

Reinventing Yourself: How to Add New Procedures (Peripheral, Carotid, TAVR, Structural)

Tony Das MD, FACC

Director, Peripheral Interventions

Texas Health, Presbyterian Hospital

Dallas, Texas

Faculty Disclosure

Tony Das, MD

For the 12 months preceding this CME activity, I disclose the following types of financial relationships:

Honoraria received from: Avinger, Abbott Vascular, Bard, CSI, Cordis, Gore, IDEV, Medtronic, Spectranetics

Consulted for: Avinger, Bard, IDEV

Held common stock in: Avinger, CSI, IDEV

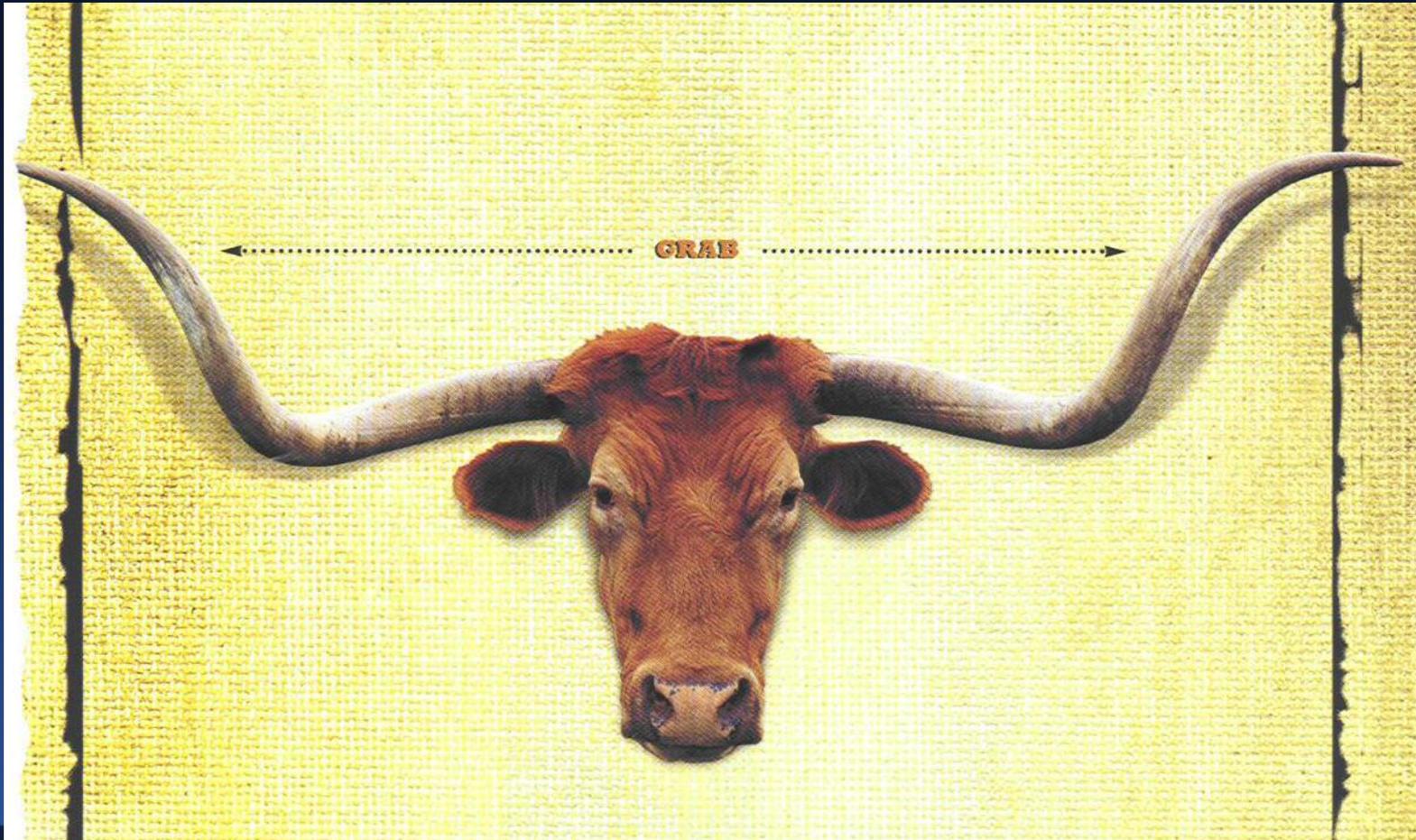
Research, clinical trial, or drug study funds received from: Abbott Vascular

