

# INOVA

MAGAZINE

JOIN THE FUTURE OF HEALTH



## STRONG SIGNALS

SPRING  
2016

*Deep brain stimulation  
restores patients'  
quality of life*

**Strong Signals**  
Deep brain stimulation offers hope for people with movement disorders.



**The Future of Health Times Two**  
Inova Women's Hospital and Inova Children's Hospital are open and ready to serve.



# HEADLINES

## Know Your DNA

*Inova expands testing options for gene mutations linked with cancer*

Technology has come a long way in the arena of genetic testing, and Inova is keeping pace. As proof, its Cancer Genetic Counseling Program can now test a patient for mutations within multiple genes in a single screening panel. "Many individuals are familiar with BRCA1 and BRCA2 [genes associated with breast and ovarian cancer], but a few years ago, technology evolved to allow us to test at one time for multiple genes affiliated with cancers," explains Tiffani DeMarco, MS, CGC, Cancer Genetic Counseling Program supervisor. "We are offering patients extensive testing if that seems appropriate."

Prior to this development, patients would be tested for mutations in one or two genes at a time. It was expensive and time-consuming. Inova's patients now can affordably access testing for mutations in 20+ moderate- and high-risk cancer predisposition genes at one time. These include moderate-risk genes that scientists have identified in recent years, such as the PALB2 gene, which is linked to breast cancer.

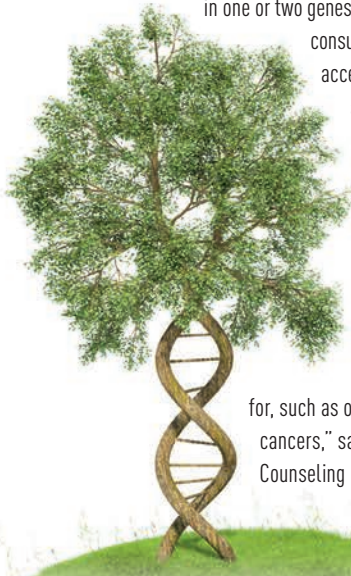
"If a patient already has a diagnosis of cancer and we find a mutation, the testing tells us what other types of cancer this patient might be at increased risk for, such as ovarian cancer or other possibly related cancers," says Sarah Ruppert, MS, CGC, Cancer Genetic Counseling Program supervisor. "It could guide surgical

decision-making and future screening. For others, it could inform future testing." She notes that testing is available for those who have not been diagnosed with cancer. And most insurance companies pay for genetic testing for people with cancer and those who have not been diagnosed with it. Increasingly more companies are mandating pre-test counseling with a genetics provider.

Inova provides comprehensive pre- and post-test cancer genetic counseling to determine which genetic tests are most appropriate for patients based on their personal and/or family histories of cancer and to help patients understand the implications of their genetic test results for themselves and their families. Inova's Cancer Genetic Counseling Program includes five genetic counselors and a medical geneticist; appointments are offered at Inova Fairfax, Inova Fair Oaks, Inova Alexandria and Inova Loudoun hospitals.

### GENETIC COUNSELING

Learn more about Inova's Cancer Genetic Counseling Program at [inova.org/cancer-genetic-counseling](http://inova.org/cancer-genetic-counseling). The referral phone number is **703.698.2491**.



## MEDIMAP LOOKS INTO THE FUTURE

Pharmacogenomics, also called PGx, uses your genetic information to help understand how you may respond to certain medications. PGx combines the science of how medications work (pharmacology) with the science of how genetic differences can influence health (genomics). PGx testing is now available to every baby born at Inova Women's Hospital located on Inova Fairfax Medical Campus. The test, called MediMap™, will help determine how a child may respond to certain medications later in life.

MediMap currently looks at seven actionable genes associated with as many as 21 medications. Results from this test may help guide the selection and dosage of certain medications as children grow older. The MediMap test includes medications for cardiovascular disease, cancer, arthritis, pain and depression.

Plans are in place to extend the newborn testing to Inova Alexandria, Inova Fair Oaks and Inova Loudoun hospitals later in the year. Inova is the only health system in the United States to offer MediMap as part of the standard package of services to newborns.

## 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 recognized all five of Inova's hospitals with either regional or national achievement in at least one specialty or common core ranking. Inova is leading the future of health. With the area's only Level 1 Trauma Center and Level 4 Neonatal Intensive Care Unit, Inova is home to the nationally and internationally recognized Inova Heart and Vascular Institute (IHVI), Inova Translational Medicine Institute (ITMI), Inova Neuroscience Institute, Inova Schar Cancer Institute (ISCI) 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...**  
Patrick Walters, CEO, Inova Loudoun Hospital



**Spreading the Word**  
Inova's doctors translate their work for philanthropists.



**The Master Plan**  
Inova Loudoun Hospital responds to a growing community.



# FULL DISCLOSURE

*Inova publishes online physician reviews for IMG doctors*

Want to know what patients think about certain Inova Medical Group (IMG) physicians? Now you can. In September, Inova launched online physician ratings and reviews, which are published with Inova physician profiles at [inova.org/physicians](http://inova.org/physicians).

"The purpose of this move toward transparency is to showcase our dedication to quality and service improvement," explains Rob Birgfeld, AVP, Digital Marketing Officer. "These ratings and reviews have value to the patient, but they also have distinct value to the physician."

Inova's online physician ratings and reviews are based on responses to the Press Ganey Patient Satisfaction Survey and represent an expanded and more comprehensive version of existing online doctor rating tools, Birgfeld notes. Other high-profile digital destinations like Healthgrades, Vitals, Yelp and Google offer reviews and ratings. "But we offer health seekers the largest volume of scores and comments because we issue surveys to actual patients on a scale that third parties cannot compete with," Birgfeld adds.

