

INOVA

MAGAZINE

JOIN THE FUTURE OF HEALTH



Seema Wadhwa
is Director of
Sustainability at Inova.

DOWN TO EARTH  FALL 2013

*Inova raises environmental
stewardship to new heights*

 INOVA®

Green Is Good
Inova has been leading by example in environmentalism for over two decades.



Getting Fresh
The Buy Fresh Buy Local program, which Inova sponsors, connects customers with locally grown foods.



HEADLINES



RELATIONSHIP-BUILDING

Inova's vast digital offerings provide opportunity to connect

Inova likes to stay in touch. As proof, check out Inova's various social media channels. You'll see interviews with doctors (YouTube), a callout to women for a research study (Facebook) and a link to a news story about obesity (Twitter). Inova also has a variety of mobile apps, including a core Visit Inova app, one for *Inova Magazine* and one for Blood Donor Services that helps donors find blood drives near them.

The idea behind Inova's various online offerings is to reach patients and visitors where they are most comfortable connecting, notes Rob Birgfeld, Senior Director of Digital Marketing and Communications. "The Web has been the primary channel for some time now, and it's shifting to mobile," he says. "Our website is 100 percent responsive, so it shows up beautifully on the phone or tablet. You can visit, learn about our services, sign up for events, watch videos of doctors detailing their passion for medicine, and engage directly with Inova. You can also complete tasks such as paying your bills or accessing your medical records. We want to make sure the Web is convenient, but

also strive to create a real two-way dialogue with our patients."

YouTube is a particularly rich channel for Inova content, notes Birgfeld. It is the central repository for all Inova's online videos, including those shown on CEO Knox Singleton's blog, knoxsblog.com. The 500 videos are organized by hospitals and playlists, and are broken down by subject matter.

Another new social site is inovawoman.org, which gives women the opportunity to share stories and photos, and seek health and wellness information.

Having a conversation with consumers is key to Inova's online presence, Birgfeld notes. "We receive and read as much content from our patients as we publish," he says. "You can chat live with someone, but you can also send us a comment. If you come from inova.org or a social channel, we make it a point to respond to everyone within 48 hours."



JOIN THE CONVERSATION

Checked out Inova's digital offerings yet? Visit inova.org/contactus for a roundup of all social activity including YouTube, Facebook and Twitter. Also, visit inova.org/connect for information about mobile apps.

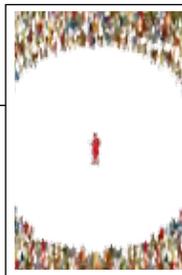
EDITOR'S NOTE

Inova is a pioneer in the field of medicine, exploring the science of genomics and leading the way in the new era of predictive medicine. Through a network of wellness services, Inova Medical Group physicians, healthcare facilities and hospitals located throughout Northern Virginia, Inova is the largest healthcare provider in the Washington, DC, area. *U.S. News & World Report* has once again named Inova Fairfax Hospital the No. 1 hospital in the DC area, and has ranked the hospital No. 19 in the nation for gynecology and No. 35 in the nation for neonatology. With all five of its hospitals ranked among the region's top 15, Inova is leading the future of health. With the area's only Level 1 Trauma Center and Level 3 Neonatal Intensive Care Unit, Inova is home to the nationally and internationally recognized Inova Heart and Vascular Institute (IHVI), Inova Translational Medicine Institute (ITMI) on genomics, Inova Neuroscience Institute, Inova Cancer Institute and Inova Children's Hospital. Inova's mission is to improve the health of the diverse community it serves through excellence in patient care, education and research.

5 Minutes With...
Susan Carroll, Vice President, Oncology Services



The Circle of Health
Inova's VIP 360° program offers premium medical care.



Head Games
The Inova Concussion Program provides education and treatment for head injuries.



REBUILDING LIVES

Trauma Survivors Network recruited for national study

A unique program begun at Inova to provide support to trauma victims is now the subject of a national two-year study funded by the Department of Defense. The Trauma Survivors Network, established in 1995 under the name Rebuild, seeks to help patients and families of serious injury, including spinal cord and traumatic head injury, through the recovery process.

"Each of us is only a second away from being a trauma survivor," says program founder Anna Bradford. "Inova was the first center to devote resources to this program to enable it to grow and develop. Now, it's a prototype for the rest of the country."

Johns Hopkins Bloomberg School of Public Health is studying the program at Inova and five other institutions, which have each received funding to hire a program coordinator. The program consists of personalized recovery coaching and self-management classes; peer visits from those who have suffered similar injuries; and support groups for patients, family and friends.

The goal of the study is to find out if the program is effective at making people more functional following a severe trauma.



LINK IN

To learn more about the Trauma Survivors Network, visit traumasurvivorsnetwork.org or call **1.800.556.7890**.



NEW URGENT CARE CENTER OPENS IN ARLINGTON



Ready to Serve

The new Inova Medical Group and Urgent Care location in Arlington offers a number of services, including travel medicine, flu shots and X-rays.

A new Inova Medical Group and Inova Urgent Care location opened in July in the Ballston neighborhood of Arlington. The healthcare facility provides urgent and primary care for individuals, families and employers in a growing area, notes Loren Rufino, Assistant Vice

President of Ambulatory Services at Inova.

"It's an area we're excited to serve," he says. "Arlington is a community with many families and young professionals. Not only will they have access to Inova primary care physicians, they will also have access to care after hours for problems that arise."

He continues, "The area is also home to a number of businesses, such as defense contractors whose employees have to travel overseas for work. The location offers travel medicine, so these professionals don't have to

travel far for these services."

