Leaders in Joint Replacement award from Orthopedics Today as well as Top Doctor in Atlanta in 2017 and 2018.

- **Medical School:** Rush Medical College
- **Residency:** Wake Forest University School of Medicine
- **Fellowship:** Adult Reconstruction, Anderson Clinic

Topics:

- Live Surgery Observation
- Patient Experience Best Practices
- Physician & Administration Alignment
- Facility Tour
- Payer Considerations & Relationships



**Contact your local Sales
Consultant to register!**

Outpatient Preceptorship Visitation Sites

Orthopedic One—Columbus, OH



Overview:

Central Ohio's premier provider of orthopedic and musculoskeletal care needs. Orthopedic One takes a partnership approach to healthcare, collaborating with patients entire medical team to develop personal treatment plans.

Visit details:

This visitation program is designed for a visiting group of orthopaedic surgeons, administrators, and operational leaders, representing a single hospital or practice, to learn from and engage with the Summit Orthopedics surgical team to better understand and experience an award winning total joint arthroplasty patient experience.

Topics:

- Patient Experience Best Practices
- Payer Considerations & Relationships
- Facility Tour
- Physician & Administration Alignment



**Contact your local Sales
Consultant to register!**

Faculty:

Led by **Dr. Joel Politi, M.D.** A board certified orthopedic surgeon specializing in joint replacement and reconstruction. Dr. Politi is actively involved in clinical research and has numerous publications in leading orthopedic journals. He is ranked among the top orthopedic surgeons in the country, being voted to the prestigious Best Doctors® and America's Top Doctors® lists by his peers in 2015, 2016 and 2017. Dr. Politi has also been honored many times by his patients, and is a three time recipient of a Guardian Angel Award, an award given by the Mount Carmel Foundation on behalf of patients. In 2003, Dr. Politi founded COSI's Surgical Suite: Total Knee Arthroplasty program, which allows students in high schools throughout the country to watch a live surgery through interactive media. Since its founding, the program has reached more than 100,000 students.

- **Medical School:** Hahnemann University, Philadelphia, PA
- **Residency:** Albany Medical Center, Albany, NY
- **Fellowship:** Adult reconstructive orthopedic surgery, Harvard University

Outpatient Preceptorship Visitation Sites

Presidio Surgery Center—San Francisco, CA



Overview:

Presidio Surgery Center is an ambulatory surgery facility which has been providing high quality care to patients in San Francisco since 1989. Modern medical advances have made it possible for an adult or child to have non-emergency surgery and return home the same day. The Presidio Surgery Center is accredited by The Joint Commission (www.jointcommission.org) and Medicare Certified, meeting the highest quality standards, and consistently exceeding national benchmarks for safety.

This affordable and convenient alternative to overnight hospitalization has earned this institution a reputation as the region's "Center of Excellence for Outpatient Surgery".

Visit details:

This visitation program is designed for orthopaedic surgeons, administrators, and operational leaders representing a single hospital or practice. During your visit, your team will have the opportunity to learn from and engage with Dr. Robert Mayle and his team to better understand their vision and implementation of a high-quality outpatient total joint arthroplasty patient experience.

Topics:

- Patient Experience Best Practices
- Payer Considerations & Relationships
- Facility Tour
- Physician & Administration Alignment



**Contact your local Sales
Consultant to register!**

Faculty:

Dr. Robert E. Mayle is a fellowship trained, board-certified orthopaedic surgeon who specializes in hip and knee replacement. He is skilled at anterior hip replacement, minimally invasive hip, knee and partial knee replacements, as well as advanced techniques in managing complications of failed or painful hip or knee replacements.

Dr. Mayle has worked extensively on perioperative techniques to reduce pain and restore function in patients following surgery. He has published numerous articles and book chapters, has presented at national and international conferences, and has performed award winning research.

Dr. Mayle completed his joint replacement fellowship at Rush University, widely regarded as one of the top fellowships in the country under the pioneers of minimally invasive and complex revision joint replacement surgery.