Patients receive the Press Ganey surveys by email. Inova then collects the responses and publishes the results on its site within a month. Each

doctor averages around 120 ratings.

Inova's online reviews include ratings and comments for each IMG doctor. The patient rating score is an average of all responses to physician-related questions on the survey. Responses are measured on a scale of 1 (least favorable) to 5 (most favorable). Comments are gathered from the survey and displayed in their entirety. Patients are not identified for confidentiality and patient privacy.

Only a few hospitals are publishing their own online physician ratings and reviews. The University of Utah was the first to publish such reviews about three years ago, Birgfeld notes, and Inova was the first hospital system in the mid-Atlantic region take this step toward transparency. "Our goal is to provide health seekers with as much information as possible to help them make informed health decisions," he says.



## TAKING THE LEAD

Learn more about online physician reviews at [inova.org/transparency](http://inova.org/transparency).

# Their Hearts Are in It

*Two big names in cardiovascular medicine join Inova*



Paul Gurbel, MD



Charles Murphy, MD

care and clinical research are unparalleled, and will help to increase our reputation for excellence in the field."

Dr. Gurbel, formerly of Sinai Hospital of Baltimore, joined Inova in November as Director of Interventional Cardiology and Cardiovascular Medicine Research. While at Sinai, he served as Director of the Sinai Center for Thrombosis Research, which he founded in 1997. The lab pioneered the concept of antiplatelet response variability; his research and observations led to the development of new platelet inhibitors, which have been used to treat heart attack patients worldwide. Dr. Gurbel is a professor of medicine at the Johns Hopkins University School of Medicine and an adjunct professor of medicine at Duke University School of Medicine.

Joining Dr. Gurbel at IHVI is Dr. Murphy, Chief Safety Officer. Dr. Murphy is a cardiothoracic surgeon and critical care specialist who came to Inova from Duke University Health System where he was the Medical Director of Cardiovascular ICU and stepdown units and the Associate Chief Patient Safety Officer. Dr. Murphy was a 2015 American Hospital Association – National Patient Safety Foundation Patient Safety Leadership Fellow. An expert and frequent speaker on medical team training, he was a course director for TeamSTEPPS training at the Duke national training center and has implemented TeamSTEPPS programs at multiple organizations across the country.

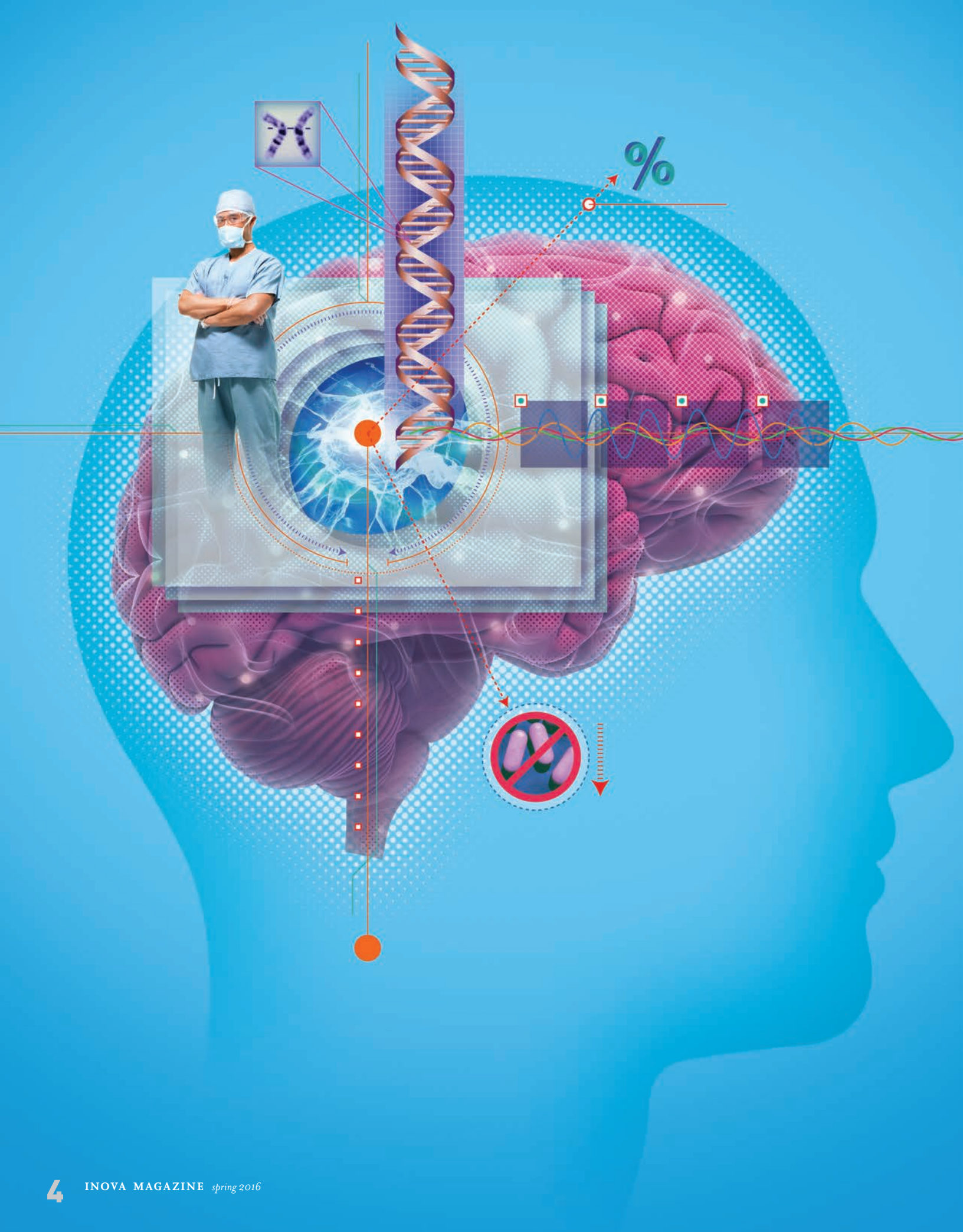


**GONE MOBILE**  
Inova Magazine is available as a free app for your iPhone, iPad or iPod Touch. Go to iTunes and search "Inova Magazine," or click on the link at [inova.org/magazine](http://inova.org/magazine).

