



THE COMPETITIVE EDGE

Editor: Zeev N. Kain MD, MBA

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INSIGHT OF THE WEEK

THE WALL STREET JOURNAL

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HEALTH

Health System Kaiser Permanente to Combine With Hospital Operator Geisinger

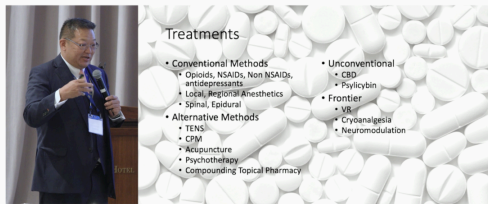
Combined nonprofit aims to add more hospital systems and become a national healthcare player

ARTICLE HERE

Kaiser Permanente is about to acquire Geisinger and create a new entity called Risant Health which aims to expand the adoption of value-based care. Health systems joining Risant Health will continue to operate regionally but under a value-based platform. This development may push this space further to focus on VBC. Come to OVBC 2024 where **Michel Suk**, the Chief Clinical Officer of Geisinger will speak on this merger and many other topics of Value Based Care.

LECTURE OF THE WEEK

Painless Orthopedic Surgery: Myth or Reality?



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

WATCH NOW

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 the lecture on *Painless Orthopedic Surgery Myth or Reality* given by **Dr. Michael Suk** (Chief Physician Officer for Geisinger System Services, the Chair for the Musculoskeletal Institute & at Geisinger Health System).

OVBC 2024 HIGHLIGHT OF THE WEEK: NEW SPEAKER



Chief Physician Officer,
Geisinger System Services,
Chair, Musculoskeletal Institute &
Department of Orthopaedic Surgery
Geisinger Health System



We are excited to announce that Dr. **Michael Suk, MD, JD, MPH, MBA, FACS** will be returning and joining us again for **OVBC 2024!** Dr. Suk is the Chief Physician Officer for Geisinger System Services, the Chair for the Musculoskeletal Institute & Department of Orthopaedic Surgery at Geisinger Health System! 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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