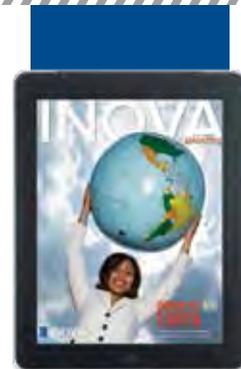
Here's an overview of other services:

- ➔ family care doctors and nurses
- ➔ walk-in and same-day appointments
- ➔ doctors and healthcare practitioners when needed
- ➔ extended evening and weekend hours: Monday through Friday, 8 a.m.-8 p.m.; Saturdays, Sundays and holidays, 9 a.m.-4 p.m. Closed on Dec. 25.
- ➔ Flu shots
- ➔ X-rays
- ➔ Obstetrics, psychiatry and sports medicine services to be available later this year



MEET THE NEIGHBOR

Learn more about the new Urgent Care Center in Arlington at inova.org/ballston.



GONE MOBILE

Inova Magazine is available as a free app for your iPhone, iPad or iPod Touch. Go to iTunes and search "Inova Magazine," or click on the link at inova.org/magazine.

Sign of the Times
Being good to the environment ultimately has an impact on patient care, says Seema Wadhwa, Inova Director of Sustainability.



GR EE N^{IS} GOOD

**Inova has practiced
environmental sustainability
for more than 20 years**

PHOTO BY
DRAKE SOREY

Thanks to the media, pop culture and science, we all know how important it is to be good environmental stewards. But back when Inova hosted the conference “Our Environment, A Healthcare Commitment” in 1992 with the news outlet, *Modern Healthcare*, “being green” typically just referred to a certain Kermit the frog character and his kin. The landmark conference more than two decades ago included industry stakeholders such as the United States Environmental Protection Agency.

Fast forward 20 years. In 2012, the White House invited Inova’s CEO Knox Singleton and Director of Sustainability Seema Wadhwa to participate in “Greening America’s

Hospitals,” a panel discussion that included national leaders in healthcare sustainability. Singleton and Wadhwa explained how the environment’s health is inextricably linked to the health of a hospital’s patients, employees and community, and why sustainability must be a top business strategy for every healthcare provider.

“It’s often hard to catch the connection between healthcare and sustainability. However, it’s there and if ignored, we’re violating the essence of the physician’s Hippocratic oath — to do no harm,” Wadhwa explains. “Sustainability is intrinsic to that promise.”

MODERN MINDSET

Early on, before the environmental movement took hold nationally, Inova recognized its power to affect the environment, both within Inova’s walls and outside in surrounding communities. The Inova organization set up a triage system to assess and reduce its environmental footprint. Areas of concern demanding top priority included recycling, regulated medical waste (RMW) reduction, single-use device reprocessing, energy and water conservation, green purchasing and reducing transportation-related emissions.

During this period, Inova discovered that, like healthcare itself, an effective, comprehensive sustainability program treats acute and chronic conditions first, with one eye always turned to preventive care. Just as preventive medicine gives patients the knowledge to reduce disease risks, minimize hospital visits and decrease healthcare costs, sustainable healthcare helps reduce or resolve environmental dangers, emergencies and financial burdens. And as Singleton explains, it serves a greater good.

“If we don’t take steps to reduce our environmental impact, then much of what we do makes

no sense!” he says. “We can’t continue to pollute the air and then argue that it’s our mission to help patients with COPD, asthma, bronchitis and other respiratory problems. We can’t haul in food from California, with trucks belching carbon monoxide and nitrogen oxide into the air for nearly 3,000 miles, and then tell patients to go outside and ride a bike or take a walk to decrease heart disease and diabetes risks. How we treat the planet today says a lot about how we’ll need to treat our patients tomorrow.”

Strategies to decrease waste and increase efficient energy use also cut hospital costs, which ultimately benefits patients, too. “When we’re more conscious about ordering tests, we avoid excessive duplicate tests — all a big bother for the patient,” explains Ravindra Gupta, MD, hospitalist at Inova Fairfax Hospital and co-chair of Inova’s sustainability committee. “Less testing also means we use less energy, create less waste and reduce patient costs. What’s interesting is that our efforts to test less have deepened our knowledge of best practices for different patient scenarios.”

LEADING BY EXAMPLE

In recent years, Inova has continued to leave a trail in healthcare in the area of environmentalism. In 2011, it co-sponsored the Healthier Hospitals Initiative. The purpose: to encourage hospitals to use their collective sustainability experience, purchasing power and industry representation to speed the process of greening the healthcare sector. Inova has led by example. Here are a few of the environmental actions Inova took in 2012, according to the Inova Health System 2012 Sustainability Report:

- Recycled more than three million pounds of materials last year and reduced its regulated medical waste by more than 237,000 pounds.
- Implemented the EpicCare electronic medical record system, which connects all Inova facilities and allows clinicians to access patient records, share information, track trends in a patient’s health history, and receive alerts on best practices — all done via the Internet and without printing any paper forms.
- Donated more than 75 tons of medical supplies to organizations in need.
- Enhanced its alternative transportation program with options.
- Placed bike racks on all Inova hospital campuses, and employees in a carpool or hybrid vehicle receive preferred parking spaces.
- Incorporated a new Metro Shuttle Bus at Inova Fairfax Medical Campus and a monthly



FOOD FOR THOUGHT

Buying locally grown food keeps precious dollars in the community and along the way promotes better community health and spirit. However, cooking up and chowing down on locally grown foods also represents an environmentally smart decision. Why? Local farmers typically grow cover crops to prevent soil erosion and replace nutrients — a process that also helps capture carbon emissions and control global warming. Buying local also means no semi-trucks will haul in food from far-away fields.