**THE BEAT GOES ON**  
Learn more about Inova Heart and Vascular Institute at [inovaheart.org](http://inovaheart.org).

Two internationally renowned specialists in two different specialties have recently joined Inova Heart and Vascular Institute (IHVI): Paul Gurbel, MD, and Charles Murphy, MD.

"Inova Heart and Vascular Institute is delighted that such luminaries in the field of cardiovascular medicine have chosen to join us," says Chris O'Connor, MD, CEO, IHVI. "Their expertise and knowledge of leading-edge heart



# STRONG signals

## Deep brain stimulation restores patients' quality of life

ILLUSTRATION BY  
9 SURF STUDIOS

**The once-simple pleasures** of building Legos with her 5-year-old grandson and sewing prize-winning quilts became monumental tasks for Karen Troutman as the tremors in her hands grew progressively worse. Suffering since her thirties from essential tremor — an often-inherited chronic trembling of the hands, head or voice — Karen's medication to treat the movement disorder gradually lost effectiveness. Frustratingly, the Alexandria resident couldn't even handwrite her annual Christmas cards.

"My grandson would say, 'Grandma, your hand is shaking again,'" recalls Karen, 58, who vividly remembers her own grandfather's exasperation with the condition when she was a child. "That really got to me."

But the burgeoning use of a life-altering technology known as deep brain stimulation (DBS) meant that Karen didn't have to settle for her grandfather's fate. Following a three-year ramp-up and \$500,000 investment in cutting-edge equipment as part of Inova's expanded Movement Disorders Program, the mother of three was the first patient to undergo DBS — often described as a pacemaker for the brain because it delivers constant electrical pulses to counteract abnormal brain activity — at Inova last fall.

Fifteen more Inova patients with a variety of movement disorders are set to undergo the surgery in coming months, with a projected 50 to 100 such procedures to be performed annually.

"There's really no other program here in Northern Virginia that has the human manpower

## STRONG SIGNALS

### Neurostimulator

Similar to a pacemaker, this battery/control device generates electrical signals.

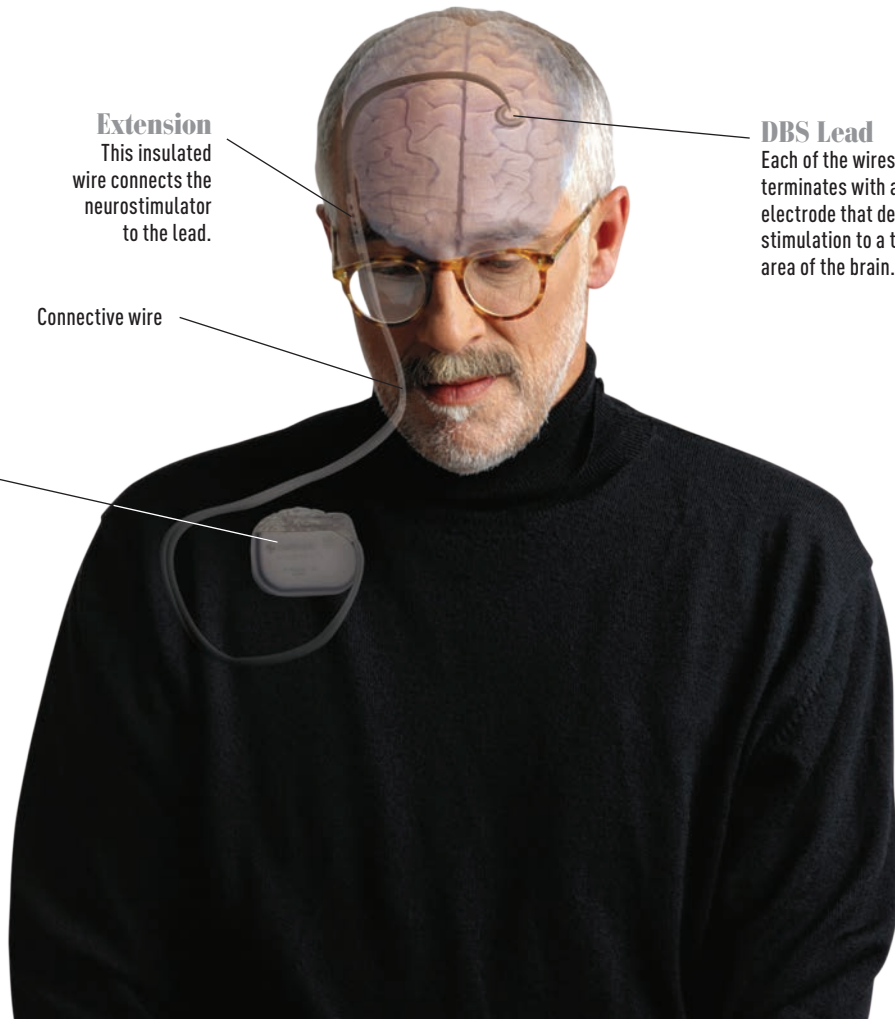
Connective wire

### Extension

This insulated wire connects the neurostimulator to the lead.

