Building a Successful Outpatient Strategy

2018 Programs Guide
National · Regional · Local · Digital · Society
DePuy Synthes, part of Johnson & Johnson Medical Devices Companies, can help you enhance the Triple Aim performance of the outpatient facility through products, programs, partnerships, services and solutions. And when it comes to your outpatient total joint and spine learning journey, DePuy Synthes strives to be your partner of choice.

Visit https://jnjinstitute.com/ for up-to-date education and training calendar of events.

To register for any of the listed courses please contact your local Sales Consultant.
Outpatient Learning Journey

Professional Education Overview

National

Outpatient Advantage National Program

Located at Mount Carmel New Albany Surgical Hospital, an 12 time Guardian of Excellence Award Winner for Sustained Excellence in Patient Care. There are 2 national programs planned for 2018. This program is designed for orthopaedic surgeons, senior administrators and operational leaders, interested in advancing their collective knowledge on the many factors that impact the Triple Aim, including ways to improve clinical outcomes, increase patient satisfaction and reduce costs in both an inpatient and outpatient setting.

Regional

Outpatient Advantage Regional Program

These events are held in local venues across the country in order to create a more intimate and accessible educational experience. They are designed for orthopaedic surgeons, senior administrators and operational leaders, interested in advancing their collective knowledge on the many factors that impact the Triple Aim, including ways to improve clinical outcomes, increase patient satisfaction and reduce costs in an outpatient setting.

Local

Outpatient Centers of Excellence

This on-site visitation is designed to provide the opportunity to meet experienced surgeons and their teams in either a one-on-one setting or in a small group. Participants will experience a broad range of educational topics including, but not limited to live surgery observation, surgical technique discussion, clinical results and patient pathways. This smaller group option will include a mix of presentations, case reviews, treatment protocols and other learning methods.

Digital

Web-Based Learning

Digital or web-based learning options are designed to provide on-demand access to education and training, wherever you are in your Outpatient Learning Journey. Live and archived webcasts are available. All digital content is stored on depuysynthesinsititute.com/outpatient-education. In addition, 2018 will feature the addition of multiple VuMedi education events focused on the ASC and Outpatient setting.

Society

Engaging Interactive Sessions

In 2018, J&J Medical Devices will be present at several orthopaedic society meetings including AAOS, ICJR, AAHKS, Becker’s ASC and others. Key orthopaedic faculty will lead interactive sessions with attendees on topics that include surgical indications, patient selection and education, and multi-modal pain management strategies.
# 2018 Outpatient Education Calendar

## February

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<thead>
<tr>
<th>Date</th>
<th>Event</th>
<th>Location</th>
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<tbody>
<tr>
<td>February 2</td>
<td>The Outpatient Advantage Regional Program</td>
<td>Orlando, FL</td>
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## May

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<tr>
<th>Date</th>
<th>Event</th>
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<tbody>
<tr>
<td>May 18</td>
<td>The Outpatient Advantage National Program</td>
<td>New Albany, OH</td>
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## June

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<tr>
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<tr>
<td>June 22</td>
<td>The Outpatient Advantage Regional Program</td>
<td>Stamford, CT</td>
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## October

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<tr>
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<tbody>
<tr>
<td>October 5</td>
<td>The Outpatient Advantage National Program</td>
<td>New Albany, OH</td>
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## November

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<tr>
<td>November 9</td>
<td>The Outpatient Advantage Regional Program</td>
<td>Las Vegas, NV</td>
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In addition to the live programs above, visit JNJInstitute.com for the latest calendar including live digital events and engaging Outpatient Symposia at different industry meetings in 2018.

To register for any of the listed courses please contact your local Sales Consultant.

Visit https://jnjinstitute.com/ for up-to-date education and training calendar of events.

Dates and/or locations subject to change.
Join us on the Outpatient Learning Journey

Our Outpatient Learning Journey is built to support a successful outpatient strategy for Total Joint Reconstruction & Spine.

We are proud to partner with you on your learning journey to transition total joints and spine cases to the outpatient setting. DePuy Synthes educational programs provide access to clinical experts who have developed and implemented a successful outpatient strategy. The Outpatient Learning Journey consists of a series of educational touch points including live Professional Education events with access to faculty experts, followed by in-depth course materials to get you started. Our interactive “Ask the Experts” series allows you to continue to engage with key leaders in the outpatient space, with the culmination being the development of your own, customized digital care pathway for your patients.
Breadth of Products, Services, Programs, and Solutions

As a Johnson & Johnson company, with a uniquely comprehensive global surgery and orthopaedic portfolio, we can partner with you to help you lower your overall costs while improving your efficiency and productivity in outcomes and patient satisfaction.

Professional Education
Johnson & Johnson Institute has many available programs tailored to fit your needs. Surgeon, Administrator, and Payer perspective programs are designed to help implement Total Joint Replacement and Spine procedures in the ASC. Contact your local sales consultant for more information.

Total Joints & Spine in the ASC
- Learn about taking your total joints and spine into an outpatient setting from other successful Surgeons and Staffs.
- Anterior Approach Hip Arthroplasty makes an excellent option for the ASC with the right patient selection and protocols. If your surgical team wants to learn this procedure, we can provide education for your surgical staff.*

Digital Care Navigation and Data Collection*
Developing a successful strategy includes leveraging the right tools. CareSense, Provided by MedTrak, Inc., a third-party vendor, is a cloud-based platform that was designed to help facilities engage, educate, communicate and guide patients through their episode of care. The system can also monitor outcomes with a powerful set of data collection and analysis tools for best practice management. In collaboration with DePuy Synthes clinical experts, CareSense has a template specifically designed for outpatient total joint patients.

Patient Engagement Strategy
We may already have resources in your area through:
- SoloHealth Kiosks & our Patient Ambassador Program
- Co-Marketing Agreements*: Billboards, Online and Print Advertising, Email, Radio, Media Planning, and Non-traditional Channels

Ambulatory Surgery Center Rewards
Under an executed agreement customers can opt in/out of different categories. Rewards can be significant because they can be applied to most orthopaedic procedures in your ASC.

*Cost associated.
**Anterior Approach cannot be used with ceramic-on-ceramic constructs
Massachusetts and Vermont HCP Requirements

Under Massachusetts regulations, Medical Device Business Services, Inc. may provide meals or refreshments to Massachusetts licensed HCPs only during non-CME educational activities when educating and informing HCPs about the benefits, risks, and appropriate uses of our medical devices, disease states, or other scientific/health economics information.

Under Vermont regulations, Medical Device Business Services, Inc. may provide meals or refreshments in conjunction with technical product training on the use of medical devices to Vermont-licensed HCPs that regularly practice in the state of Vermont.

Government HCPs

Per company policy, meals and refreshments may not be provided to Federal Government HCPs unless pre-approved by Medical Device Business Services, Inc. Meals and refreshments provided to State and Local Government HCPs are permitted upon verification of allowance by facility policy.

Disclosure

Medical Device Business Services, Inc. may be required by Federal, state, local laws, or requirements of government agencies, to disclose certain value transfers made to hospitals, physicians, and other practitioners, including but not limited to, nurse practitioners and physician assistants. This information may become publicly available as required by law. The company may also choose to publicly post such information on its website.

Additional Information

In accordance with the AdvaMed Code of Ethics on Interactions with Health Care Professionals, and Medical Device Business Services, Inc. policy, spouses or guests may not attend Company-sponsored events.

This program is produced and sponsored by Medical Device Business Services, Inc. and is not approved for CME credit.

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