I will be discussing products that are investigational or not labeled for use under discussion.

What you need to know to reinvent yourself in cardiovascular interventions

***VOLUME, VOLUME, VOLUME
EDUCATION, EDUCATION, EDUCATION
NETWORK, NETWORK, NETWORK
Make Yourself Uncomfortable Every Year***

Create a Business Plan “Grab the Bull by the Horns”



5 Simple Steps to Cardio-Endovascular Success

- ① **1. *KNOW the field (data/devices/techniques)***
- ② **2. *EDUCATE your referral base***
- ③ **3. *GET UNCOMFORTABLE every year***
- ④ **4. *RE-EVALUATE your plan every year***
- ⑤ **5. *EXPAND your reach every year***

Facing the Classic Referral Obstacle

Learn Indications/Techniques/Options and Data

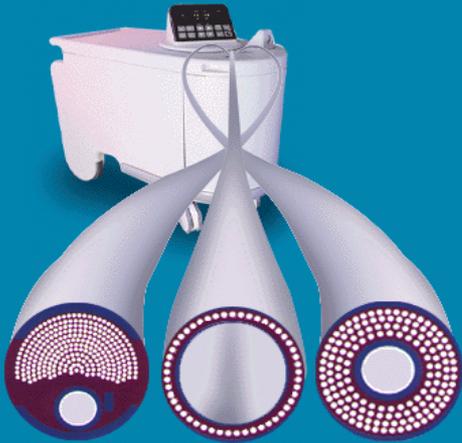


VS



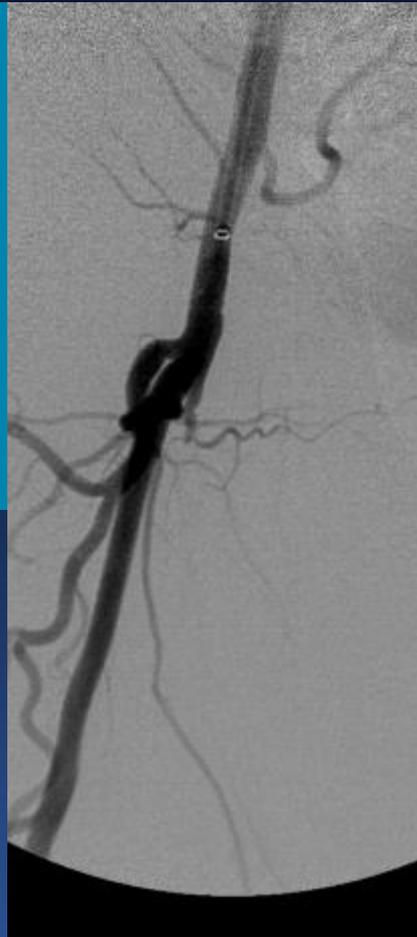
Incorporate New Procedures

“Make yourself uncomfortable”



1996

*Laser Atherectomy
Leipzig Germany
10 yrs Live Cases
EuroPCR*



1998-2012

CTO National Expert Carotid Proctor



2004-2012

1999-2009
Perc.AAA
2005
PFO/ASD
2009
Mesenteric
2007-present
Tibial atherectomy
2010-present
Venous ablation
DVT
TAVR
Renal Denervation

