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Building a Center of Excellence for Robotic Surgery Through a Referral Provider Network (RPN)

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**BACKGROUND / INTRODUCTION**

- LVHN is recognized as the region’s largest and most advanced multispecialty Robotic and Minimally Invasive Surgery Program (est. in 2008)
- To remain the premier robotic surgical program in the future, LVHN is developing a Center of Excellence for Robotic Surgery
- **Goal:** To build a stronger relationship with referring providers within a service line (Gynecologic Oncology) as a pilot to help grow and promote the Robotic Surgery Center of Excellence

**METHODS**

**Phases**

1. Determine who Gynecologic Oncology’s leading referring providers are from 2016 - 2019
2. Generate maps showing referring physicians’ and self-referring patients’ locations
3. Obtain and store referring providers’ cell phones in a single place using an app
4. Work with marketing to improve the LVHN website for self-referrals

**RESULTS**

<table>
<thead>
<tr>
<th>Referring Providers</th>
<th>2016</th>
<th>2017</th>
<th>2018</th>
<th>2019</th>
<th>GRAND TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Self</td>
<td>46</td>
<td>75</td>
<td>91</td>
<td>28</td>
<td>240</td>
</tr>
<tr>
<td>Referrer A</td>
<td>9</td>
<td>10</td>
<td>17</td>
<td>11</td>
<td>57</td>
</tr>
<tr>
<td>Referrer B</td>
<td>28</td>
<td>30</td>
<td>21</td>
<td>13</td>
<td>92</td>
</tr>
<tr>
<td>Referrer C</td>
<td>42</td>
<td>10</td>
<td>17</td>
<td>12</td>
<td>83</td>
</tr>
<tr>
<td>Referrer D</td>
<td>9</td>
<td>24</td>
<td>6</td>
<td>59</td>
<td></td>
</tr>
<tr>
<td>Referrer E</td>
<td>26</td>
<td>12</td>
<td>19</td>
<td>7</td>
<td>64</td>
</tr>
<tr>
<td>Referrer F</td>
<td>14</td>
<td>10</td>
<td>14</td>
<td>47</td>
<td></td>
</tr>
<tr>
<td>Referrer G</td>
<td>12</td>
<td>13</td>
<td>7</td>
<td>45</td>
<td></td>
</tr>
<tr>
<td>Referrer H</td>
<td>9</td>
<td>8</td>
<td>10</td>
<td>5</td>
<td>44</td>
</tr>
</tbody>
</table>

**CONCLUSIONS**

- Self-referrals will continue to be the leading source of referrals due to Internet accessibility and consumer involvement in healthcare decisions
- Stronger relationships must be established with providers and patients located farther away from LVHN hospitals

**RECOMMENDATIONS**

- Continuously improve the LVHN website and increase community outreach efforts to areas outside of LVHN locations to better promote the Robotic Surgery Program
- Begin giving phone calls after surgery to referring physicians
- As a next step, assess the impact of the RPN by measuring growth in referring provider patterns
- In the future, consider offering referring providers the opportunity to watch their patients’ surgeries in real-time using InTouch Health’s virtual care devices