

MEDICAL MALPRACTICE IN SOME FORM HAS BECOME THE THIRD HIGHEST CAUSE OF DEATH IN THE UNITED STATES. IT IS ESTIMATED THAT APPROXIMATELY 125,000 PEOPLE DIE EACH YEAR AS A DIRECT RESULT OF HOSPITAL STAFF ERRORS.

EVEN THE **BEST** HOSPITALS ARE NOT IMMUNE FROM MEDICAL MALPRACTICE PROBLEMS. ERRORS HAVE RESULTED **IN CLASS** ACTION AND INDIVIDUAL LAWSUITS, WHICH HAVE REQUIRED HOSPITALS TO PAY OUT BETWEEN 5 AND 6 BILLION DOLLARS ANNUALLY.

THE GREELEY COMPANY HAS BEEN A LEADER PROVIDING **EXTERNAL PEER REVIEW** SERVICES FOR OVER 15 YEARS. WE HAVE RELATIONSHIPS WITH OVER A HUNDRED PHYSICIAN EXPERTS COVERING EVERY SPECIALTY, ENABLING US TO QUICKLY MATCH A QUALIFIED EXPERT TO EVERY CASE REVIEW REQUEST WE RECEIVE. JUST WITHIN

THE LAST THREE YEARS, WE HAVE REVIEWED THOUSANDS OF CASES. WE HAVE HELPED THOUSANDS OF CLIENTS.

Your search ends here.

Greeley
+HCP Pro

THE STAKES ARE HIGH WHEN IT COMES TO PEER REVIEW

WITH THE GREELEY COMPANY, YOU WILL:

- Be confident that your cases are reviewed by the most competent and qualified experts
- Take appropriate actions for cases likely to involve litigation
- Validate the credibility of your peer review program
- Resolve ambiguities and conflicting internal peer review findings
- Diffuse or avoid conflicts of interest and politically sensitive situations
- Measure, improve, and demonstrate quality patient care
- Comply with accreditation and regulatory requirements
- Improve or restore public confidence and attract more patients

- LEGAL RISK
- PRACTITIONER TRANSPARENCY AND ACCOUNTABILITY
- QUALITY OF PATIENT CARE
- REPUTATION
- ACCREDITATION
- MARKET SHARE

It's critical to identify when internal peer review resources are inadequate or compromised and external peer review is necessary . . . And equally critical to partner with the best external peer review provider. In a market in which not all providers are equal and the choices can be overwhelming, that decision can be daunting.

MAKE YOUR DECISION QUICK AND EASY. Trust The Greeley Company to help you with all of your external peer review needs, whether the issue is patient outcomes or medical necessity.

100%

OF OUR CLIENTS SAID THEY WOULD
RECOMMEND US TO THEIR COLLEAGUES.



AS A **FULL-SERVICE EXTERNAL PEER REVIEW PROVIDER** AND CONSULTING FIRM, **THE GREELEY COMPANY** MEETS YOUR **CASE REVIEW NEEDS** AND OFFERS OTHER SERVICES

CASE REVIEWS

The Greeley Company commits to offering you unmatched case review services. We will:

- **MATCH** case review specialty requirements to credible, board-certified, actively practicing physician experts
- **PROVIDE** onsite observation of practitioner technique, skill, or knowledge, when necessary
- **ASSIST** with case selection decisions, when requested, to ensure adequate evaluation—sparing you unnecessary time and expense
- **PROVIDE** assistance with onsite records acquisition, if desired
- **DELIVER** professional, easy-to-interpret reports that contain criteria-based ratings, clear scoring of physician performance issues, and definitive findings and language
- **GUARANTEE** reviews and reports are delivered in the turnaround time promised from the day we receive your case—and expedited, when necessary
- **PROVIDE** post-review support, such as conference calls to clarify findings and determine next steps
- **DEFEND AND SUPPORT** findings—providing witness testimony as necessary—if subsequent corrective action, fair hearing, or litigation ensues
- **COMMIT** to absolute objectivity and confidentiality

OTHER SERVICES RELATED TO PHYSICIAN COMPETENCY EVALUATION

Our team of experts can also provide:

- Ongoing professional practice evaluation (OPPE) and focused professional practice evaluation (FPPE) program design and implementation
- Peer review policy and procedure development and redesign
- Evaluation of credentials files
- Assessment of internal peer review programs and benchmarking relative to the rest of the field
- Expert testimony for negligent credentialing and peer review litigation
- Evaluation of department-wide quality—both physicians and department staff—to minimize organizational risk
- Solutions for managing physician disruptive behavior
- Education and training on peer review and credentialing

Here are some examples of how we have assisted clients facing difficult clinical situations:

- » A hospital VPMA with a provider who was performing colonoscopies in very short overall procedure times requested that we review the cases to determine adequacy of the procedures and to identify abnormal findings for potential ligation risks.
- » A medical staff peer review committee identified a high number of instrumentation-assisted deliveries that a family practice physician with obstetrical privileges had performed and, due to perceived conflict of interest, required our review to determine if the deliveries were appropriate.
- » A cardiovascular peer review committee in a hospital that had recently implemented a cardiovascular robots program asked us to help evaluate the length of procedure time and case selection for its initial robot-assisted cardiac cases.
- » A hospital CEO who received a letter from the Department of Justice regarding compliance with Medicare criteria for use of implantable cardiac defibrillators (ICDs) sought our assistance, through his external legal counsel, to determine the proportion of cases that could be clinically justified.
- » A medical director of a group practice who was concerned about the high proportion of multi-level surgeries with instrumentation that a new neurosurgeon on staff was performing asked us to review a sample of all the neurosurgery cases in the group.
- » A hospital with an older surgeon who has physical limitations from a recent medical condition required our onsite evaluation to evaluate OR staff concerns.
- » Through his captive insurance carrier, a hospital risk manager requested our onsite assessment of the emergency department physicians and nursing staff to assure best practices and to minimize risk.

WHO WE SERVE

The Greeley Company's clients include hospital leaders directly involved in peer review and credentialing decisions, such as CMOs, VPMAs, Directors of Quality, Risk Managers, and Directors of Medical Staff Services. We also serve law firms and in-house counsel who must limit litigation risk for their clients.

OUR REPUTATION AND COMMITMENT

The Greeley Company has been providing external peer review services for over 15 years. We have relationships with over a hundred physician experts covering every specialty, enabling us to quickly match a qualified expert to every case review request we receive. Just within the last three years, we have reviewed thousands of cases for hundreds of clients.

If you have used other providers for your external peer review needs, we suggest you critically evaluate their service and consider The Greeley Company as your new partner. We are confident in our ability to provide exceptional value, and we can point to high client satisfaction rates. In a recent survey, 100% of our clients said they would recommend us to their colleagues. In fact, most of our business comes from referrals!

CONTACT US

Contact us today at **888/749-3054** or e-mail **epr@greeley.com** to discuss your immediate external peer review needs or to learn more about partnering with The Greeley Company. Preferred provider relationships are available to reduce cost and paperwork and expedite reviews.

IN CLASS

EXTERNAL PEER REVIEW

Greeley
+CPro

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