



RECOGNIZING & REFINING  
SUPERIOR SURGICAL CARE

## 2014 – A Pivotal Year for SRC

Pausing a moment to reflect on 2014, the team at SRC would like to wish you a prosperous new year and thank you for your continued interest, support, and participation in our programs. Your dedication to excellence – an initiative started by SRC 11 years ago – continues to save lives and improve patient care.

This past year SRC added two new service offerings, broadened the number of accreditation programs, and expanded its database product into multiple specialties beyond bariatric surgery. In addition to our expansion, SRC launched a rebranding campaign, which will result in a new look and improved website we expect to unveil this Spring.

### Cycle of Excellence

SRC set the standards and the methodology now being used by centers and societies throughout the world. In 2014 SRC determined that simply offering a designation is not enough. A *cycle* of excellence that establishes and maintains a culture of superior patient care is needed by all surgical specialties.

Every surgeon, practice, and facility can benefit from SRC's **Cycle of Excellence**. Our innovative and integrated methodology **consults** to help participants determine and achieve their goals and objectives, **accredits** those that are committed to providing optimal care, and **educates** to ensure that excellence is not only achieved but continues to improve patient care and the participants' bottom line. The benefits achieved from each step in the **Cycle of Excellence** are measurable and reportable through SRC's outcomes **database** and reporting tools.

### Consulting Services Program Underway

During the past 11 years, SRC has worked with thousands of surgeons and hospitals from all over the world to improve their standard of care. Extensive knowledge and resources have been gained from the best of the best. We frequently hear from surgeons and hospitals that are interested in seeking SRC's expertise to improve and grow.

To address this need, SRC now offers consulting in areas such as developing new service lines, assisting centers and surgeons that are seeking the Center or Surgeon of Excellence accreditation, and helping applicants prepare for their site inspection. For established programs, SRC provides one-on-one assistance in marketing, training new coordinators, improving follow up with prospective patients, and using data to grow practices and improve patient satisfaction.

### Accreditation Programs Expand

In 2014 SRC inspected 54 facilities and 128 surgeons in 16 states and 8 countries. These inspections resulted in over 150 new designees.

SRC also launched a Center of Excellence (COE) in Pediatric and Adolescent Bariatric Surgery. Bristol-Myers Squibb Children's Hospital and Dr. Ragui Sadek were the program's first designees.

SRC now accredits surgeons and facilities in numerous surgical specialties including bariatric, body contouring, colorectal, hand, hernia, minimally invasive gynecology, minimally invasive surgery, pediatric and adolescent bariatrics, and robotics. Several other specialties will be added in 2015.

SRC's bariatric COE accreditation program gained acceptance and recognition by many of the nation's payors including CIGNA and Aetna.

### **Education Program Launched**

SRC never intended for its excellence programs to be reduced to a certificate. Our programs are designed to establish and maintain a *culture* of excellence. But how can centers and surgeons continue to improve after they gain their designation?

SRC now offers comprehensive training programs that are tailored to meet the specific needs of surgical teams, facilities, and practices – both allied health and surgeons are the target audience. Courses cover a wide range of topics such as developing a quality surgical program, marketing, achieving designation requirements, preparing for site inspection, improving patient safety and satisfaction, and using SRC's outcomes database for research and quality improvement.

### **Patient Data Collection Expands**

SRC's outcomes databases also saw rapid expansion. BOLD is now eight years old and exceeds 600,000 patients. Databases for minimally invasive gynecology and hernia surgery were launched, and a robotic surgery database is currently in development. More than 30 papers were either published or submitted using data from these databases.

### **Alliances Strengthened**

SRC representatives attended conferences in Montreal, San Francisco, and Vancouver to promote our programs and services at conferences held by our partner societies.

At the IFSO World Congress in Montreal, SRC met with numerous SRC-designated, bariatric surgeons and established new relationships with many more. In San Francisco the Center of Excellence and Surgeon of Excellence in Robotic Surgery programs were launched on behalf of SRC's newest partner, the Clinical Robotic Surgery Association. At the AAGL Global Congress in Vancouver, the Society proudly announced that their goal of 100 Centers of Excellence in Minimally Invasive Gynecology had been surpassed sooner than expected.

**Work with SRC to improve your outcomes and bottom line.**

**Adopt SRC's Cycle of Excellence as your program's 2015 resolution.**

**[Contact us](#) today to get started.**