To promote sustainable food choices and local farmers, Inova initiated several significant programs in 2012, beginning with publication of a cookbook called *Sustainable Foods, Healthy Life*. Geared to the Northern Virginia and Washington, DC, area, recipes are broken down by season and feature locally available ingredients. For more information on the book, visit inova.org/sustainablefoodscookbook. To purchase a copy of the cookbook, go to foundation.inova.org/cookbook. Inova is also a sponsor of the Buy Fresh Buy Local program. See page 8.



FASHION FORWARD

In late September, Inova sashayed down DC Fashion Week's Eco-Fashion Show runway to help redefine waste and show fashionistas the potential of everyday items. To be clear, it wasn't Inova employees hitting the catwalk but rather professional models dressed in couture wear created from blue wrap — the recyclable plastic material Inova uses to protect sterilized surgical instrument trays.

The challenge to designers was to style wearable fashions from the blue plastic. The overarching goal was to promote Inova's comprehensive environmental plan while also igniting Inova employee engagement, with workers attending the event and participating in a design contest. "This is a wonderful way to help the community understand how committed we are to the environment," said Seema Wadhwa, Inova's Director of Sustainability. "It's also the perfect venue to prove that waste is not always defined as garbage. So often, by repurposing, reusing and recycling, waste becomes a brand new valuable resource. That's a strong point made when you see some of the beautiful blue wrap designs."

Those who best turned an operating room staple into a fashion inspiration had their designs displayed alongside professional designers.

public transportation stipend at Inova Alexandria Hospital.

- ➔ Revamped its purchasing protocol to prevent the purchase of products containing certain potentially harmful chemicals. These include mercury, lead, PBTs (persistent bioaccumulative toxics), carcinogens, PVC/vinyl, flame retardants, BPA (bisphenol A), VOCs (volatile organic compounds) and latex.
- ➔ Brought on an engineering facilities management firm and system-level Energy Manager to develop broad-scale approaches for better natural resource management.

BUILDING FOR THE FUTURE

The health system's new construction projects present a towering example of its commitment to sustainability.

The new, 11-story, medical/surgical South Patient Tower on Inova Fairfax Hospital's campus represents the first building project in Inova history to have been designed and constructed according to criteria established by the U.S. Green Building Council as part of its Leadership in Energy and Environmental Design (LEED) certification program. Already underway are major renovations in the original North Patient Tower and new construction of Inova's Women's Hospital and Children's Hospital, with both these projects planned for LEED certification.

Designed by healthcare architects Wilmot Sanz Inc., and RMF Engineering, with oversight by Inova's Facilities Management Department, the South Patient Tower's design includes materials

and products that preserve clean air, support the local economy, help lower the building's energy costs and promote conservation of the area's resources. Even waste associated with the tower's construction was intelligently addressed, with 80 percent of the waste diverted away from landfills and into recycling or other uses.

"Every product inside the South Tower was aggressively evaluated so that nothing emits harmful chemicals and gases over time," says Susan M. Walter, Wilmot Sanz Inc., LEED project administrator. "From the ceiling tiles to the floors, from everything on the walls and behind them, we followed the highest possible indoor environmental quality standards."

Whether using bricks and mortar, Internet portals or alternative commuting options to drive environmentally conscious decisions, Inova has consistently proven its keen grasp of the fact that planet Earth's health is intimately linked to human health. The result, says Singleton, is that Inova is not only respected for its leadership in the world of medicine but also for its leadership in protecting the world.

"It's clear that patients today in part choose their healthcare provider on the basis of how it actively promotes environmental sustainability," the CEO explains. "That's true for our patients as well as our employees. For that reason, sustainability is embedded in our mission and this commitment will continue to set us apart as a world-class leader in healthcare." ■



THE SOURCE

To read the 2012 Sustainability Report and learn more about ways Inova is helping the environment, visit inova.org/gogreen.

When Bob Lazaro began working

as Inova Health System’s Community Affairs Executive several years ago, numerous community and patient programs centered on healthy lifestyles were already in place. But Lazaro saw an opportunity for Inova to do even more.

The result? Inova is the only healthcare system in the nation to affiliate with the Buy Fresh Buy Local program as the sponsor of the Northern Virginia Chapter. Buy Fresh Buy Local, a national organization that connects customers with fresh and locally grown food, is partnered with Inova in the city of Alexandria and the counties of Loudoun, Fairfax, Arlington and Prince William. Now in its third year, the sponsorship is consistent with Inova’s vision and mission to link nutrition and lifestyle to overall health, Lazaro says.



“We have a lot of great farms and local farmers markets in Northern Virginia, and this is our

way of connecting the folks we serve with local farmers,” he says. “It has been very well received. We go out to the farmers markets in the summer, bring information about nutrition and health, and sometimes do screenings for blood pressure and body mass index. People ask why we’re here . . . and then the light bulb goes on.

“People want to eat fresh, healthy foods,” Lazaro adds, “and we want them to be healthy.”

HELPING THE UNDERSERVED

People often perceive Northern Virginia as being home to some of the wealthiest communities in the United States, Lazaro notes. And while this may be true, the area is also home to more than 100,000 people who receive food stamps. To make fresh produce — which can often be expensive — more available to this less-affluent population, Inova



WHY BUY LOCAL FOODS?

