



REPORT TO DONORS

Your giving made a difference in FY 2016

Along with world-class clinical care, the Women's Health Institute at Hoag takes an all-encompassing view of women's health. With the support of visionary donors, our physicians, nurses and staff care for women of all ages and life stages.

Through collaboration with other Hoag institutes and centers, the Women's Health Institute provides coordinated specialized services for women across the continuum of care that encompasses body, mind and spirit. The following report provides highlights of programs that you helped to support. Thanks to you, and other generous donors, Hoag provides our community with the latest in advanced care.



January Lopez, MD, Director of Breast Imaging, and Melvin J. Silverstein, MD, Gross Family Foundation Endowed Chair in Oncoplastic Breast Surgery

**HOAG
PROMISE**

OUR CAMPAIGN TO LEAD,
INNOVATE & TRANSFORM

Innovations in Care for Women

REPORT TO DONORS

Hoag's HERA Under 40 Program

Each year, over 1,200 women under the age of 40 die from breast cancer.

That number is staggering considering most women don't undergo their first mammogram until age 45. This leaves a large group of women in the dark when it comes to their risk for breast cancer. HERA (Hoag's Early Risk Assessment Program) Under 40 is Hoag's answer to this growing concern. With the support of the Legacy Foundation, Hoag developed a proactive program to identify high-risk women under the age of 40. The program provides education for both low- and high-risk women, giving them tools and information they need to make important decisions about their health.



Former Muzzy Fellow, Hoag Breast Center's Dr. Sadia Khan and patient.

The HERA Under 40 Program also engages with pregnant women registered with Hoag OB Education by offering a free comprehensive cancer risk assessment and consultation with an Advanced Practice Nurse Practitioner, Karen Herold, DNP, FNP-BC, WHCNP-BC. Karen engages with women identified as high risk to develop an individualized care plan for risk reduction and prevention, which may include:

- Lifestyle coaching, including weight management, nutrition, exercise and stress reduction
- A coordinated breast imaging regimen to include 3D tomosynthesis, ultrasound and screening MRI
- Referral for genetic counseling/testing if indicated by the family history
- Discussion on hormonal options to reduce risk of developing cancer
- Discussion of surgical options to reduce risk of breast and/or ovarian cancer

To date, Hoag has rolled out the HERA Under 40 Program to Hoag employees and spouses. The public roll out is scheduled for spring 2017.

Since May 2016, philanthropy has funded:

258 cancer risk assessments which identified 85 women as high risk

51 women received in-person consultations with our dedicated Breast Health Nurse Practitioner.



New Hoag for Her | Center for Wellness in Newport Beach and Irvine

With the help of philanthropic support, the newly opened Hoag for Her | Center for Wellness is an all-encompassing, one-stop, first-of-its-kind Center where women receive support, assessment, education, treatment and guidance provided by women's health specialists. With locations at Hoag Health Center Newport Beach and Hoag Health Center Irvine, more women have convenient access to a beautiful resource as they work toward optimal health.

Hoag for Her services include WOMANOLOGY(R) + RestoreHIM. The only one of its kind in Southern California, WOMANOLOGY is a pelvic floor physical therapy facility designed to support women with pelvic and sexual health in all adult stages of life through physical therapy, massage therapy, yoga, Pilates, guided imagery and acupuncture. RestoreHIM is the male equivalent of WOMANOLOGY, giving male patients proven treatment methods for optimal pelvic floor health, including physical therapy, acupuncture and Pilates.

Breast Tomosynthesis - (3D Mammography)

Hoag was one of the first hospitals in California, and one of only a few in the United States, to offer Breast Tomosynthesis. Thanks to the generosity of Circle 1000 and other generous donors, Breast Tomosynthesis - (3D Mammography) is available at all of Hoag's imaging locations throughout Orange County, including Aliso Viejo, Costa Mesa, Huntington Beach, Irvine-Woodbridge, Hoag Breast Center Newport Beach and Hoag Breast Center Irvine. This broad availability makes 3D mammography more accessible to women throughout Orange County and helps reduce wait times to schedule breast imaging.

