

# Brief Notes

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**Applies to:** All markets

## **Patients To Benefit From Innovative Joint Replacement Program: First-of-its-Kind Surgeon/Insurer Initiative in New Jersey Expands**

Horizon Blue Cross Blue Shield of New Jersey announced today that more patients will benefit from the Joint Replacement Episode of Care Program – being undertaken by its subsidiary company, Horizon Healthcare Innovations. With the addition of three new orthopedic practices, more than 30 joint replacement surgeons in 10 counties will participate in this initiative – which is the first collaborative program of its kind in the state.

First launched in January 2011, the program is designed to improve quality, provide a better patient experience and lower the cost of care for hip and knee joint replacements.

“We are harnessing the power of collaboration and new technologies to drive better care for our members at lower costs,” said Dr. Richard Popiel, President and Chief Operating Officer of Horizon Healthcare Innovations. “Patients are having a better health care experience as a result of this innovative program and our partner surgeons are able to provide more coordinated, efficient care.”

“Successful endeavors between physicians and insurance companies are still rare these days, but our current program with Horizon Healthcare Innovations has been extremely educational and truly satisfying for the members of the Clinical Advisory Panel,” said Dr. Robert C. More of Hunterdon Orthopedic Institute. “As the program has developed and evolved, we are crafting a true partnership based on meaningful dialogue, honest criticism and full transparency from both sides. We are learning that a focus on patient satisfaction and efficiencies will result in not only more cost-effective care, but also the highest possible quality outcomes.”

The orthopedic surgeon in the Episode of Care Program operates similar to a quarterback directing an offense, by leading and organizing the full spectrum of care for a patient’s knee or hip joint replacement.

*(Continues)*

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Ultimately, under this program, one entity will receive a fixed reimbursement to cover all pre-admission care, surgery, hospital stay costs and post-discharge care.

“Tri-County Orthopedics is excited to be a part of this program that will hopefully create a sustainable episode of care model for joint replacement based on transparency, collaboration and desired outcomes,” said Paul M. Lombardi, President of Tri-County Orthopedics and Chief of Joint Replacement at Morristown Memorial Hospital. “In working with Horizon Healthcare Innovations, we will create a more coordinated, effective and positive joint replacement experience.”

“Our common goal should be to reduce costs in health care,” said Dr. Asit Shah of Englewood Orthopedic Associates. “It is refreshing to work with insurance companies in a collaborative effort to achieve these goals while providing the best quality of care for our patients.”

“It is an honor for Brielle Orthopedics to participate in Horizon Healthcare Innovations’ joint replacement program,” said Dr. Joseph Bogdan and Dr. David Rodricks of Brielle Orthopedics. “Together, we hope to identify cost saving measures and improve patient outcomes in a way that can only be evaluated by a systemic based initiative.”

**The three new practices and lead physicians participating in this program are:**

- **Brielle Orthopedics** – Brick, Forked River and Manahawkin  
Joseph P. Bogdan, MD
- **Englewood Orthopedic Associates** – Englewood  
Asit K. Shah, MD, PhD
- **Tri-County Orthopedics** – Morristown and Sparta  
Paul M. Lombardi, MD

Practices instrumental in launching the program and participating since 2011 include:

- Hunterdon Orthopedic Institute
- Reconstructive Orthopedics
- Seaview Orthopaedic Associates
- Shore Orthopaedic University Associates
- Trenton Orthopaedic Group

*Click here* to learn more about the Episode of Care Program and to view participating practices.

For more information on Horizon Healthcare Innovations, please visit [www.HorizonHealthcareInnovations.com](http://www.HorizonHealthcareInnovations.com).