

Clinical Enterprise Outreach and Growth March 28, 2007

Key Issues from CV Retreat 2006

- The Cardiovascular Center
- Digital Hospital and Cardiology PACS
- Cardiac Imaging
- Cardiovascular Growth
- Customer Service

Key Questions?

- What have we **resolved** in the past year?

Volumes Low and Declining...

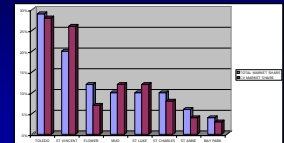
Volume	2004	2005	2006	
Diagnostic coronary	1467	1497	1131	(-23%)
CABG*	180	165	137	(-24%)
PCI	431	455	379	(-12%)
EP	670	781	656	(-2%)
Stress Testing	1040	1009	996	(-4%)
Clinic visits, total	11,291	8,322	10,056	(-11%)

Of all services, open heart surgery is most "mission critical," since other tertiary programs (PCI, EP) depend upon its presence.

Access to CV Services Appears Poor

UTMC Cardiovascular Market Share:

- NW Ohio 14.7%
- Lucas Co. 9.8%



"Clinic" is a clinic

- *By appearance, by accessibility*

Low use of Heart Station by non-MCOP physicians

- Convenient outpatient testing centers
- In office testing

Non-use of UT Hospital by non-MCOP physicians

- Situation worsened by loss of referrals from Drs. Karnik and Basu...*entirely predicted.*

Competitive Environment: Capital Investment in CV Services

- UTMC has made *minimal* capital investments
 - Cath and EP labs, CT pending
- St. Vincents cardiac and vascular center opening this summer
- TTH cardiac center under construction

Issues that Require our *Action*

- ***Last year's issues are this year's issues***
- **Low volumes are dropping further**
- **Access to our care is poor**
- **Capital investments lag the marketplace**

Understanding Our Opportunities

Section 2.

Overview

Extending and Improving Access

- Cardiac and Vascular Center River Road Office, Perrysburg
- Fisher-Titus Medical Center Norwalk
- St. Luke's
- Cardiac and Vascular Center at UTMC
- Cardiac PACS

Increasing Research

Additional Funded Programs

- GSK high-risk hypertension study funded March 13, 2007
- EPC collaboration with CaseWestern moving forward rapidly
- RESIST outcomes may create opportunities

Moving Division into Translational and Basic Research

- Hiring JT (Jian Tian) Ph.D. into division
- Directing fellow collaboration with basic and translational scientists

Outreach



Achieving Our Potential

Section 3.

Achieving Our Potential

- Where are our best opportunities?
 - Toledo, Maumee and Perrysburg: we need to develop access for routine services
 - Norwalk: potential for tertiary business significant
- How are we going to translate these opportunities into successes THIS YEAR?
 - Open Perrysburg office soon
 - Not clear that C+V Center is achievable this year...
 - Use PACS to extend physician services into region
- What are our mission critical objectives?
 - Build access to and volume of routine services now!
 - Improve measures of quality