### DBS Lead

Each of the wires terminates with an electrode that delivers stimulation to a targeted area of the brain.



### All the Right Connections

Deep brain stimulation delivers constant electrical pulses to counteract abnormal brain activity. How it works: A neurostimulator, which is placed above the collarbone, attaches to brain electrodes with tiny internal wires.

and resources to do this type of surgery,” explains neurosurgeon Mahesh Shenai, MD, MBA, Director of Functional and Restorative Neurosurgery. “Only a handful of programs nationwide have a community-based DBS program. But Inova has streamlined the process to overcome these barriers — such as having the right people and equipment — so we can have a world-class program in a community setting.”

### ‘A DIFFERENCE THAT ALWAYS BRINGS TEARS TO PEOPLE’S EYES’

Dr. Shenai, who came to Inova three years ago, was joined last summer by movement disorders specialists Drew Falconer, MD, and Sean Rogers, MD, PhD, to launch Inova’s Movement Disorders Program. Part of Inova Neuroscience and Spine Institute, the program offers care and treatment for patients with Parkinson’s disease, essential tremor, dystonia and other related conditions.

Many of these patients cope with escalating disability as their tremors, stiffness and uncoordinated movements progress, making everyday tasks such as eating, drinking, writing and

buttoning clothes extremely difficult. But drug regimens targeting symptoms of these movement disorders typically offer less relief over time. DBS, which even 15 years ago was considered a treatment of last resort, has come into mainstream use for patients with even moderate cases, as research indicates the surgery carries no more risk than other neurosurgeries, Dr. Falconer says.

Now DBS is an option for Inova patients with Parkinson’s, essential tremor (ET) and dystonia and may be expanded as research at Inova and elsewhere unveils its potential effectiveness for a wide range of other conditions, including epilepsy and depression. Up to 30 percent of Parkinson’s patients and 70 percent of ET patients are excellent candidates for DBS, Dr. Falconer notes, and the slightly older population surrounding Inova includes many of these patients.

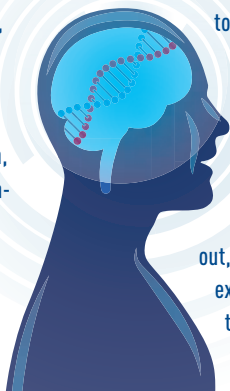
“They go from a disabling tremor that doesn’t allow them to eat right or function normally to no tremor, with no medication needed in some patients,” he adds. “It’s a difference that always brings tears to people’s eyes.”

## THE 'NEW FRONTIER': THE GENOMICS OF PARKINSON'S DISEASE

As Inova research efforts increasingly spotlight genetics to reveal the underpinnings of various medical conditions, movement disorders specialist Drew Falconer, MD, hopes that Parkinson's disease will soon join the list.

Calling the genomics of Parkinson's the "new frontier," Dr. Falconer says such research might reveal disease subtypes; determine individual prognoses; and point the way toward more effective treatment for the progressive neurological disease, which causes tremors, stiffness and slow movement, among other symptoms.

Dr. Falconer and fellow movement disorders specialist Sean Rogers, MD, PhD, who earned his PhD in neurosciences, joined Inova last summer as part of its launch of the Movement Disorders Program, which treats patients with Parkinson's, essential tremor, dystonia and related disorders. Neurology specialists at Inova could tap into work already in progress at Inova Translational Medicine



Institute (ITMI) — established in 2010 to explore the connection between genomics and the future of health — to unearth the genetic foundation of Parkinson's, he says.

"One of the big problems with Parkinson's disease research up to this point is that it lumps people in one group and ignores that every person with Parkinson's has their own brand of Parkinson's disease," Dr. Falconer explains. "Everyone is completely different, but it takes knowing that caveat to really treat these patients, and the basis of that is genomics."

DNA samples of Parkinson's patients at Inova could be collected and analyzed to identify gene sequences related to the disease and serve as a potential biomarker for which patients' cases may progress slowly or rapidly.

"If we don't target this at a genetic level, we're missing out," says Dr. Falconer, adding that he expects Inova to initiate research on the genomics of Parkinson's within the coming year.

"It's a very detailed and involved process and we need to be within 1 millimeter of error to get the result we want," Dr. Shenai explains. "Knowing which region we're targeting puts us in the ballpark, but at the time of surgery we want to figure out what base we're on."

Success rates reinforce the value of DBS: Parkinson's disease patients typically show 80 to 90 percent improvement in patient scores and can reduce medication use by 60 percent, while the vast majority of ET patients' tremors are completely resolved.

"This is the most exciting part for our patients: getting continual benefit while actually reducing or eliminating medications," Dr. Rogers says.

### OFFERING PREVIOUSLY UNATTAINABLE TREATMENT

Karen's improvement was both immediate and "fascinating," with no shaking in her right hand after DBS surgery and no further ET medication needed.

### INOVA TECHNOLOGY ENSURES PRECISE SURGERY, RESULTS

While not a cure for movement disorders, DBS works by targeting regions in the brain implicated in causing abnormal movements. The device is activated over several weeks in a three-step process. It includes an initial surgery — sometimes done while the patient is awake — to implant electrodes; a shorter second surgery to implant a neurostimulator above the collarbone that attaches to brain electrodes with tiny internal wires; and an office visit to program, fine-tune and turn on the device. Ongoing follow-up allows the device to be adjusted — in potentially four million ways — to the changing needs of the patient, Dr. Falconer says.

With hundreds of DBS procedures collectively under their belts and state-of-the-art technology at their disposal, Drs. Shenai, Falconer and Rogers aim to tailor each DBS device to a patient's specific needs. Inova's new surgical equipment even allows them to "listen" to brain neurons as electrodes are implanted, ensuring precise placement and optimal results.

