

# OR Manager

The monthly publication for OR decision makers

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Bridging the OR and  
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## SPECIAL SERIES

### Legal and ethical questions temper excitement about AI—Part 1

As part of a special series on artificial intelligence (AI), OR Manager is taking a deep dive into the many facets of this new technology and its impact on patient care. Part 1 and Part 2 of the introduction to AI (May 2019 and June 2019) defined types of AI and described its many current and potential surgical applications. The series has also presented examples of AI in practice: the OR Black Box® (June 2019) as well as an interactive surgical

playbook and a system for quantifying blood loss (see articles in this issue on pages 10 and 12). In part 1 of a two-part article, we examine legal and ethical challenges related to AI.

Artificial intelligence will likely have a dramatic impact on healthcare, including surgery, but the nature of that impact depends on how challenges are addressed. Data management and

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## Performance improvement

### Partner with IT to produce the highest quality data

*"What we have right now, quite frankly, in healthcare are islands—visible islands of excellence in a sea of invisible failures, with risk lurking just below the waterline. We need to widen those islands of excellence. We need to connect these islands with more dry land. We need to address these areas of risk. That is going to require transparency, it's going to require data, it's going to require personal story telling, and it's going to require effective use of health IT."*

by retired airline pilot Chesley Burnett "Sully" Sullenberger, who, on January 15, 2009, landed US Airways Flight 1549 in the Hudson River after a bird strike disabled both engines. All 155 people on the plane survived.

Sullenberger is now a lecturer on the importance of aviation and patient safety.

Safety in aviation has often been compared with safety in healthcare, but nowhere are there more similarities between the airlines and healthcare than in the OR. And nowhere are there more islands of data, processes, and personnel that need to be connected,

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**A BRIDGE TO OR AND SPD PROFESSIONALS**

## Redefining Interim-to-Perm Solutions for the OR and Sterile Processing Departments

**Moab Healthcare is the entrepreneurial success** of co-owners and cofounders James Boyette and Steve Flowers, RN, who want to make it easier for hospitals and healthcare systems to tackle interim-to-perm labor challenges. Moab Healthcare takes a customized approach to all aspects of interim leadership and quality team formation for Surgical Services and the Sterile Processing Department (SPD). In this Industry Spotlight, Boyette and Flowers share insights about their company and how they work with facility leaders to implement flexible solutions that connect them with top qualified personnel and ensure impactful outcomes.

**Q: Tell us about your business.** Moab Healthcare helps the OR and SPDs bridge leadership and labor gaps by providing highly experienced resources for interim management, training, consulting and staffing. We are perioperative focused and

have seen up close the impact on patient safety, surgeon satisfaction, cost, revenue, and retention when the SPD and OR are not adequately staffed, trained, or led. Our passion is to help perioperative leaders bridge those gaps.

**Q: As a relatively new startup company, what is your value proposition?**

Before launching Moab Healthcare, we were with one of the largest surgical instrumentation management companies as well as one of the largest sterilization equipment manufacturers. We saw firsthand there was an unmet need in the industry to provide exceptional, highly experienced resources for the OR and SPD—with absolutely no other agenda or need to drive any other product line. Our goal was to remove the “fox from the henhouse.”

We say frequently that we envision ourselves much like talent agents in the film, TV, or sports industry. With Moab Healthcare, hospitals can find the A-list interim-to-perm leaders who best fit their story. And for the supporting cast, Moab Healthcare offers the contingent team members who will help execute the script. Whether it is thoroughly vetted certified Sterile Processing Technicians, Scrub Technicians, or perioperative RNs, we help find and provide the right talent that the leadership in the OR and SPD needs to be successful managing the departments.

**Q: What inspires the services your company offers?**

We chose Moab Healthcare as the name of our company because we've always been inspired by the arches in Moab, Utah. Arches are natural bridges that symbolize what we want to achieve as an OR and SPD resource consulting and staffing firm. Like arches, the solutions we provide to bridge leadership and labor gaps are organic and lasting.

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This inspiration drives all of our solutions. Time and again, we witness hospitals promoting under-qualified individuals into SPD leadership roles. Compounded with departments that are routinely understaffed, organizations are forced to reach out to staffing firms that likely do not focus on SPD personnel. We have seen this situation result in further increase of non-experienced personnel contributing to an already back-logged, error-prone SPD setting. We often refer to the SPD



as the “engine” of the OR. As with most engines, the SPD also needs periodic care and maintenance.