If each household in Northern Virginia spent \$10 per week of their total food budget on fresh, local produce, it would have a \$414 million annual impact on the regional economy, according to the Virginia Cooperative Extension. But buying local foods also helps to:

- ➔ Safeguard your family’s health
- ➔ Support endangered family farms
- ➔ Protect the environment

takes part in a SNAP (Supplemental Nutrition Assistance Program), matching through its foundation the first \$10 in food stamp purchases at several local farmers markets.

In 2012, its second year, the SNAP Enhancement program matched nearly \$3,500 in SNAP transactions — more than double the previous year’s match — and is on track to exceed that this year, Lazaro says.

“By doing this, Inova is working to help those who are underserved,” he says. “It has also made an economic impact, because that’s \$10,000 over the last two years of purchases that farmers hadn’t had before. It’s a small amount in the scheme of things, but it’s making a difference. And if we can help one family avoid diabetes or help a child avoid obesity, then food is medicine.”

A WINNING STRATEGY

Buy Fresh Buy Local is just one of Inova’s many health, nutrition and sustainability programs, which also include Partnership for Healthier Kids, FUN (Fitness and Understanding Nutrition) and SNAP, and a variety of cooking classes. Through public and private partnerships, Inova distributed 62,000 local food and wellness guides over the last two years, which highlight this programming as well as access to local foods and other community resources.

“We’re not-for-profit, so our investment is on Main Street, not Wall Street,” Lazaro notes. “We want people to be healthy regardless of where they choose to go to a hospital. Obviously we’re very proud of what we do to treat the sick, but it’s important as an organization to keep people healthy.” ■



NATURAL CHOICES

To learn more about the Buy Fresh Buy Local program, visit inova.org/buyfreshbuylocal.



PHOTOS: DRAKE SUREY

SUSAN CARROLL

Vice President, Oncology Services at Inova

Inova Comprehensive Cancer and Research Institute (ICCRI), which is scheduled to open in 2016, will be unique in the Washington, DC, metro area. The seven-story, freestanding facility will house a team of cancer providers who will work together to coordinate care for cancer patients. ICCRI will also partner with Inova Translational Medicine Institute (ITMI) on genomic research. Susan Carroll, Vice President of Oncology Services, explains.

JUST ONE QUESTION...

HOW WILL ICCRI INFORM CANCER CARE THROUGHOUT INOVA?

Care protocols and access to specialists and researchers throughout all of our hospitals and our cancer care providers will be available. Even if you are getting treatment for lung cancer, say, at another location, you will have access to the research and protocols that this flagship facility will have.

WHAT MAKES ICCRI DIFFERENT FROM OTHER CANCER CENTERS?

Our vision is to be able to approach cancer care in a multidisciplinary fashion, so patients are being taken care of by a team of providers. These include medical oncology, radiation oncology, surgeons, a radiologist, nurses and social workers. A patient can make all his/her appointments in one day. But it's not just about patient convenience; it's also about when the care team, made up of three to seven physicians, is working together on the care plan for the patient, everything is coordinated.

TELL ME ABOUT THE RESEARCH ANGLE.

Our research endeavor is linked tightly to ITMI. Many cancer treatments now and in the future are using genetics and genomics to treat the patient. We are partnering with Inova Translational Medicine Institute to provide those types of resources to patients and physicians. Also, there will be a wing devoted to phase I clinical trials. Patients currently have to leave the Northern Virginia area for this.

ANY OTHER RESOURCES ICCRI WILL PROVIDE?

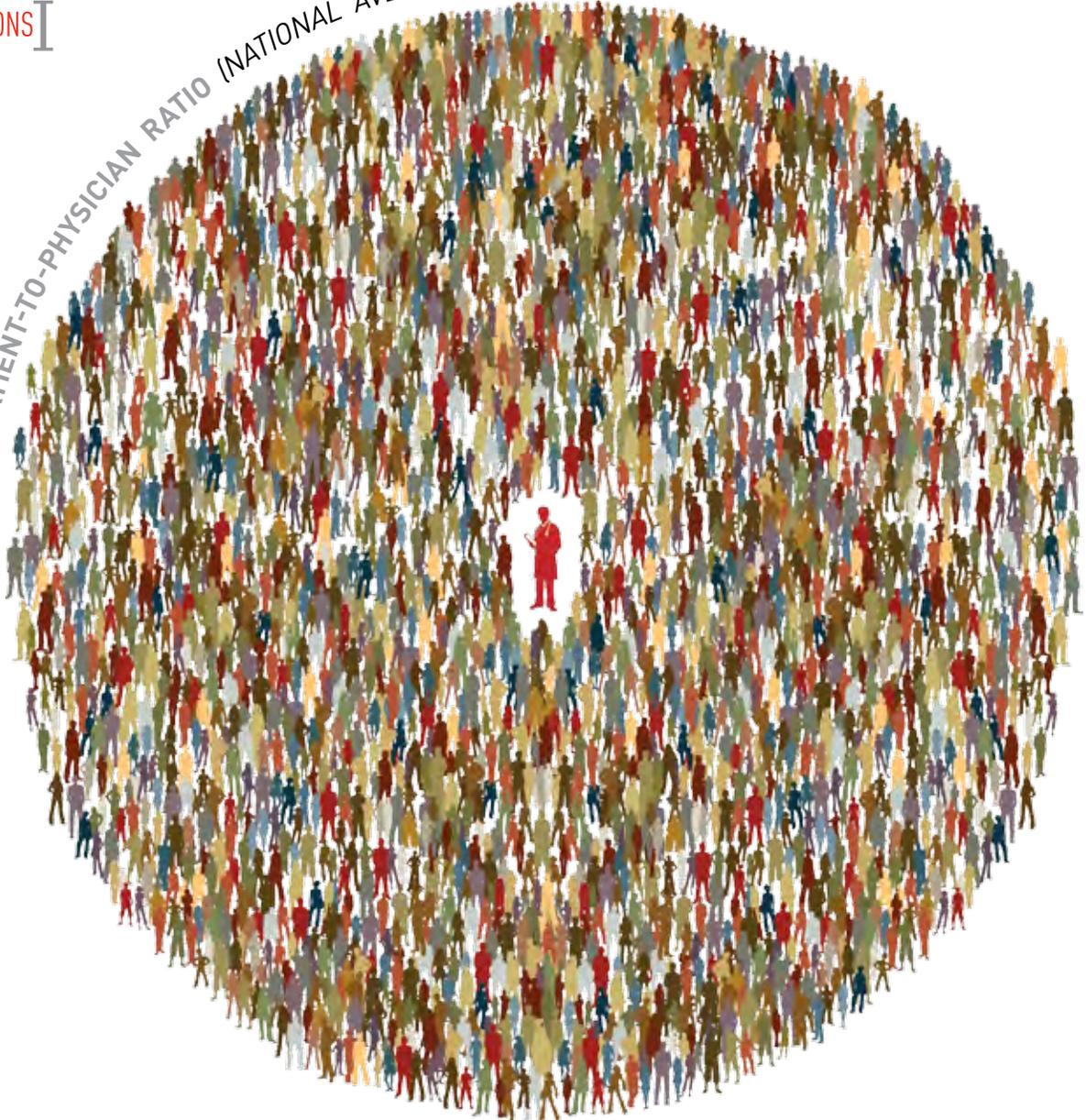
The facility is about prevention, diagnosis, treatment and psychosocial supportive care. All of those elements will be there. It's not necessarily a cancer treatment center, but a center that focuses on preventing cancer and educating the community on preventing cancer, along with treating and continuing to care for the patient after their treatment is done. ■