"I did my own Christmas cards this year," she says, "and I did them really quickly, too. It was really impressive."

Part of a multidisciplinary Inova Movement Disorders Program team that also includes neuropsychiatrists, neurophysiologists, and physical, occupational and speech therapists, Drs. Falconer, Shenai and Rogers say they never tire of witnessing the thrilling changes DBS brings to patients' lives.

"It's a very dramatic point in time when a patient realizes the symptoms they've had for many years or decades are now under control," Dr. Shenai says. "They usually react with a combination of elation and awe, and I react the same way. It never gets old."

Dr. Falconer contends that Inova's DBS initiative indisputably sets the healthcare system apart.

"It's all about access and knowing what's available to make people feel better," he says. "Many times in our patients, the gap between doing just OK and achieving meaningful improvement is just access. Patients can get access to treatment here that before was unattainable." ■



### BRAINS AT WORK

Learn more about the Movement Disorders Program at [inova.org/move](http://inova.org/move).



PHOTO: ROBIN FADER



PHOTO: ERIC TAYLOR

### A Perfect Combo

Clockwise from left: A walkway extends to the front of the Women's Hospital. Moms-to-be can expect individualized birthing experiences at the Women's Hospital. The NICU at the Children's Hospital offers individual and twin rooms. Abundant natural light filters into the Women's Hospital. Each floor of the Children's Hospital houses its own playground.



PHOTO: ERIC TAYLOR





# the future of health TIMES TWO



## Inova soars with two new hospitals — one just for women and one just for children

**Inova ushered in 2016** with the official opening of Inova Women’s Hospital and Inova Children’s Hospital. The two newly expanded hospitals are strategically housed in a new 12-story, 660,000-square-foot tower on Inova Fairfax Medical Campus. Nine of the tower’s floors are solely dedicated to the Women’s Hospital and three floors are exclusively dedicated to the Children’s Hospital.

While each hospital is considered a separate entity — with distinct healthcare services, medical teams and separate front entrances — they both serve to solidify Inova as a world-class destination for patient care, education and research.

### UNPARALLELED FOCUS ON WOMEN

Inova Women’s Hospital — the only dedicated women’s hospital in Virginia, Maryland and DC — offers the most advanced medical technology with the culture to support it, explains George L. Maxwell, MD, Chairman of Obstetrics and Gynecology at Inova Women’s Hospital. “You don’t just build the Superdome and expect to win the Super Bowl. It all comes down to the team,” Dr. Maxwell explains. “I believe our tightly coordinated multi-disciplinary teams result in unequalled quality, efficiency, safety and personalized attention that create the best possible patient experience.”

The personalized care at Inova Women’s Hospital supports women in all stages and phases of life, with a driving objective to meet the community’s rising need for gynecologic and obstetric services. Among its many advanced technologies, the new hospital has expanded its gynecologic surgery program to include two dedicated robotic surgical systems for minimally invasive procedures. “In terms of technology and innovation, our team of surgeons are skilled specialists who are top-tier nationally for volumes and complexity of cases,” Dr. Maxwell says.

### A COMFORTING EXPERIENCE

For mothers-to-be, the Women’s Hospital provides every opportunity for a highly individualized birth-experience — from meeting personal delivery

### COOL APP

Inova Children’s Hospital has released Prepared Parent, a free mobile app to help parents manage emergency and non-emergency health events for their children. It is available to download at iTunes for iPhone and iPad devices and at Google Play for Android mobile devices.

## THE HOSPITALS BY THE NUMBERS

### Inova Women’s Hospital

- ➔ Nine floors
- ➔ 192 private patient rooms
- ➔ A dedicated women’s surgery center with eight operating rooms
- ➔ 33 labor/delivery/recovery suites and six cesarean-section operation rooms
- ➔ A high-risk perinatal unit
- ➔ An expanded antenatal testing center
- ➔ Lactation center
- ➔ Family-centered maternity suites

### Inova Children’s Hospital

- ➔ Three floors
- ➔ 226 beds
- ➔ 116 private pediatric patient rooms, including a 26-bed Pediatric Intensive Care Unit with an 8-bed Cardiac Intensive Care Unit, as well as units dedicated to cardiac care and hematology/oncology
- ➔ A 108-bed Level IV NICU
- ➔ Family support areas on every floor, including a Ronald McDonald Family Room and on-campus Ronald McDonald House

PHOTO: ERIC TAYLOR

PHOTO: ROBIN FADER

# THE FUTURE OF HEALTH TIMES TWO

PHOTO: ERIC TAYLOR



**A Place for Youngsters**  
The main lobby of Inova Children's Hospital offers bright colors and kid-sized furniture.

## SHOP TALK

Inova Women's Hospital created a retail store swaddled in all things related to birth — from breastfeeding supplies and lactation consultations to “Welcome to the World” gifts for new little ones.

Located on the Inova Women's Hospital ground floor, parents will find everything needed to facilitate a smooth and comforting postpartum recovery and transition home.

“The emphasis is on breastfeeding needs, such as nursing pads, bras, pillows and a range of pumps,” says Patricia Schmehl, RN, MSN, Administrator, Inova Women's Hospital; and VP, Women's System Service Line, Inova Fairfax Medical Campus.

In addition, moms can arrange for lactation consultations during their hospital stay and also after discharge. “Once parents return home, moms sometimes hit a bump in the road and need extra time with a lactation expert,” Schmehl says. “So a big part of our retail store is outpatient lactation consultations. It's another way that we're here for our new mothers — making sure they have all the support they need.”