In addition to our support teams, we offer resources to provide consulting services in the SPD. Who better to assess “under the hood” than an industry expert? Moab Healthcare helps hospitals by matching an organization’s challenges with the talent and expertise required to make a positive impact. Our vision is to become one of the industry front runners in supporting perioperative leaders and their teams. That’s why our passion for helping hospitals in those moments of interim leadership and quality team formation also applies to Surgical Services. Moab Healthcare recruits a team of exceptional surgical leaders with a vast amount of experience and knowledge, as well as OR RNs and Certified Scrub Techs.

**Q: What differentiates your services from the competition?**

Moab Healthcare has two different competitors. The first is healthcare staffing and placement agencies. Quality is the primary differentiating factor. Unlike most all healthcare staffing firms, Moab Healthcare has a simple niche focus: the perioperative space (OR and SPD). As perioperative professionals and industry insiders with over 50 years’ combined experi-

ence, we know our space and provide the right talent to make a difference for hospitals in need.

The second type of competitor is healthcare management and consulting companies. Compared with our competition, Moab Healthcare’s only focus is matching talent to needs, versus some company’s strategy of resource placement to help drive other revenue streams they may offer. Our niche focus promotes a more collaborative partnership.

**Q: How would you describe your leadership style and core values?**

Lead by example. Work harder than anyone. Communicate vision in detail. Collaborate with team members. Empower others to grow. NEVER sacrifice patient safety! Cultivate a culture of fun and family.

**Q: What do you look for when evaluating how your company can help a hospital or healthcare system?**

Moab Healthcare is looking to partner with hospitals and healthcare systems whose leadership shares Moab’s philosophy that if you invest in the right talent and resources as a primary strategy to promote sustainability, quality, and patient safety, then many of the peripheral OR and SPD concerns and issues are subsequently resolved. Organizations

## CASE STUDY

**The problem.** A large level 1 teaching institution was struggling with common issues in sterile processing that had led to massive backlog and errors. The facility leadership had previously contracted multiple suppliers, including a full outsource, to address the challenges. These efforts did not produce their desired outcomes. When the facility finally connected with Moab Healthcare, the majority of its SPD workforce was from multiple healthcare staffing firms. Many were not certified and had minimal experience.

**The solution.** The facility was struggling to find trained and certified staff and leaders for its SPD. Moab Healthcare was able to rapidly deploy more than 20 certified, experienced, and thoroughly vetted resources to meet the organization's specific needs.

**The result.** Partnering with Moab Healthcare helped to stabilize the department and significantly decrease dependency on outside staffing firms, which resulted in major cost savings and quality improvement.

that can benefit the most from our offerings have regulatory risk, are utilizing multiple staffing firms with poor results, have low surgeon satisfaction and migration due to significant issues in SPD, face department leadership gaps, and lack training and education for staff. Our ability to communicate on a peer-to-peer level and

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make a deeper dive to match talent to needs are the game-changers hospitals need to ensure getting the results they want.

**Q: What solution that your company offers are you most excited about right now?**

We get really excited about helping hospitals with A-list interim leadership for the OR and SPD. Moab offers an innovative approach to solving an old problem, which is helping organizations find the right resources for the job. Our approach may be extremely niche; however, that's exactly the focus needed to elevate performance and achieve impactful outcomes.

**Q: What is one piece of advice you can offer to a facility leader who is considering labor management and consulting services?**

Our advice is simple: Engage a partner that does exactly what you wish to accomplish. Consider the motivation of the company you may award the consulting service to. Is the company's core business top talent for support, or is it other product lines? Does the company sell other product lines that will conflict with your primary need of A-list resources?

**Q: How do you see your company evolving over the next 5 years?**

The industry is trending toward standardization of instruments, devices, and products. This will allow hospital systems to better control quality and cost by centralizing sterile processing.

INDUSTRY  
SPOTLIGHT  
Moab Healthcare



JAMES BOYETTE AND STEVE FLOWERS, RN

Predictive analytics will be more utilized to streamline workflow, and although artificial intelligence hardware will begin to replace some aspects of sterilization methods, the human element will continue to be the driving quality factor in sterile processing. Moab Healthcare will embrace evolving technologies while maintaining focus on the human capital.

For more information about Moab Healthcare, email [info@moabhealthcare.com](mailto:info@moabhealthcare.com) or visit [www.moabhealthcare.com](http://www.moabhealthcare.com).



## EDITOR'S NOTE

OR Manager's Industry Spotlight series features both established and rising company leaders and asks them questions about their service and product offerings, how they enhance perioperative performance, their competitive differentiator, and what inspires them.



# Resources you can **trust.**

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*Leadership, consulting & staffing for your OR and SPD*

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*Curated by Perioperative Professionals*

www.moabhealthcare.com.