Scott Stevens
The University of Tennessee

An Independent
American Board of Vascular Surgery

Scott Stevens
The University of Tennessee

Brand Our Specialty
Maintain a Leadership Position
for our Patients

No Disclosures

“A Scheduled Heart Attack”

Why in the world?

Creative Disruption
Creative Disruption

- Amazon .... Borders books
- Toyota .... Detroit
- Fidelity .... Stock broker
- Orbitz, Expedia .... Travel agent

Paralysis = Achilles Heel

High achievers: most vulnerable
Focus on high ROI

Harvard School of Business

Professor Clayton Christensen

Thinkers 50
Most influential thinker

The Economist
World’s leading management guru

Forbes
The most influential business theorist of last fifty years

The New Yorker
The most influential business thinker on earth
Recipe for Failure

- Cardiology - peripheral
- Critical Care - type B dissection
- IR - embolize bleed
- Wound Center
- Hospitalists - DVT
- Podiatry - toes

Recipe for Success?

Job to be Done

- Focus on what the patient needs
- Don’t frame them by our attributes

What Job Do Our Patients Hire Us For?

....To fix their broken blood vessels

Stay Relevant to our Patients

- Best methods available
- ....To fix their broken blood vessels
Book Another Case
Discover new and emerging therapies

RVU
Champion our patients

Strengthen existing skills
Develop new skills and competencies

Downturn in Business

Independent ABVS
Agile
Responsive to change

“It is not the strongest of the species that survives, nor the most intelligent, but the one most responsive to change.”
-Charles Darwin
Independent ABVS

Asymmetric advantage

Independent ABVS

Perspective
Motivation
Skill

An Independent American Board of Vascular Surgery

Control curriculum
Disease process centered
Outcomes driven

An Independent American Board of Vascular Surgery

Agile
Brand our specialty
Champion our patients

“Nothing is More Powerful Than an Idea Whose Time has Come”

An Independent American Board of Vascular Surgery