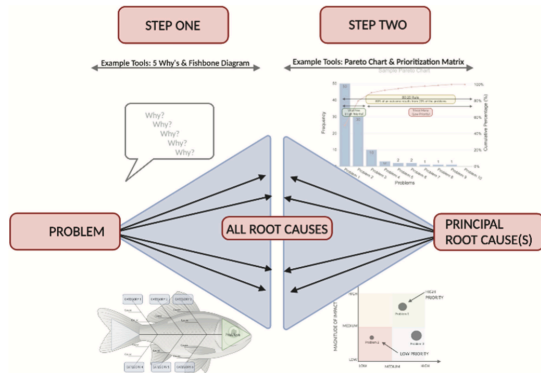




THE COMPETITIVE EDGE

April 20th | Issue 15



Insight of the Week!

In recent years, pay-for-performance initiatives and emphasis on care-redesign have placed greater pressure on orthopedic space to improve the quality of services they provide. As such, developing an understanding of quality improvement (QI) methods has become increasingly important for the various stakeholders. In this week's article we include an article titled A Step-by-Step Guide to Understanding and Conducting Quality Improvement Initiatives in Orthopaedic Surgery. This is an excellent article that includes resources from the AAOS and QI videos developed in Stanford. [HERE!](#)

JOURNAL OF
JPOSNA

Outpatient Spine + Knee Panel Discussion



OVBC 2023
7th ANNUAL INTERDISCIPLINARY CONFERENCE
ON ORTHOPEDIC VALUE-BASED CARE &
THE FUTURE OF THE MUSCULOSKELETAL SPACE

Lecture of the Week!

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

This week, watch a panel that was given by **Dr. Michael Wang** (Professor of Neurosurgery & Rehab Medicine University of Miami) ; **Dr. Chauncey Jones** (Anesthesiologist & Co-Managing Partner, Northwest Anesthesiology and Pain Services) ; **Dr. Jeff Gadsden** (Chief, Division of Orthopaedic, Plastic and Regional Anesthesiology, Duke University Medical Center); **Ms. Kristi Crowe** (Founder and President, Ambulatory Healthcare Innovations (AHI)).

WATCH NOW



Chief Executive Officer,



OVBC 2024 Highlight of the Week: NEW SPEAKER!

We are excited to announce that Dr. **Tara McCoy, MD** will be joining us for **OVBC 2024!** Dr. McCoy is the Chief Executive Officer for the Hospital for Special Surgery (HSS) Florida. As the Chief Executive Officer, Dr. McCoy has a successful track record in strategic development, physician recruitment and relationship management, capital planning, large facility construction project execution, financial management, and creating a culture that supports the vision/strategy! You won't want to miss hearing him speak at OVBC 2024!

GET NOTIFIED WHEN REGISTRATION IS LIVE For OVBC 2024

RECAP OUR MOST RECENT 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.

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.

[REGISTER FOR THIS ONLINE COURSE](#)

In case you missed last week's Webinar that discussed the previous panel on **"How to Create the Ultimate Digital Presence for your Orthopedic Practice"** given by panelist member Mr. Michael Antosy, we've got you covered! You can watch it and recap the discussion here!

WATCH HERE

HOST YOUR WEBINAR / JOURNAL CLUB WITH US

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