



PRESS RELEASE

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FOR IMMEDIATE RELEASE

ORTHOCAROLINA OPENS ORTHOCAROLINA SOUTH PARK

New location to serve as pilot office for customer-focused care

CHARLOTTE, N.C. (November 27, 2017) – OrthoCarolina has opened the doors to its newest orthopedic office OrthoCarolina South Park, located in the heart of South Park. An all-subspecialty office designed to accommodate the growth of its existing Charlotte offices, OrthoCarolina South Park features an interior design and aesthetic layout different from its other locations, intended to be more modern, fresh and inviting. It also offers a clinic framework that puts patient experience at the forefront of the entire process through outstanding service.

“The highest standard of care and patient satisfaction comes from truly understanding customer expectations and enabling employees to meet and exceed them,” said Bruce Cohen, MD, CEO of OrthoCarolina. “OrthoCarolina South Park is going beyond the stereotype of healthcare by exceeding customer expectations when they visit the doctor.”

The model of care at OrthoCarolina South Park serves as a pilot program for OrthoCarolina, which plans to roll out the customer-oriented staff training and standards of excellence to its other 39 locations across North and South Carolina. Designed with modern aesthetics and creature comforts including fruit-infused water, a coffee bar and valet service, the office has implemented technology to create seamless transitions throughout the visit. Additional features include a kiosk check-in and iPad supported patient forms. OrthoCarolina South Park has a six-person concierge team to help manage patient flow and needs, complemented by a highly-trained customer service team empowered to offer consistent first-class customer care.

“Every patient is important to us and deserves an individualized, personalized experience when they walk through our doors,” says Dr. Cohen. “It’s our job to provide them with the best visit possible and it is our hope that by surpassing the boundaries of what is expected OrthoCarolina will create greater desire for patients to return and recommend.”

More at orthocarolina.com/southpark

About OrthoCarolina

With expert physicians and care providers in locations throughout our region, OrthoCarolina is one of the nation’s leading orthopedic practices and your destination for comprehensive orthopedic care.

Our expertise in the areas of foot and ankle, hand, hip and knee, shoulder and elbow, spine, sports medicine and pediatrics to offer a continuum of care unmatched in our region — and throughout the country.

OrthoCarolina. You. Improved.

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