### PRECIOUS POPULATIONS

Learn more about Women's Services at Inova at [inova.org/women](http://inova.org/women). Find out more about Inova Children's Hospital at [inovachildrens.org](http://inovachildrens.org).

preferences to high-risk delivery needs. Expanded access to nurse midwives and doulas is now available for natural, low-risk deliveries. If the mother or baby should need it, Inova Children's Hospital's 108-bed Level IV NICU is prepared to have an entire neonatology team, including a neonatologist, neonatal nurse practitioner and nurse, present at every high-risk delivery. “Our goal here is to provide the ultimate patient- and family-centered care in a nurturing environment,” stresses Laura Marie Kiszkiel, MD, Obstetrics and Gynecology, Inova Women's Hospital.

### UNDERSTANDING CHILDREN

Amidst all the state-of-the-art technology and advanced therapeutic pediatric treatment capabilities, Inova's 226-bed Children's Hospital invested great amounts of time to increase medical services and supportive elements for children and families.

Considerable effort also went into providing a child-friendly environment. The bright and colorful interior offers cheerful artwork by staff and previous patients that draws children's attention away from needles and tests. “Nurses helped design our tile mosaics, and an artist created an enormous, colorful rendering of the ceiling tiles children painted for our original Children's Hospital,” says Erin Hodson, RN, BSN, ACM, Administrator and VP, Inova Children's Hospital.

“Hope, comfort and support are everywhere in our new Children's Hospital.”

### GROWING TOGETHER

The co-location of the two hospitals in the same building vastly strengthens coordination between the Women's Hospital obstetrics program and the Level IV NICU. In case of an unexpected premature birth or a full-term birth with problems, the infant can be swiftly whisked from the delivery room to the NICU. “Seconds count when a newborn has a problem,” says Robin Baker, MD, neonatologist at Inova Children's Hospital and President of Fairfax Neonatal Associates.

The Inova Women's Fetal Care Center enters the equation in cases where prenatal diagnostic testing determines that a pregnant woman is at risk or suspected of carrying a baby with a congenital anomaly or other birth defect. It develops a plan, ready to go at the time of delivery, which coordinates the high-risk pregnancy expertise of Inova Women's Hospital with specially trained 24/7 neonatal specialists from the NICU at Inova Children's Hospital and Inova's comprehensive pediatric surgical program.

### COMMITTING TO THE FUTURE

Bringing Inova Women's Hospital and Inova Children's Hospital under one roof makes sense — from the perspective of patients and physicians. And it helps to explain why Inova consistently ranks among the top healthcare providers in the United States, says David Ascher, MD, Chairman, Inova Children's Hospital. “From Inova's standpoint, these two new hospitals represent not only a significant investment but also a tremendous commitment to the care of the women and children in the diverse communities we serve,” he says.

“Whether you are here to heal, recover or celebrate, our goal is to bring the patient experience up to a whole new level,” Dr. Kiszkiel adds. ■



PHOTOS: MIKE MORGAN

## PATRICK WALTERS

*Chief Executive Officer,  
Inova Loudoun Hospital*

When Patrick Walters took the reins as Inova Loudoun Hospital's Chief Executive Officer in 2012, his first order of business was to expand the hospital's healthcare facilities and services in response to Loudoun County's burgeoning population. Walters partnered with Inova's boards of directors, the hospital's medical and clinical staff, the Inova Loudoun Hospital Foundation and valued community members to create a master plan. In keeping with the objective of the plan, facilities, programs and services, both on the main campus and two remote campuses, will serve Loudoun County long into the future.

### HOW HAS LOUDOUN HOSPITAL RESPONDED TO THE COUNTY'S RECENT GROWTH?

Between 1990 and 2015, Loudoun County's population quadrupled, and along with that, our patients' healthcare needs grew. We have consistently expanded our services and programs to meet those needs. In the process we have moved our organization from being a "very good" community hospital to an "advanced" community hospital. We have expanded surgical and medical specialties, added facilities, and developed specialty programs like surgical robotics and an Emergency Room designed and built to serve pediatric patients.

### HOW DID YOU BROADEN THE SCOPE OF SERVICES?

We looked at four areas: our facilities, advanced clinical expertise, available programs and community needs. Syncing all four areas tells us what's needed most, and the result is a sophisticated level of excellence. Two examples are The Schaufeld Family Heart Center and the Inova Mary Elizabeth Miller Cancer Center — each dedicated to advanced technology and personalized, patient-centered care.

### HOW HAS LOUDOUN HOSPITAL GROWN WITH LOUDOUN COUNTY?

Since the 1990s, Loudoun County has experienced a transformative high-tech boom and rapid population growth. We have significantly expanded and upgraded our Lansdowne campus, adding specialty services and advanced healthcare programs. We have completely renovated our campus in downtown Leesburg and added a new campus eight miles south of Lansdowne in Ashburn. Both have state-of-the-art, 24-hour Emergency Rooms, a supporting laboratory, advanced imaging center and physician offices. ■

### JUST ONE QUESTION...

#### WHAT ARE YOU PARTICULARLY PROUD OF?

*We're passionate about caring for our friends, neighbors and family, and that drives amazing capabilities. For example, our newly expanded surgical services in 2014 brought us recognition as a national education and training epicenter for general surgeons utilizing daVinci® robotic-assisted surgical technology. There are fewer than 20 such programs nationwide.*



**BOOM TIMES**

Learn more about Inova Loudoun Hospital at [inova.org/ith](http://inova.org/ith).

[STRONG FOUNDATION]

# Inova Health Foundation

Philanthropy is the intersection where grateful patients and their families meet aspiring care givers to transform the future of health. As a not-for-profit healthcare provider we are deeply grateful for all those who have supported Inova's mission to improve the health of the diverse community we serve through excellence in care, education and research.