Learn, Teach, Tell

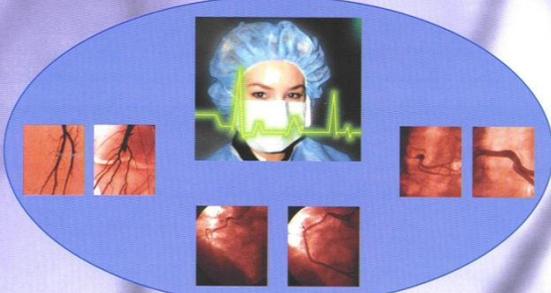
- **Become the local expert**
- **Organize a regional meeting**
- **Incorporate research into the practice**
- **Refine presentation style; No industry slides**
- **Learn new procedures**
- **Offer to present at Grand Rounds-doctor education**
- **Update Hospital Media Department- patient education**



Organize Conferences

CME
Continuing Medical Education

The Cutting Edge:



***A Cardiac & Vascular
Medicine Update II***

Sponsored by
TEXAS HEALTH
RESOURCES

December 8, 2001
Fogelson Forum Auditorium
Presbyterian Hospital of Dallas, Dallas, TX

PROGRAM DIRECTOR
Tony S. Das, M.D., F.A.C.C.

CELEBRATING
10
YEARS

**“The interaction of *advanced* practitioners
and *advanced* investigators
keeps VIVA on the cutting edge.”**

**“Interaction, innovation, and impact
are available at your fingertips at the
speed you want to learn.”**

**“Looking at procedures and technology
from different angles helps to improve
the outcome of patients.”**

VIVA

1 2

VASCULAR INTERVENTIONAL ADVANCES

OCTOBER 9-12, 2012
WYNN LAS VEGAS

Let people know what the most up-to-date treatment options are...then prove they are better than the status quo... Try to persuade with education