A PERSONALIZED ATTACK

Inova strives to provide the best cancer care available to each individual. Find out more at inova.org/cancer.

PATIENT-TO-PHYSICIAN RATIO (NATIONAL AVERAGE): 2,500 TO 1



the C I R C L E

Inova's VIP 360° delivers preventive, proactive medical care

Andrea Therrien, 33, wakes up to a triple-packed whammy of kisses and giggles — all before she thinks about a cup of coffee, diaper changes or the routine explanation of which shoe goes on which foot. This is Therrien's life, as mom to three little girls ages 1, 3 and 5, and she wouldn't change a thing.

However, when Therrien was diagnosed with a

manageable yet chronic medical issue, things did change. Her own healthcare moved high on the priority list, which meant finding a trusted physician who could work with a mom's busy schedule. Therrien can't put life on hold to wait weeks for a doctor's appointment or hours for a physician's return call.

The solution was to enroll in Inova's VIP 360° program, a primary care practice located on the Inova Fairfax Hospital campus. The program



of HEALTH

offers specialized services for an additional cost (also known as concierge or boutique medicine). Therrien’s primary care physician is Laura M. Balda, MD. “If I don’t even have time for a phone call, I text Dr. Balda and she responds right away,” Therrien stresses. “Sometimes we handle things by phone, because she knows me so well. Other times she has me come in, but there’s no sitting around in the waiting room. So I don’t have to rearrange the girls’ entire day.”

24/7 PERSONALIZED CARE

Therrien’s one-on-one relationship with Dr. Balda is possible because Inova 360° maintains a low patient-to-physician ratio — no more than 400 patients per physician. The national average is 2,500 patients per primary care physician. Estimates suggest that providing acute, chronic and preventive care for 2,500 patients requires 21.7 hours per day — an impossible time constraint. To provide the minimum necessary care needed, an

Girlly Girls

When busy mom Andrea Therrien was diagnosed with a chronic disease, she opted to enroll in the VIP 360° program. She gets prompt physician attention when she needs it.



PHOTO: DRAKE SOREY

average physician visit is 15 minutes, barely enough time to assess acute symptoms, leaving no time for preventive care. Inova created the VIP 360° program to return the patient-physician relationship where it belongs, to one with unprecedented focus on in-depth wellness education.

“Preventive care is about empowering the patient with knowledge, because the more knowledge you have the healthier you are,” says Maggie Hayford, RN, Manager of Inova 360° Services. “What’s important to remember is that preventive medicine is a process, with the physician and patient working together to reduce the risk of disease, prevent hospitalization and achieve a longer, more productive life. This takes commitment, time and follow-through.”

For example, Hayford describes a scenario where a VIP 360° patient comes in with a cold and although completely unrelated, the doctor knows this patient also suffers from hypertension. “Your physician has time to treat your runny nose but to also discuss that high blood pressure. How is your diet going? What about exercise?” she says. “These aren’t questions relegated to an annual physical. We believe it’s an ongoing conversation.”

In this way, Hayford adds, the physician becomes a patient advocate, overseeing individual treatment needs and initiating customized preventive care plans. Those plans may involve calling in any number of Inova healthcare experts,

SOPHISTICATED MEDICAL RECORDS SYSTEM

“I know my patients very well. I know who they are, what their individual health situation is, and I have immediate access to their charts from any Internet portal, whether I’m in the office or not,” explains Laura M. Balda, MD, team physician Inova 360° Services. “If a patient calls me on Saturday night with a question, I have their medical record at my fingertips. That often allows me to answer

questions, adjust medication or call in a prescription right then and there, which saves my patients time and worry.”

