

Researching the Profitability and Necessity for an Orthobiologics Center for the Lehigh Valley Orthopedic Institute (LVOI) at Lehigh Valley Health Network

Matthew Barraco

Jennifer Roeder MBA

Jennifer Burrell MHA

Chelsea Evans DO

Follow this and additional works at: <https://scholarlyworks.lvhn.org/research-scholars>



Part of the [Medicine and Health Sciences Commons](#)

This Poster is brought to you for free and open access by LVHN Scholarly Works. It has been accepted for inclusion in LVHN Scholarly Works by an authorized administrator. For more information, please contact LibraryServices@lvhn.org.

Researching the Profitability and Necessity for an Orthobiologics Center for the Lehigh Valley Orthopedic Institute (LVOI) at Lehigh Valley Health Network

Matthew Barraco; Jennifer Roeder, MBA; Jennifer Burrell, MHA; Dr. Chelsea Evans, DO

Lehigh Valley Health Network, Allentown, Pennsylvania

Background & Objective

- What is Orthobiologics?
 - Orthobiologics or Regenerative Medicine is the use of one's own cells and organic material used to stimulate cell growth in a way that can repair physical damage.
 - Regenerative Medicine can be done in several ways
 - Platelet-Rich Plasma (PRP) – Our focus
 - Bone Marrow Aspirate Concentrate (BMAC)
 - Mesenchymal Stem Cells (MSCs)
 - PRP involves injections of one's own platelets that contain growth factors to promote healing through the production of cells.
 - The age ranges that benefit from Biologics are wide. Young athletes as well as older patients that cannot undergo surgery are candidates.
- **Objective:** To conduct research to make an informed decision about the profitability and necessity of an Orthobiologics Center for the LVOI.

Methods

The following data was collected as was asked for by the mentors:

- Prices of PRP from other practices
- How many other major clinics are there in the area
- The average income of outreach areas that the clinic would attract
- Information supporting Orthobiologics to provide doctors, so they feel comfortable to recommend.
- The demographic that would use Biologics

- Data was presented to the mentors weekly
- Data was critiqued and further tasks were assigned

Data Collection

Data Presentation

Results

PRP Clinics	Osteoarthritis	Osteoarthritis2	Soft Tissue	Specialized
	1 Knee Injection	2 Knee Injection	Hamstring Injection	Stem Cell Injection
Rejuvenate your health	650	1300	650	N/A
Penn	No Response			
Orthopedic Associates of Lancaster	No Response			
Mcshane Sports Med	500	750	500	N/A
Premier Ortho	No Response			
Rothman Ortho	Prices based on Individual Consultation			N/A
Performance Rehab and Regen Medicine	No Response			
Regen Doctors	Prices based on Individual Consultation			N/A
OAA	1,300 base price pending consultation			N/A
Philadelphia Smart Pain and Wellness	1350*	2700*	Consultation Only	N/A
RegeneSpine	950	1700	Consultation Only	N/A
Premier Osteoarthritis Centers of PA	No PRP or Stem Cell Offered			
NERA Spine, Sports and Pain Medicine	689	1378	Consultation Only	N/A
NJ Spine and Orthopedic	No Response			
Regenexx	2,000-3,000	Reduced Price for Both	Same as 1 Knee	7000-13000

Table 1: Local practices and prices for PRP and Stem Cell treatment

Table 2: Average household income of outreach areas that potential LVHN Biologics Clinic would serve

Areas Potential Biologics Clinic Will Reach	In USD
National Average Household Income in Areas with Biologics	69,000
Tilghman Street Location	
Immediate Areas	
Lehigh County	70,000
Fogelsville	100,000
Saucon	80,000
Emmaus	70,000
Berks	66,000
Northampton	70,000
Extended Area (Within 1 Hr)	
Cumberland Valley	71,000
Perry County	70,000
Dickson City	
Immediate Area	
Northeast PA	51,000
Extended Area (Within 1 Hr)	
Putnum County	100,000
West Chester	100,000
Orange County	80,000

Conclusions

- From the data, there would be a benefit of adding an Orthobiologics Center to the LVOI. This is due to the below factors.
 - The number of Orthobiologics clinics in the Northeastern United States is significantly less than in the rest of the United States.
 - There is no clinic of this proposed size anywhere in the Northeastern United States other than in Pittsburgh
 - The clinics that are in the area are smaller private practices that do not have the facilities that LVOI would possess
 - LVOI would capture most of the Biologics market in the Northeast, with its more centralized location, closer to New York, Boston, Philadelphia, and Baltimore
 - The areas surrounding the clinic, according to the average household income, are above the average for other clinics in the US.
 - Therefore, the new clinic would be able to flourish in this area

Future Directions

- LVOI would need approval from Lehigh Valley Health Network for proceeding with this initiative.
- LVOI should engage appropriate departments such as Facilities, Marketing, and Network Development to draft a proposal and business plan that can be presented to Network leadership and eventually the Board of Trustees
- LVOI Orthobiologics Center should be developed to portray high-tech, high-touch, and state-of-the-art care here at home, capitalizing on the uniqueness of this offering in the market

Please use the QR code to access additional research data including individualized data