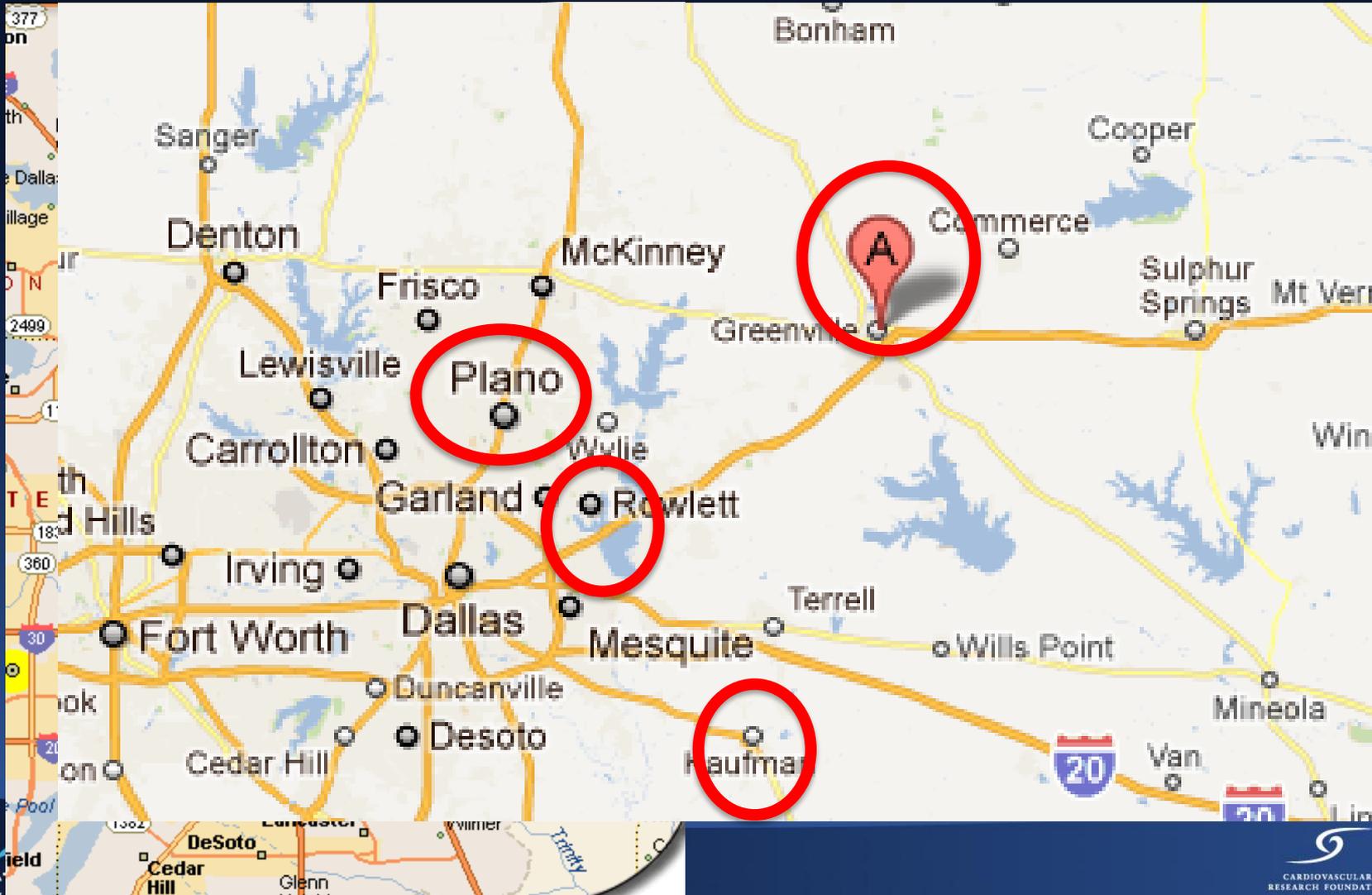
How do You Find the Patients

- Your own CAD practice is full of them
- Many are symptomatic and never been asked specific PVD/TAVR/venous questions
- Lifestyle limiting symptoms
- Carotid screening
- AAA screening
- **Outreach Clinics**

Factors that Effect Outreach

- Personal relationship connection/partner
- Hospital affiliation
- Demographic population
- Services offered
- Direct transfer agreements
- Regional initiatives (STEMI, TAA)
- **Developing as the “expert”**

How Does Outreach Develop?

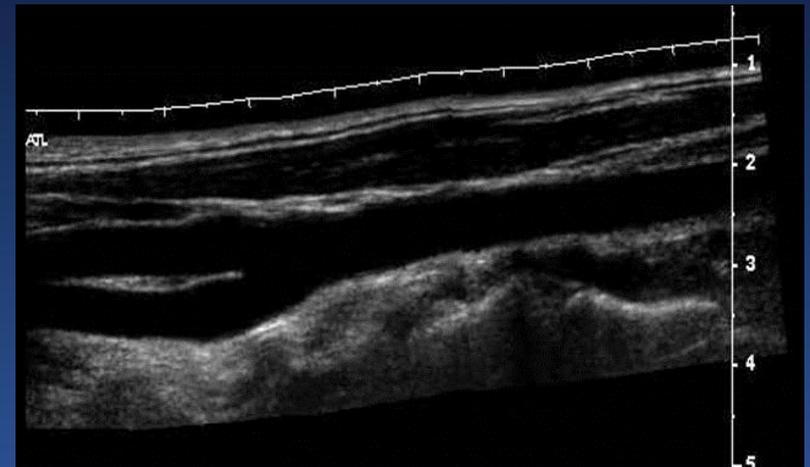


Building a Referral Base

A. Build from within your practice

- Teach non-invasive testing to partners
(i.e, claudication TM, ABIs)
- Teach peripheral angiography to others; indications for MRA, carotid doppler

