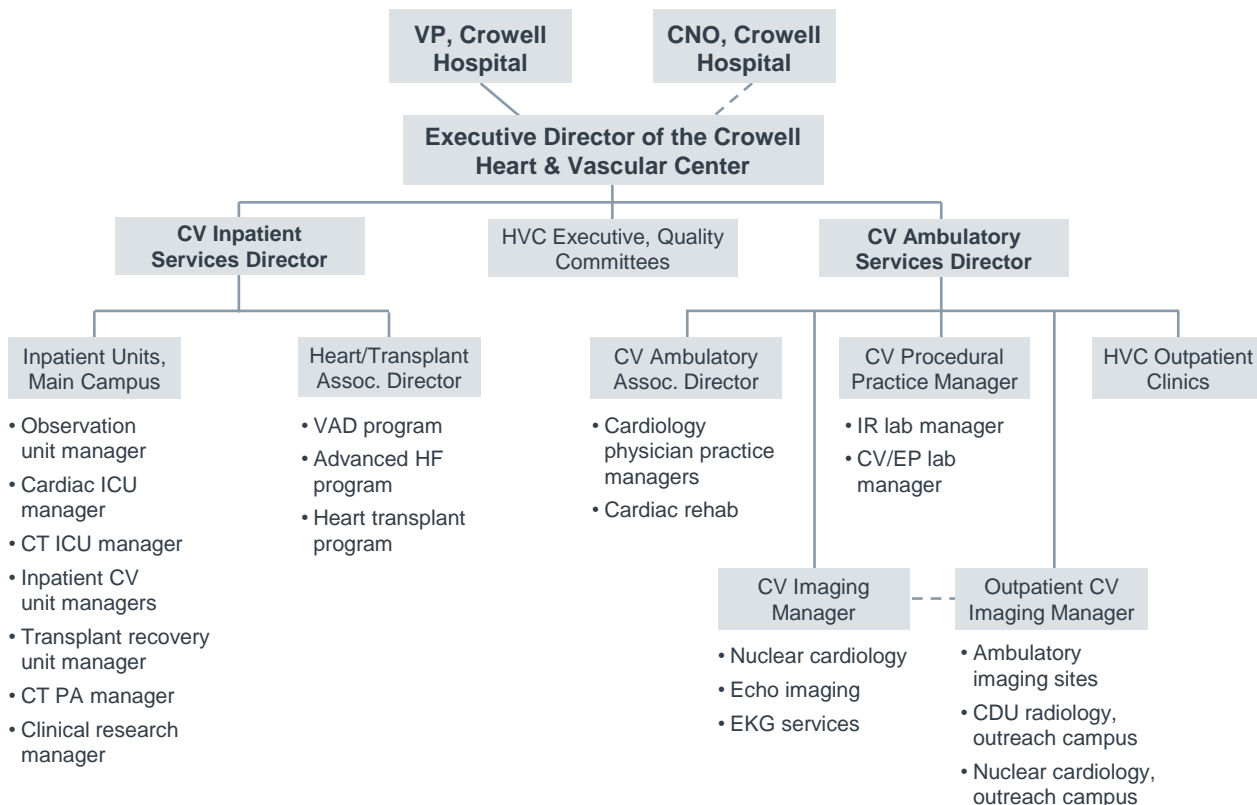


# Crowell Hospital<sup>1</sup>



1) Pseudonym.

# Crowell Hospital



## Org Structure in Brief: Crowell Hospital

- 2,000 bed academic medical center in the East, including the Crowell Heart and Vascular Center
- Majority of CV physicians employed as part of the academic model
- In 2006, new Chief Operating Officer brought vision for moving from department structure to a service line model
- Established a new Executive Director of Heart and Vascular Center position to lead the emerging CV service line alongside a CV Medical Director; brought on former Director of Department of Medicine to take on this role
- To determine ideal reporting structure for the service line, CV leaders first examined external literature and networked with top programs to understand successful models, then evaluated institution-specific benefits and hurdles to incorporating each service
- Strategically moved services from their traditional departments of medicine, surgery, and radiology into the purview of the service line over time; currently incorporating ambulatory services in light of increasing pressure for cross-continuum coordination