- **High School** – Bellarmine College Preparatory
- **College** – University of California, Berkeley
- **MD** – Drexel College of Medicine, Philadelphia, PA
- **Residency** – Orthopaedic Surgery, Stanford University
- **Fellowship** – Hip/Knee Replacement, Rush University Medical Center

Visit an Outpatient Preceptorship Site



- Buffalo Surgery Center/Excelsior Orthopaedics, Buffalo, NY
- Grants Pass Surgery Center, Grants Pass, OR
- Presidio Surgery Center, San Francisco, CA
- Advanced Center for Joint Surgery, Cumming, GA
- Orthopaedics One, Columbus, OH

To get started, please contact Dawn Sanchez at Dsanche2@its.jnj.com

Outpatient PEAK Events



Audience:

Team based approach to include orthopaedic surgeons, senior administrators & operational leaders which could include, but not limited to, C-Suite, Office Manager, Physician Assistant, Case Manager, OR Manager, etc.

Key Objectives:

- Learn Key elements in delivering an award winning Outpatient experience
- Learn how DePuy Synthes products, procedures & additional services can assist in a better patient experience
- Ensure every team member understands their importance to the patient's experience
- Gain useful information through shared knowledge and experiences in didactic presentations

Breadth of Products, Services, Programs, and Solutions

As a Johnson & Johnson company, with a uniquely comprehensive global surgery and orthopaedic portfolio, we can partner with you to help you lower your overall costs while improving your efficiency and productivity in outcomes and patient satisfaction.

Professional Education

Johnson & Johnson Institute has many available programs tailored to fit your needs. Surgeon, Administrator, and Payer perspective programs are designed to help implement Total Joint Replacement and Spine procedures in the ASC. Contact your local sales consultant for more information.

Total Joints & Spine in the ASC

- Learn about taking your total joints and spine into an outpatient setting from other successful Surgeons and Staffs.
- Anterior Approach Hip Arthroplasty makes an excellent option for the ASC with the right patient selection and protocols. If your surgical team wants to learn this procedure, we can provide education for your surgical staff.**

Ambulatory Surgery Center Rewards

Under an executed agreement customers can opt in/out of different categories. Rewards can be significant because they can be applied to most orthopaedic procedures in your ASC.

DePuy Synthes only. Programs have certain product exclusions.

Digital Care Navigation and Data Collection*

Developing a successful strategy includes leveraging the right tools. CareSense, Provided by MedTrak, Inc., a third-party vendor, is a cloud-based platform that was designed to help facilities engage, educate, communicate and guide patients through their episode of care. The system can also monitor outcomes with a powerful set of data collection and analysis tools for best practice management. In collaboration with DePuy Synthes clinical experts, CareSense has a template specifically designed for outpatient total joint patients.

Patient Engagement Strategy

We may already have resources in your area through:

- SoloHealth Kiosks & our Patient Ambassador Program
- Co-Marketing Agreements*: Billboards, Online and Print Advertising, Email, Radio, Media Planning, and Non-traditional Channels

*Cost associated.

**Anterior Approach cannot be used with ceramic-on-ceramic constructs

Massachusetts and Vermont HCP Requirements

Under Massachusetts regulations, Medical Device Business Services, Inc. may provide meals or refreshments to Massachusetts licensed HCPs only during non-CME educational activities when educating and informing HCPs about the benefits, risks, and appropriate uses of our medical devices, disease states, or other scientific/health economics information.

Under Vermont regulations, Medical Device Business Services, Inc. may provide meals or refreshments in conjunction with technical product training on the use of medical devices to Vermont-licensed HCPs that regularly practice in the state of Vermont.

Government HCPs

Per company policy, meals and refreshments may not be provided to Federal Government HCPs unless pre-approved by Medical Device Business Services, Inc. Meals and refreshments provided to State and Local Government HCPs are permitted upon verification of allowance by facility policy.

Disclosure

Medical Device Business Services, Inc. may be required by Federal, state, local laws, or requirements of government agencies, to disclose certain value transfers made to hospitals, physicians, and other practitioners, including but not limited to, nurse practitioners and physician assistants. This information may become publicly available as required by law. The company may also choose to publicly post such information on its website.

Additional Information

In accordance with the AdvaMed Code of Ethics on Interactions with Health Care Professionals, and Medical Device Business Services, Inc. policy, spouses or guests may not attend Company-sponsored events.

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