# Spreading the Word

**Inova physicians step up as ambassadors for the future of healthcare**

PHOTO BY  
MIKE MORGAN

**Inova Health Foundation's mission:** To foster philanthropic investment and stewardship of private resources to advance Inova's vision of excellence in patient care, teaching programs and research. It's a simple mission statement to recite — but a complex goal to achieve.

"We wouldn't be able to advance clinical programs,

facilitate recruitment of the world's finest medical experts and promote vital research without the philanthropic generosity from those in our community," notes Patrick Christiansen, CEO, Inova Fairfax Medical Campus. "That's key for Inova to continue providing the latest, most innovative health and wellness treatments for our patients."



**The Translator**  
Zobair M. Younossi, MD, MPH, strives to help philanthropists develop personal connections to the work Inova is doing.

## INVESTING IN THE FUTURE

Recently, two physician groups, Commonwealth Emergency Physicians and Fairfax Neonatal Associates (FNA), stepped forward with generous gifts of \$1 million apiece to Inova. The gifts represent a genuine commitment to Inova.

Commonwealth Emergency Physicians' gift will support the Emergency Department expansion projects currently underway at Inova Loudoun and Inova Mount Vernon hospitals. A portion of this gift will also drive Inova Loudoun Hospital's comprehensive and progressive 10-year expansion plan, which focuses on physical and technological campus upgrades as well as expanding the hospital's reach and services. As the Northern Virginia population continues to grow, especially at high rates in Loudoun County, the gift will ensure that Inova stays ahead of the demand for emergency and other healthcare services.

For more than four decades, FNA has partnered with Inova, providing the neonatologists who care for the most vulnerable infants in the Neonatal Intensive Care Unit (NICU) at Inova Children's, Inova Fair Oaks and Inova Loudoun hospitals. FNA's gift will help fund many ongoing NICU needs, with the three largest allocations designated for the newly named Fairfax Neonatal Associates NICU (formerly the Inova Children's Hospital NICU), the expansion of the ILH NICU, and groundbreaking neonatal research conducted in collaboration with the Inova Translational Medicine Institute.

"They understand complex, scientific visions, yet at the same time they can take a key project out of the lab and into the philanthropist's heart."

The ability to simplify complex, high-tech visions is "fairly rare," Christiansen adds. "Our physicians are the best of the best — and to reach this level means that our doctors are as comfortable leading research and participating in clinical trials as they are helping patients. So our doctors know how to effortlessly move between worlds and translate technical jargon into language that you and I understand."

## EVERY GIFT HAS A STORY

As ambassadors, a distinct part of Inova physicians' ability to influence philanthropic gifts lies in the high level of confidence and credibility they have with potential philanthropists. For example, Dr. Younossi shared a longtime friendship with Guy E. Beatty, a commercial real estate industry pioneer and one of the nation's leading philanthropists who passed away in 2013. "Because of our many discussions, the Beattys 'saw' and understood Inova's vision for a state-of-the-art facility that would integrate various components of research under

one roof," Dr. Younossi recalls.

Those conversations led first to the Beattys providing funds to build the Betty and Guy Beatty Center for Integrated Research and then a second donation to fund the Beatty Liver and Obesity Research Program, created to study liver disease, obesity and obesity-related liver diseases.

"Our physicians connect with philanthropists and articulate Inova's priorities. When that connection is made, it's amazing how many of our patients, friends and benefactors truly want to be a part of Inova's future," Dr. Younossi says. ■

**Charitable giving helps Inova achieve the following:**



Advanced research, particularly in the area of genomics



Recruitment of nationally and internationally recognized clinician-scientists



Training for a new generation of nurses and physicians



Acquisition of the latest technologies that will deliver the best results for patients



Expansion of psychosocial support and community outreach programs

## ENTER THE INOVA PHYSICIAN

Communicating the importance of Inova's clinical and educational research requires physicians who are conversant not only in the language of medicine, but also in the language of philanthropy.

"The critical part of expanding philanthropy is helping our benefactors relate to a vision on a personal level — so their donation has unique meaning to them," stresses Zobair M. Younossi, MD, MPH, Vice Chairman of the Foundation, Executive Vice President for Research at Inova and Chairman of the Department of Medicine at Inova Fairfax Hospital.

"In that context, Inova's physicians are the ambassadors of our vision," Dr. Younossi says.



## BE EXTRAORDINARY

To learn more about Inova Health Foundation and how private giving and support makes the extraordinary happen, please call **703.289.2072** or visit [foundation.inova.org](http://foundation.inova.org).

Inova Urgent Care and Primary Care

Inova Loudoun Medical Campus Leesburg

Inova Loudoun Hospital and Inova Children's Emergency Room



Artist's rendering



Artist's rendering

Inova HealthPlex at Ashburn

Inova Urgent Care - Dulles South Children's and Adult Urgent Care

# THE MASTER PLAN

**Inova stays in step with the community's growing population and healthcare needs**

**In 2005, when Loudoun Hospital Center merged with Inova,** the partnership brought vital financial stability to expand the county's healthcare facilities, services and programs — ensuring that every resident in the

rapidly growing community had access to quality care close to home. As part of this long-term view, the newly named Inova Loudoun Hospital would continue to honor the original hospital's founding spirit — neighbor taking care of neighbor.

"It's a promise that's stronger than ever," says Patrick Walters, CEO, Inova Loudoun Hospital. "We've created a synergy between Inova's strategic healthcare goals, our commitment to the county's well-being and the residents' diverse life passions. The result is a mutual culture of caring that allows us to consistently achieve a margin of excellence."

