

**Phoenix  
Spine and Joint  
Present**

# **Canadian Care Connect**

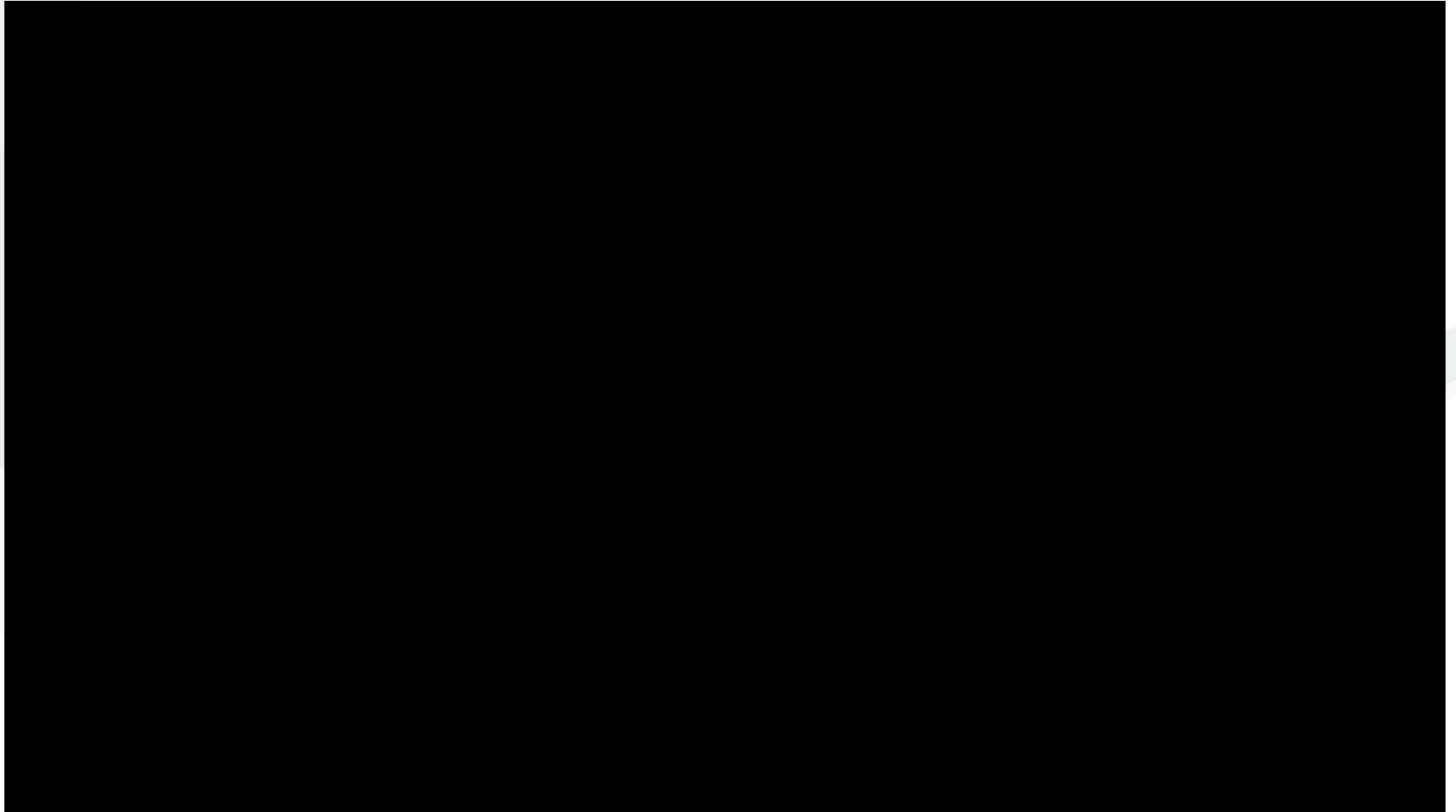
---

Presentation for:  
CABC

3 March 2018

Dan Lieberman, MD  
Stan Miele, Director Patient Engagement





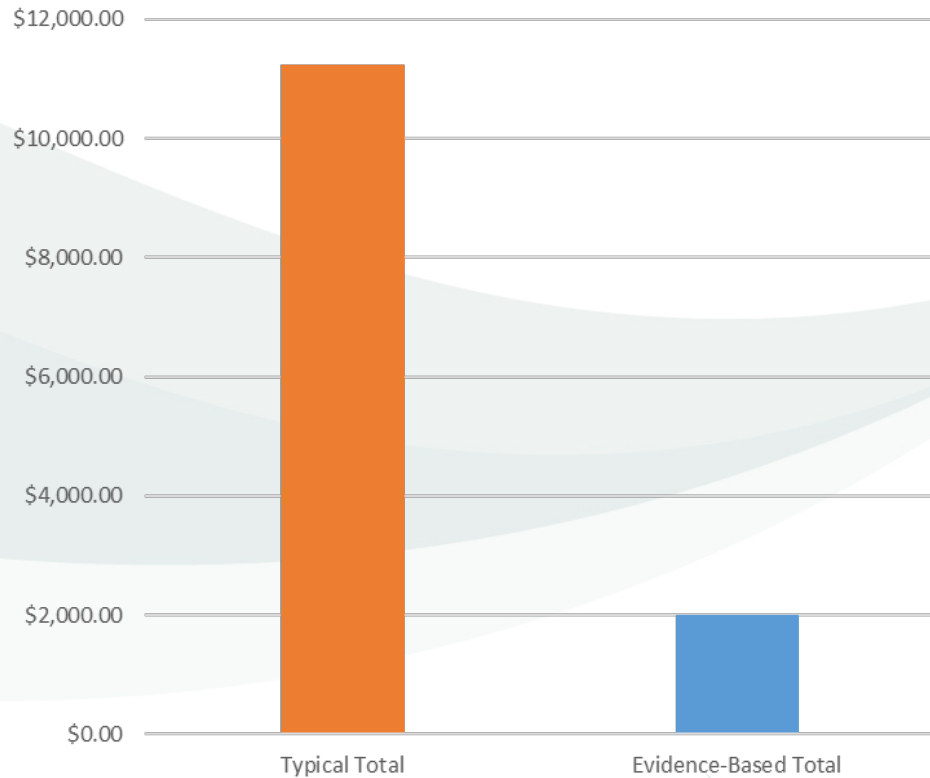


# High cost of fragmented care

## Typical Low Back Pain Treatment

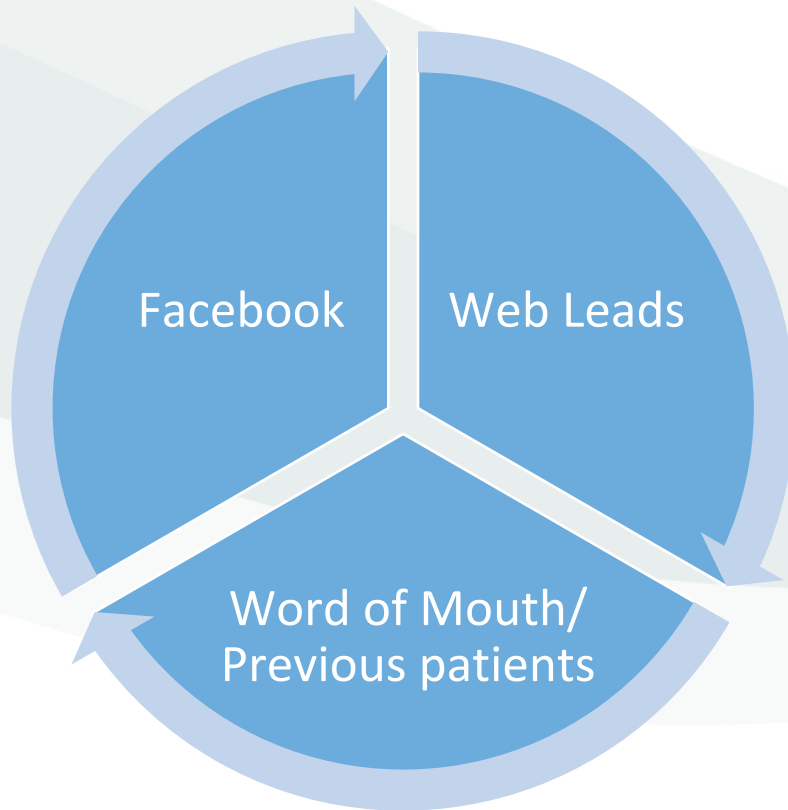
Initial PCP Visit	\$164
Follow-Up 1	\$72
Follow-Up 2	\$72
Follow-Up 3	\$72
Follow-Up 4	\$72
Chiro	\$260
PT	\$780
Acupuncture	\$150
Epidural x 3	\$342
MBB x 3	\$279
RFA	\$2,225
RFA 2	\$2,225
Vicodin	\$1,000
Percocet	\$600
Soma	\$450
Oxycotin	\$1,333
Initial MRI	\$350
Second MRI	\$350
Ice Packs	\$1
Neurologist	\$200
EMG	\$250
	<b>\$11,247</b>

## Typical Treatment Cost vs. Evidence Based



# Diversified Patient Acquisition Strategy

## Balanced Patient Acquisition



## Marketing Strategy

- **Canadian Care Connect**
  - Digital/social Campaign: reaching target audience at scale
  - Facebook, Twitter, YouTube, Linked In
  - Direct to Physician
  - Direct to Consumer
  - Targeting all Canadians demo 45+
  - Focus on provinces with longer wait times
  - Cities with direct flights to Phoenix
  - Geotargeting: adults seeking pain relief and those with specific interests
  - Significant growth in impressions, clicks, web form leads and calls
  - Lead generation: over 500

# Streamlined Process...

Care Continuum

---

Free Imaging  
Review  
with Surgeon

Physical  
Exam

S.O.S.

Minimally  
Invasive  
Procedure  
Performed

# It all Comes Together...APS Line worker

- APS Line worker
  - Referral
  - Video Teleconference/MRI review
  - MBB and Surgical intervention same day
  - Patient back to work within one week
  - Minimal down time from work
  - High Patient satisfaction
  - Satisfied employer



# Overall Press Ganey (HCAPS) Comparison

Phoenix Spine & Joint	Mayo Scottsdale	Scottsdale Shea Hospital	Arizona Average
98.2%	94%	76%	69%

“Patients who reported YES they would definitely recommend this hospital/facility”



# Don's Story



# By organizing our practice around a patient experience we have created a system with...

- Immediate access - Canadian Care Connect is a “safety valve” for Canadian patient to get timely care.
- Higher quality and Lower cost through Creative agreements: City contracts, bundled agreements; self funded self-insured entities.
- Rapid return to work and life