The medical record system Dr. Balda refers to is EpicCare EMR, the nation’s premiere electronic medical records system. The system links Inova’s five hospitals and outpatient treatment facilities, delivering complete integration of each individual

patient’s healthcare record and giving all Inova doctors, nurses and key healthcare personnel access to a patient’s most current medical record. In addition, EpicCare offers patients full access to MyChart, the patient’s Internet portal, to connect with their doctor, schedule appointments, request prescription refills and review their electronic medical records.

Laura M. Balda, MD, team physician, Inova 360° Services



including doctors, nurses, specialists, a fitness trainer and a nutritionist.

THE VALUE OF PREVENTIVE MEDICINE

If anyone understands the value of preventive medicine, it's Dan McClain. When McClain enrolled in the VIP 360° program two years ago, he was 54, overweight, out of shape and taking four medications to control his type 2 diabetes. He'd reached that point where he could no longer ignore his health — not if he wanted to enjoy retirement someday.

Today, after the Inova 360° team helped McClain shed 60 unwanted pounds and begin an exercise program, his diabetes is under control, he takes only one medication, and as he puts it, "I'm in better shape now than I was 30 years ago. I'll carry diabetes with me for the rest of my life. But I'm in a much better place and having a lot of fun."

McClain's VIP 360° experience began with his physician,

John Pace, MD, lead physician, Inova 360° Services. Dr. Pace identified McClain's health issues and then expanded the team. He brought on board Dr. Balda for weight control and a fitness trainer for an individualized exercise program. "The team helped me stay on point," McClain says. "But what impressed me most was how everything was geared to my own needs as a busy 50-something executive and not some 20-year-old training for the Olympics. The program is realistic, so I've stuck with it and it is continuing to work for me."

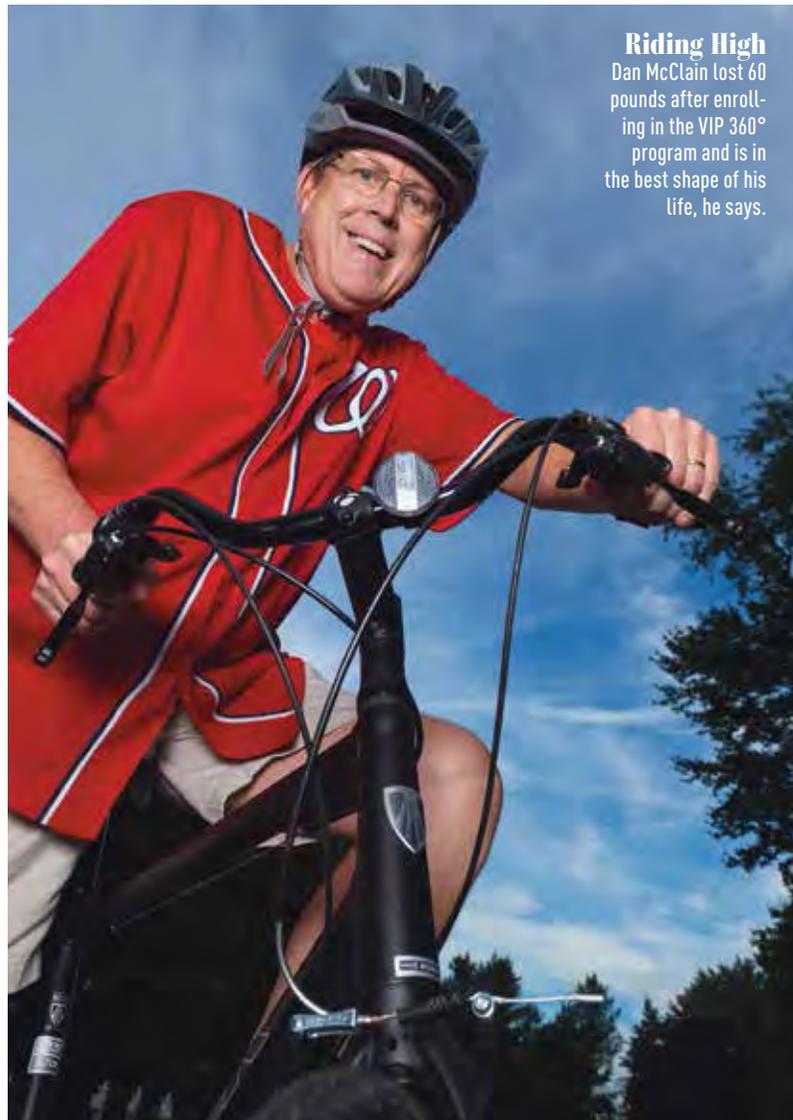
McClain often mentions that his VIP 360° investment is one of his smartest moves. "We're already seeing how cost-effective VIP 360° is, with the emphasis on preventive healthcare resulting in

reduced medications, fewer hospital visits, fewer missed days at work and more days feeling great," says Dr. Balda. ■



BE A VIP

Learn more about Inova VIP 360° at inova.org/VIP360. Find more about Inova Corporate 360° at inova.org/corporate360.



Riding High

Dan McClain lost 60 pounds after enrolling in the VIP 360° program and is in the best shape of his life, he says.

