Wrestling With Change: Making Your Program A Champion

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Today’s Goals

- Have fun!
- Think about our programs differently
- Interact w/ each other
- Walk away w/ ideas for improvement
Great team
Abundance of referrals
Loved by patients
Respected by providers
Admired by administration
Applies lessons from professional wrestling
Yes... That Is Me

Ash Walker

"Genuine Article"
Ash Walker
Characters make the product

Know your audience

Know your business
Do Your Days Ever Feel Like This?
Healthcare Is Changing!

- Reframe your thinking
  - Problems
  - Opportunities

- Some things remain constant
  - Characters
  - Audience
  - Business
REVIEW TOPIC OF THE WEEK

Cardiac Rehabilitation and Risk Reduction

Time to “Rebrand and Reinvigorate”

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ABSTRACT

Atherosclerotic cardiovascular disease (ASCVD) continues to increase annually in the United States along with its associated enormous costs. A multidisciplinary cardiac rehabilitation (CR) and risk reduction program is an essential component of ASCVD prevention and management. Despite the strong evidence for CR in the secondary prevention of ASCVD, it remains vastly underutilized due to significant barriers. The current model of CR delivery is unsustainable and needs significant improvement to provide cost-effective, patient-centered, comprehensive secondary ASCVD prevention. (J Am Coll Cardiol 2015;65:389–95) © 2015 by the American College of Cardiology Foundation.
Who is on your team?
- Nurses, exercise physiologists, dietitians, medical directors, etc.

Who is really on your team?
- Personality?
Cast of Characters

- Positive Energy Power (P.E.P.)
  - Energy vampires killers
  - Program ambassadors
  - Patients know
  - Increase patient satisfaction

- Power of Passion (P.O.P.)
  - Permeates & inspires
Do your characters have sales skills?

How many in the room considering themselves a salesperson?

Be excited for your patients!
- People pay for what they value
- People buy what we believe
https://www.youtube.com/watch?v=Dusty Rhodes
The patients

Can you describe the new patient experience?

What happens on the first day?

Do NOT have telemetry meetings
Your Audience

- Referring providers
  - Relationships are key
  - Education opportunity
  - Make referrals easy

- Lack of referrals
  - Why?
  - Don’t operate in a silo!
  - Opportunity surrounds you!
Your Audience

- Administration has to know!
- No “basement programs” allowed
- Be a program promoter!
Business Matters

- Understanding your revenue/business
- Expenses?
- Collection rate?
- Net Margin?
- Readmission rates?
- Convey your value!
Championship Ingredients

Awesome Characters

+ 

Knowing Your Audience

+ 

Knowing Your Business

= 

Championship Program!
Thank You!
Body Unrest L.L.C.

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