Screening Equipment for Offices



ABI and segmental pressures

Duplex carotid ultrasound

Building a Referral Base

A. Build from outside your practice

- Dinner lectures to referral physicians; don't forget Podiatrist, PAs, NPs, and RNs
- Give Grand Rounds (internal med, neurology), cath conferences
- Teach your referral base (MD and hospital administrators)
- Involve your referral physicians in the diagnostic evaluation

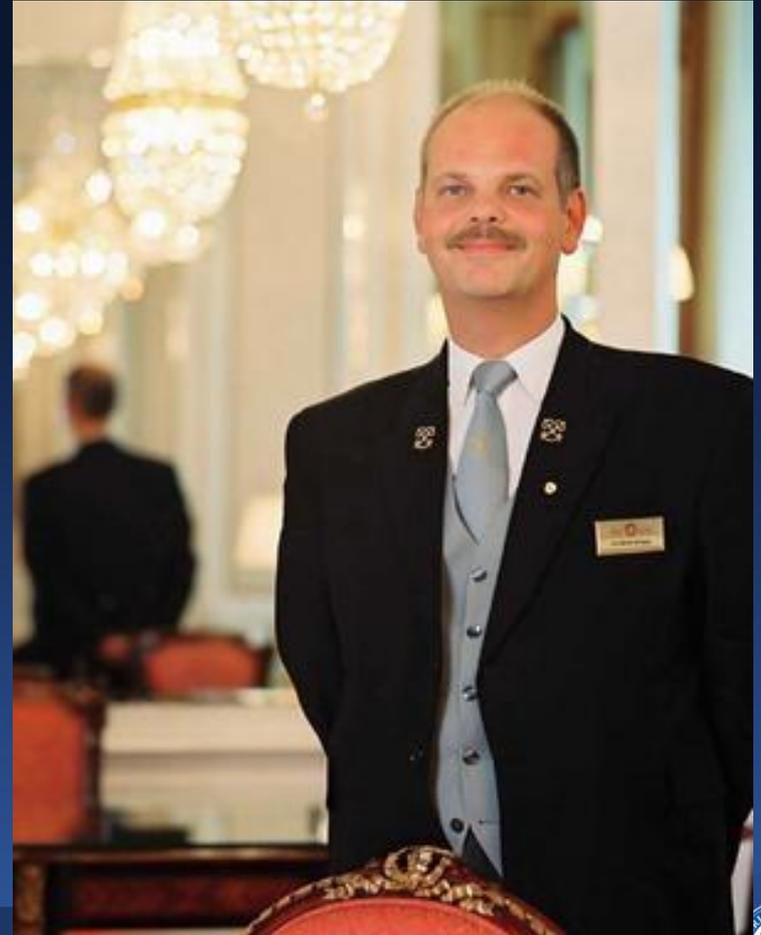
Reinvention: The Do's and Don'ts

- Don't overwhelm people with your new found skills
- Be discovered with good work
- Develop a local reputation of early adoption of technology



What you did and didn't train for in Fellowship...

Providing Good Service



Core Principles of Outstanding Service

- **Affability**
- **Availability**
- **Organization**
- **Communication**
- **Education**
- **Evolution**
- **Re-invention**

Do you provide good service?

- **Slow response time to consults**
- **Nurse practitioner runs your practice**
- **You act too busy**
- **Don't call doctors with results**
- **You don't easily clear the plate**
- **Your office is not well organized**
- **Your assistant is blocking access to you**



Are you THE recognized physician leader?



- Have you continued to educate yourself in new techniques?
- Have you made yourself uncomfortable?
- Have you volunteered for hospital committees?
- Are you considered an “early adopter”?
- Are your competitors considered the experts?
- Have you educated your community?

