



Do Not Let the Hard Times Get You Down



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As we come up on two years of the COVID-19 pandemic, it is hard to remember a time in which COVID was not affecting our lives or our department. As it waxes and wanes, we find ourselves continuing to tackle operational and financial challenges in the department. Regardless of those challenges, we continue to expand, invest and innovate to keep the department functioning at the highest levels possible. Our new faculty provide the growth and fresh ideas to help us expand. Our investments in the sports arena help us rebuild our sports volume and build brand awareness. Finally, our investments in technology and automating the way our patients get access to our clinical team pave the way for future growth and a better patient experience.

First, several new clinical faculty members joined the Department in the past year. In the Adult Reconstruction Division, we welcomed Dr. David Tarity in September 2021. He completed a fellowship in adult reconstruction and joint replacement at the Hospital for Special Surgery in New York City before joining their clinical faculty for several years. Dr. Tarity is now practicing at Penn Presbyterian Medical Center. The Hand Division also added a new faculty member with Dr. Andrew Sobel joining us in September 2021 from St. Luke's in Allentown. Dr. Sobel is dual fellowship trained in hand and microsurgery as well as trauma and sees patients at Pennsylvania Hospital and Valley Forge. We continue recruitment efforts to replace faculty members who departed for other opportunities in the divisions of Adult Reconstruction, Ortho Trauma, and Shoulder & Elbow. All of these recruits are key as we look to grow our presence across our region and increasingly, the nation.

The department has also made significant investments in the last year to increase our provision of sports care in the Philadelphia market. In the professional sports arena, we

continue our status as the official healthcare provider of the Philadelphia Flyers, which has been in place since January 2020. As the NHL has finally resumed a "normal" season in 2022, it's been great to see Penn Medicine's name on the boards and on the ice! Additionally, US Squash has also partnered with Penn Medicine as its official health system after moving to its new home in Philadelphia at the world's largest community squash center. On the collegiate level, Penn Medicine was recently named the official orthopaedic provider for Drexel University Athletics, providing medical care for nearly 500 student athletes across 18 different teams. Finally, at the local level, Penn Medicine is excited to have signed on as the official medical partner of the Blue Cross Broad Street Run, the nation's largest ten-mile race. The race will return to the first weekend in May in 2022 for the first time since 2019, and we know Penn Medicine will be well represented!

Our third strategic investment is the expansion of our digital presence in the Philadelphia market. Traffic to Penn Orthopaedics' website is up over 200% in the last two years, due in part to the addition of services like online scheduling and increased provider reviews. As a consumer-driven specialty, orthopaedics patients tend toward convenience and access when scheduling appointments. Our investment in the DocASAP platform allows for just that - patients can choose to schedule an appointment online for a given location, body part, or provider with as few clicks and calls to the Access Center as possible. We can also leverage this platform to route patients toward our new faculty and advanced practice providers with more availability to grow their patient panels. We have also invested in online reputation management services to ensure that our providers have as many fair, verified reviews as possible available through search engines like Google.