

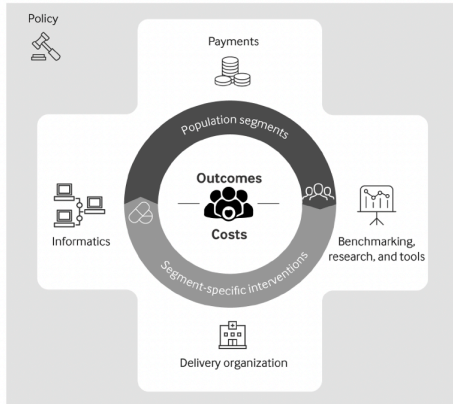


AMERICAN COLLEGE
of
PERIOPERATIVE MEDICINE

OVBC 2024
8th ANNUAL INTERDISCIPLINARY CONFERENCE
ON ORTHOPEDIC VALUE-BASED CARE &
THE FUTURE OF THE MUSCULOSKELETAL SPACE

THE COMPETITIVE EDGE

March 22nd | Issue 14



Insight of the Week!

This week, we have selected an article from the NEJM Catalyst that focuses on VBC. In the 17 years since Michael Porter and Elizabeth Teisberg first coined the term, value-based health care has evolved from interesting concept to an emerging practice. This article makes the case that the movement to improve health care value is at a critical inflection point. The key challenge — and opportunity — for the next decade is to use the principles of value-based health care, developed and proven at pioneering organizations around the world, to transform entire regional and national health systems. [HERE!](#)

NEJM
Catalyst

The Future of Musculoskeletal Delivery Care Models



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Lecture of the Week!

Over the next few months we will feature various lectures from **OVBC 2023** that just took place at the Four Seasons Hotel in Las Vegas!!

This week, watch the opening session of the conference that was given by by **Dr. Kevin Bozic (Conference Activity Co-Director & Chair, Department of Surgery and Perioperative Care at the Dell Medical School, The University of Texas at Austin)**!

WATCH NOW



OVBC 2024 Highlight of the Week: NEW SPEAKER!

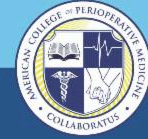
We are excited to announce that Dr. **Brian J. Cole MD, MBA, FAANA** will be joining us for **OVBC 2024!** Dr. Cole is the Managing Partner, Associate Chairman and Professor for the Department of Orthopedics at Rush University Medical Center. Dr. Cole is also the 40th President of the Arthroscopy Association of North America as well as the Team Physician for the Chicago Bulls, Chicago White Sox and Chicago Dogs! You won't want to miss hearing him speak at OVBC 2024!

GET NOTIFIED WHEN
REGISTRATION IS LIVE For
OVBC 2024

REGISTER FOR OUR UPCOMING EVENT

OVBC WEBINAR SERIES

WEBINAR: "How to Create the Ultimate Digital Presence for your Orthopedic Practice"



Tuesday, April 11th, 2023: 3 – 4 pm. PST (6 -7 pm. ET)

Join this panel of distinguished leaders and learn how to enhance your marketing efforts, specifically how to create the Ultimate Digital Presence for your Orthopedic Practice! MyAdvice empowers Practice owners to increase revenue by attracting and retaining more clients through digital marketing.

[REGISTER FOR THIS ONLINE COURSE](#)

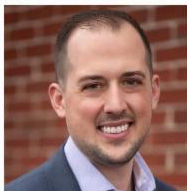
You have a website...but now what? We should post a lot on Social Media or do SEO, right? No! So often, we see practices not align their digital strategy in a growth-oriented way, which delivers disappointing results and an over-extension of a marketing budget. If you've found yourself feeling frustrated and spending a lot of money not to see a good return, this discussion will be transformative and will have an immediate impact on your orthopedic practice.

OUR SPEAKERS



Mr. Michael Antosy
Practice Growth Consultant,
MyAdvice

Michael Antosy is a Practice Growth Consultant at MyAdvice. Mr. Antosy has consulted with hundreds of orthopedic practices since 2010, and his counsel and guidance have been transformative in making his clients' lives better by saving them time, earning more profit, and helping to make his practices more competitive in their markets.



Mr. Robert Antosy
Practice Growth Consultant,
MyAdvice

Robbie Antosy has been working as a digital marketing consultant in the aesthetic world for nearly a decade. Having presented at numerous orthopedic conferences, he is well-versed in understanding the specific needs and challenges most orthopedic practices face. In short, he prides himself in helping small businesses become more profitable through proper guidance paired with the cutting-edge technologies provided by MyAdvice. When he's not consulting with orthopedic practices, you can find him chasing around his two children under two!

HOST YOUR WEBINAR / JOURNAL CLUB WITH US

Reach out to us for more details on how you can host your personalized webinar or journal club with the American College of Perioperative Medicine audience.

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