Don't Complain, Make a Difference

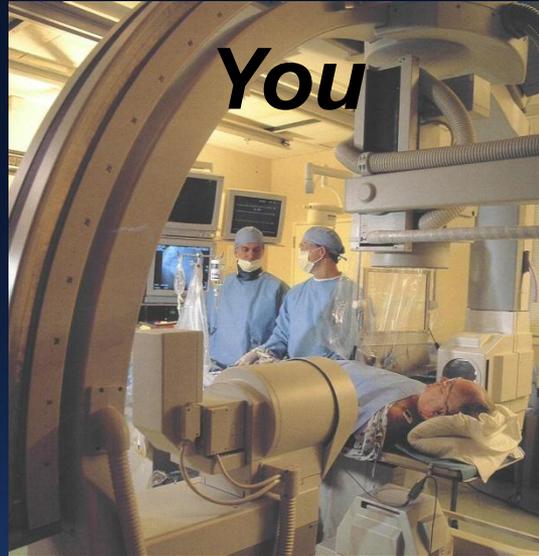
- Understand hospital politics first
- Change the status quo with excellence
- Use data and information to influence
- Provide solutions for problems
- Be flexible, when you can
- Work with staff and they will work with you
- Educate the staff, they will be your assets
- Don't rant and rave...it never works

Don't be an outsider

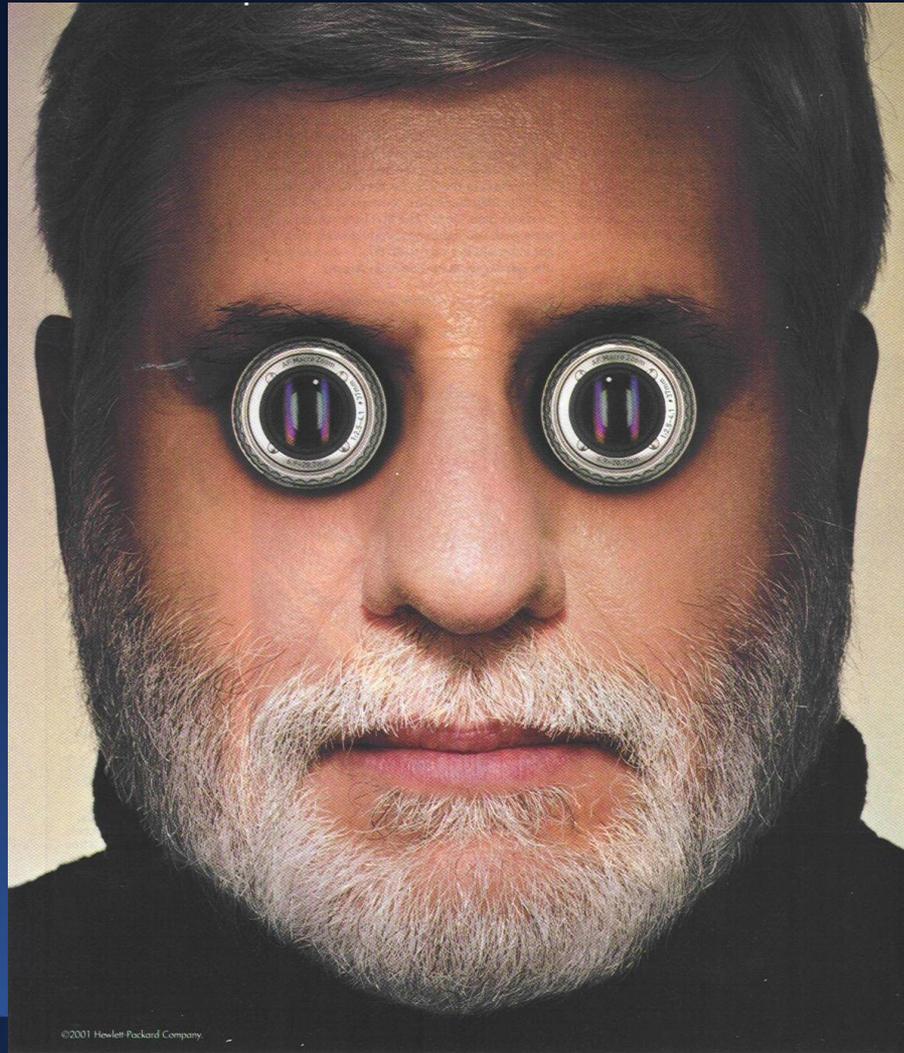
- **Us against them never solves problems**
- **Take a position of hospital leadership**
- **Accept a regional/national ACC role**
- **Volunteer to oversee a part of your practice**
- **Start a cath lab staff in-service**
- **Invite competing groups to speak and participate in your educational events**