EXECUTIVE HEALTHCARE SCREENING

While Inova VIP 360° targets the individual patient, providing comprehensive and individualized acute, chronic and preventive healthcare, Inova Corporate 360° offers an annual executive healthcare screening program that assesses healthcare needs during a comprehensive five-hour physical exam that includes in-depth discussions concerning preventive health, fitness and diet. Both programs together encompass Inova 360° Services.

The Inova Corporate 360° program includes a comprehensive, half-day physical exam geared to busy executives who do not have time for multiple physician appointments that cumulatively equal a five-star physical exam. The evaluation includes medically indicated tests based on a patient's age, risk factors and demographics. This encompasses ancillary tests, such as laboratory studies, X-rays, vision and hearing assessments, a pulmonary function study and a stress test with a board-certified cardiologist in the room for immediate test interpretation. Generous amounts of time allow for conversations with the physician and nurse as well as a fitness trainer or nutritionist.

As with the VIP 360° program, extensive education is provided to help these executives attain or maintain good health. Annual screenings allow the Inova 360° team to provide comparative data that can incentivize the executive to maintain a healthy lifestyle or adopt new behaviors that promote health and wellness. The extensive time spent with each executive allows the physicians to identify issues that may have gone unnoticed or seem unrelated.



HEAD GAMES

Inova tackles preventive care

Fall is an active time for young athletes, whether on the field, court or track. And that means a greater risk of head injuries. The team of physicians, nurses, therapists and clinical support staff of the new Inova Concussion Program is ready to help educate and guide the community through concussion awareness and safety.

“We’re unique in that our concussion program

includes a panel of physicians, trainers, coaches and parents from our community and from our Inova Medical Group,” explains Robert Theis, Executive Director of Inova’s Neuroscience Program. “In this way we collaborate with our community to achieve the strongest knowledge base possible and to implement the latest, evidence-based treatment protocols.”

RAISING AWARENESS

Inova recently created the Concussion Program, led by John W. (Jack) Cochran, MD, FACP,

FAHA, to raise awareness of what a concussion is and how to diagnose and treat a concussion properly. “We’re actively educating the community because a concussion diagnosis is sometimes missed, and when it is diagnosed, too many athletes head back into the game before they should,” says James Ecklund, MD, Inova Medical Director of Neurosciences and a member of the NFL Players Association concussion committee. In addition to medical experts, the Inova Concussion Program routinely reaches out to community coaches, trainers, parents and athletes of every age.

Concussion affects an athlete’s memory, processing speed, attention and reaction time. The Concussion Program utilizes evidence-based guidelines to help determine both a realistic diagnosis as well as recovery progress for a patient. The program also emphasizes navigating a patient through a process of care, and uses American Neurology Association and CDC Concussion Guidelines to determine the timing of a patient’s return to play.

PRE-TESTING

In addition, the Concussion Program provides pre-testing for athletes at sporting events and on site. “Professional leagues, college teams and some high schools are doing this now, but we want all kids to have access to pre-play testing if they’re in a significant contact sport,” Dr. Ecklund stresses. “We’re working with trainers and schools in our community to explain the test’s importance and to offer the service.”

While Dr. Ecklund remains committed to improving the way concussions are diagnosed and treated, he also respects the warrior spirit and other positive elements that athletics bring. “My hope is that we can better protect and educate our athletes, so they take

appropriate and well-informed risks.” ■



BE A PART OF THE TEAM

Consider supporting the new Inova Concussion Program by giving to the Inova Health Foundation. Visit inova.org/foundation or call **703.289.2072** to find out more.

ONLINE CONCUSSION FACTS

The Inova Concussion Program offers quick online access to concussion facts and treatments. Simply go to inova.org/concussion. After reviewing information on the concussion page, you can call the brightly highlighted red phone number, **703.776.4700**, for further information or if you would like to discuss an educational program. The Program offers a network of providers and a nurse navigator who helps patients get to the right place at the right time. If you think you have a concussion, call **703.776.4700** or walk into any Inova Urgent Care Center.

Smooth Moves

Mystics Guard Ivory Latta is a health ambassador. When she talks about nutrition and exercise, it has an impact on kids.