## A STEP IN THE RIGHT DIRECTION

Creating a master plan that profoundly responds to Loudoun County, which has 363,524 people residing within a 520-square mile area, is a natural extension of this culture of caring. "Rather than having patients travel long distances outside of their neighborhoods, we're taking advanced level healthcare services closer to our patients — whether they're living in the more densely suburban Leesburg area, with full access to the state-of-the-art technology at our main Lansdowne campus, or living in one of the growing rural areas in the western part of the county," says

James Santry, Executive Vice President, Inova Business Development and Managed Care.

The two-pronged master plan, which began in 2014 and will extend beyond 2020, includes the now-completed Inova HealthPlex at Ashburn, about eight miles south of the Lansdowne campus. As a service of Inova Loudoun Hospital, the HealthPlex provides a broad and deep range of services, including a 24-hour Emergency Room, advanced imaging, ambulatory services, specialized pediatric services, and access to physicians from different specialties.

The plan also includes Inova Urgent Care - Dulles South in the South Riding/Chantilly area, and Inova Urgent Care Center - Purcellville in Purcellville. "Urgent care facilities represent an important forward trend in healthcare," Santry says. "It's a more retail-like environment. You receive the right service from the right expert at the right time, and you're headed back home much more quickly. It's an area where we've made significant investments and will continue to do so."

## QUICK RESPONSE TIME

With medical advancements happening at break-neck speed, it can be tough deciding which services and programs will most benefit Loudoun County residents. "Our goal is to respond to community needs in a timely way — so that we provide quality services where we can make the biggest difference," stresses Artur Sivaslian, Vice President of Ambulatory Services and Growth.

Loudoun County's population experienced a growth rate of **84.1%** between 2000 and 2010, versus a state rate of 13%, according to the Census Bureau.

“To accomplish this, we have a large, highly responsive team dedicated to identifying what’s most needed, where and when. In this way, we never make decisions in a vacuum.”

To help make these decisions, Sivaslian adds, Inova has growth officers who work with each hospital, physician liaisons who listen to what services physicians feel should be added, and a strategic planning team that monitors Loudoun County’s population growth and demographics in order to pinpoint growing healthcare needs. For example, Loudoun County has a large population of young children involved in sports activities.

“That led us to respond with the community’s first comprehensive concussion clinic,” Sivaslian says.

A similar study prompted a change at Inova Urgent Care – Dulles South. “We heard from pediatricians and family physicians in the south Loudoun communities that additional after-hours pediatric services were needed,” Santry recalls. “Specialty trained pediatric physicians and practitioners were added to the staffing for extended hours to meet this need. Now our south Loudoun residents know that if something happens to their child they have a pediatric specialist right there.”

In January, new physicians are locating practices at Inova Loudoun Hospital on the Lansdowne campus. New specialists in colorectal surgery and neurosurgery have joined the staff. “These are advanced services our residents needed,” Walters says. “It’s highly responsive steps like this that give Inova Loudoun Hospital the depth and breadth to be a truly advanced community hospital.”

## GOING FULL CIRCLE

With Loudoun County’s continued population growth, Inova has established itself as a major supporting part of the county’s appeal.

“Strong communities are attractive to growing populations and expanding businesses,” Walters says. “Companies moving to Loudoun County look for strong communities that attract great employees. And those potential employees want a great place to raise a family — with the right school system, entertainment, parks and recreation programs, and yes, access to higher-level healthcare. So clearly, we’re part of the circle that’s propelling Loudoun County’s growth. We’re very proud of our supportive role, and it’s what will drive us to continue serving our neighbors long into the future.” ■



## GROWTH FACTOR

Learn more about Inova Loudoun Hospital’s master plan at [inova.org/inova-loudoun-hospital/future](http://inova.org/inova-loudoun-hospital/future).



## EASIER WAYS TO SEE YOUR DOCTOR

Two key Inova Medical Group (IMG) advances will help to ease scheduling and appointments for patients. They are: MyChart eCheck-In and video visits.

eCheck-In allows patients to review and update medications, allergies and demographic information prior to their visits. The purpose is to help them prepare for their appointments, explains Stephanie Appling, Senior Director of Operations for IMG.

“If patients have their email addresses on file, they can check eCheck-In on their MyChart email 14 days prior to their appointments,” she says. “Our team doesn’t have to call prior to the appointments to get that information into the chart. So it makes the process that much smoother.”

This technology was rolled out to primary care providers late last year. It will be introduced to specialty providers in the middle of 2016.

## VIDEO VISITS

Another upcoming addition to IMG services is video visits. These allow patients — who have certain conditions — to talk and see doctors over the Internet through the video functions on their computers or mobile devices.

This telemedicine service will allow patients to meet with doctors easily without having to travel to physician offices. “I think this is an innovative way to see patients now,” Appling says. “If it’s a quick visit or after hours, patients can see physicians. If you have a sick child, there’s nothing better than being able to log on and talk to a physician.”

The service will benefit patients who have 10 common conditions that can be treated virtually. These include: a cold, cough, urinary tract infection, asthma or an upper respiratory infection. The type of conditions that can be treated through this telemedicine likely will expand as doctors become more accustomed to the service.

“The main purpose as we launch this service is to really reach that population of patients who are trying to decide if they need to seek medical care,” notes Steven Dean, Director of Telemedicine for IMG.

Any patient with MyChart will be able to schedule a video visit online. This service should be available to all IMG patients by the end of 2016.

## TECH TRENDS

Learn more about Inova Medical Group at [inova.org/img](http://inova.org/img).

If you do not wish to receive future mailings from Inova, please contact us at **1.855.My.Inova (1.855.694.6682)** or [inova.org/unsubscribe](http://inova.org/unsubscribe).



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