

## COE Survey<sup>TM</sup> Backgrounder

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### Center of Excellence Development

NeuStrategy's COE Survey<sup>TM</sup> model forms the basis for defining and measuring hospital infrastructure to support centers of excellence. Organized to probe core competencies in four key categories, each survey generates analytical data that NeuStrategy's advisors use to develop a national performance benchmark. Participation in COE surveys helps hospitals and healthcare organizations identify strengths and critical program gaps in an objective manner. The surveys includes the following key areas:

> **Programs**—inventories clinical and research programs and sub-specialization to measure the depth and breadth of a hospitals services including use of standards of care to ensure best practice.

> **Staff**—includes a thorough review of physician, nursing, allied professional and administrative coverage, capabilities, and training specific to stroke care.

> **Facility & Technology**—assesses technology and facility real estate, including dedicated or designated patient and physician-friendly facilities, diagnostic imaging and state-of-the-art procedural and surgical capabilities.

> **Business**—underscores the importance of governance, financial support and marketing including systematic operational effectiveness, physician and administrative leadership, communication, marketing and community education.



### Disclaimer

The COE Survey measures self-reported infrastructure to gage a hospital or healthcare organization's aggregate capabilities to foster high-quality patient care environment. It does not measure medical outcomes and seeking treatment at a center of excellence does not guarantee an excellent results.

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