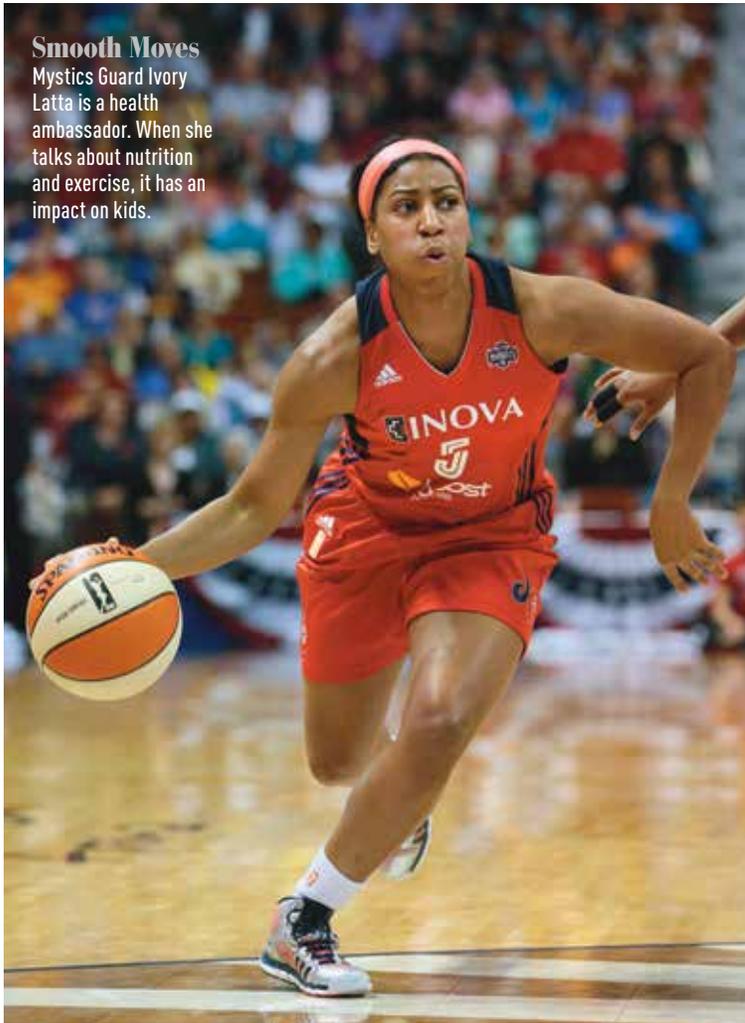


PHOTO: © TIM CLAYTON/CORBIS

MYSTICS POWER

Inova is taking proactive steps to educate the community about preventable illnesses. Emphasis on the “pro.” The health system partners with the Women’s National Basketball Association (WNBA) team, the Washington Mystics, to teach children about health.

“These athletes are the best possible health ambassadors,” says Rod Williams, Vice President of Community Affairs for Inova. He adds that a positive message about nutrition and exercise from someone like Mystics guard Ivory Latta carries weight with children.

Inova and the Mystics first teamed up to promote health and wellness back in 2010. Together they’ve created educational programs and projects for such challenges as childhood obesity, women’s heart health and breast cancer. The partnership also gives Inova an opportunity to positively affect children’s health through NBA and WNBA Youth Basketball Camps. Members of the Inova Concussion Program attended these camps and spoke to children and youth directors about concussion awareness and resources offered through the program. In addition, as part of the Mystic’s fifth annual breast health awareness auction, the organization raised more than \$26,000 in 2012 to benefit research at Inova Breast Care Institute.

Recently, Inova Neuroscience Institute bundled a Sports Concussion Continuing Medical Education (CME) session with brunch and a Washington Mystics game at the Verizon Center. In this case, the “fans” included neurologists, neurosurgeons, interventional neuro-radiologists, emergency physicians, residents, physician assistants, nurse practitioners and medical students.

HOUSE CALL OF THE FUTURE

To know the future of primary care, you have to go back to the past — to the time of house calls, says Z Chris, MD, Medical Director, Inova Medical Group.

“In the future, patients will see doctors coming to them once again, but in a very high-tech, high-touch way, using e-visits, or electronic visits,” he explains.

Imagine plugging a device into your smart phone that allows your physician to monitor your heart rate and blood pressure, or stepping on your Wii so the doctor can check your weight. These are all possibilities, he points out. “A high-resolution camera may snap a picture of your child’s abrasion to determine if they need stitches, or peroxide and a Band-Aid,” he adds. “It’s all very familiar — but high-tech in its delivery.”

Doctor’s offices will also look different in the future, Dr. Chris says. Gone will be waiting rooms and exam rooms. “Instead, you may find a large, open workspace with doctors and clinicians monitoring screens of data being relayed from patients, hospitals and other care facilities, even from the treadmill you’re using at one of Inova’s future wellness centers,” he notes.

He adds that doctors’ offices will have fewer exam rooms, since patients will only travel to see their doctors maybe once a year. “Patients will have access to their physician whenever they need, only the access is digital,” he says.

IT’S PRIMARY

Find a doctor at inovamedicalgroup.org.

PERSONALIZED JOINT CARE

The Department of Orthopedic Services at Inova Fairfax Hospital in August began conducting basic, clinical and translational research in orthopedics using genomic technologies. This research will assist both patients and clinicians in identifying better treatment options for a variety of orthopedic conditions, including complications related to joint replacement surgery.

“Our research goals include, but are not limited to, the use of patients’ genomic information to develop personalized treatment plans for those needing total joint replacement surgeries, and discover diagnostic markers to predict and prevent any possible postoperative complications,” says Tapas Sengupta, PhD, Director, Molecular Orthopedics. He will lead the research team under the direction of Mark Theiss, MD, Inova Fairfax Hospital Orthopedics Chairman and Inova Medical Group Orthopedics and Sports Medicine physician.

The research will allow Inova physicians to customize the best implant material for each patient based on his or her genetic makeup to help prevent joint revision surgery. It will also permit physicians to customize certain drug therapies for patients that will help guard against bone deterioration so the joint remains intact longer. Dr. Sengupta, who joined Inova in 2010, previously co-founded and directed a molecular orthopedics program and lab at Weill Cornell Medical College and Hospital for Special Surgery in New York City.

FIND OUT MORE

If you would like to learn more about the program, participate in the studies or donate, call **703.835.4181** or email tapas.sengupta@inova.org.

Five out of

Inova is the only local health system with all five of its hospitals to be ranked among the DC region's top 15 by U.S. News & World Report.



Inova Alexandria Hospital



Inova Fairfax Hospital



Inova Mount Vernon Hospital



Inova Loudoun Hospital



Inova Fair Oaks Hospital

No matter where you live in the Washington, DC area, you can trust that world-class healthcare is just right around the corner at any one of Inova's five hospitals. U.S. News & World Report has also ranked Inova Fairfax Hospital the #1 hospital in the DC area for the second straight year, and it's the only hospital in the region to be ranked among the nation's best in women's and children's care.

At Inova, we are leading the future of health. Learn more at inova.org/usnews