Creating the team mentality

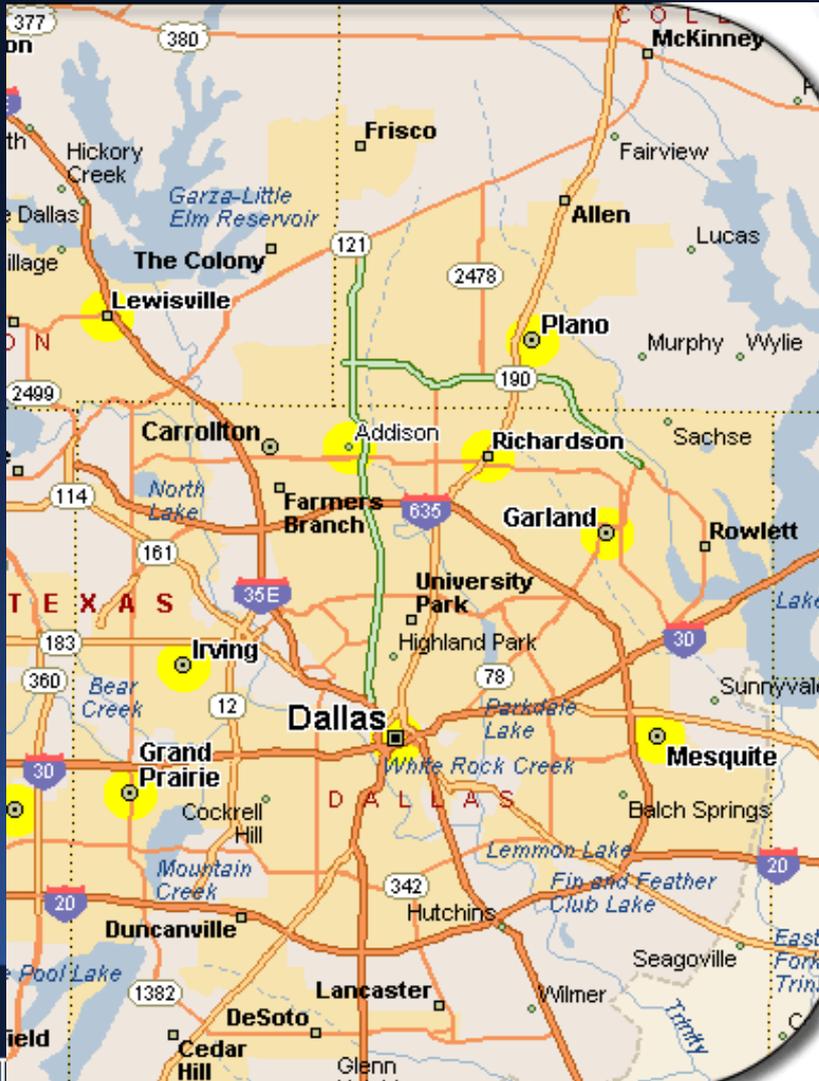


Have Vision



©2001 Hewlett-Packard Company

Roadmap to Reinventing Your Practice



- **Grow your volume with good skills and service everyday**
- **Establish yourself as an “Early Adopter of Technology”**
- **Establish a research foundation**

Thank you...Any Questions?