"Because of our donors, we are able to detect cancer better and find smaller cancers earlier," says January Lopez, MD, Director of Breast Imaging.

Hoag nurse adjusts NICVIEW camera for a better look at baby



Supporting Mothers and Babies

NICVIEW Cameras and Telehealth Installed in Hoag's NICU

From tiny preemies with underdeveloped lungs to term babies born critically ill, Hoag's Neonatal Intensive Care Unit (NICU) nurtures the most vulnerable and fragile patients to health. But the days, weeks and sometimes months of hospitalization these delicate newborns require can take a toll on parents eager to bring their infants home.

Last year, Hoag's NICU installed NICVIEW, a real-time, video-streaming system that allows parents and family members to see their baby in real time from anywhere, anytime. Funded by The Legacy Foundation, NICVIEW has given parents and extended family peace of mind and a chance to stay connected with their babies 24/7.

This year, thanks to donor support, Hoag broadened the capabilities of NICVIEW with TeleHealth, a two-way HD video conference system that optimizes Hoag's partnership with CHOC by allowing specialists to remotely conduct bedside consultations with parents and Hoag health care providers in real time. Through TeleHealth, our tiniest patients receive faster and more comprehensive medical treatment and care coordination to ensure optimal outcomes.

Since installation of the 21 NICVIEW cameras in February 2015:



views from
60+
countries



nearly
5,000
views per month



over
88,000
logins

Hoag NICU Patient Experience

In addition to clinical excellence, Hoag NICU strives to create a comfortable, home-like environment for parents and their babies. It has been shown that babies heal more quickly in the most serene and quiet settings. Philanthropy funded new rubber flooring that is soon to be installed throughout the NICU, providing a quieter environment for our most vulnerable patients.

Guiding Moms Safely Through High-Risk Pregnancies

Over 500 babies a month are born at Hoag. Many of our delivering moms have high-risk conditions such as diabetes, high blood pressure, twins or triplets, preterm labor or placental abnormalities. Philanthropy allows Hoag to staff a full-time on-site Maternal Fetal Medicine specialist, Marlin Mills, MD, chief of Maternal Child Health. Dr. Mills coordinates the care of expectant mothers hospitalized on our 14-bed antepartum unit, provides immediate consultation for women with high-risk or complicated pregnancies and conducts multidisciplinary rounds and care planning conferences.

OB Hospitalists

Over 6,300 women choose to deliver their babies at Hoag each year. To ensure timely, safe and collaborative care, Hoag established the OB Hospitalist program. Philanthropy continues to provide significant support to this unique program. A team of five dedicated OB Hospitalists (also commonly referred to as Laborists) provide 24/7/365 staffing of the Labor & Delivery Unit and the Obstetrical Emergency Room. These board-certified, hospital-based obstetricians are immediately available for evaluation of laboring and antepartum patients, management of imminent deliveries and pregnancy-related complications. The OB Hospitalists work closely with a patient's personal obstetrician and the labor & delivery nursing staff to provide expectant mothers with peace of mind during their life-changing experience.

The Promise of Advanced Education and Training



Dr. Sadia Khan and Hoag OR nurse

USC/Hoag Breast Fellowship Program

The USC/Hoag Breast Fellowship program trains breast surgeons in breast conserving techniques that allow for better cosmetic results in breast cancer patients. This highly competitive program, which accepts only two to three fellows annually, combines the resources of USC's Keck School of Medicine and Hoag Family Cancer Institute as well as Hoag's Women's Health Institute. Every year, philanthropy supports education and training for fellows and for Hoag Breast Program team members to attend lectures and conferences.

Melvin J. Silverstein, MD, medical director of the Hoag Breast Program and the Gross Family Foundation Endowed Chair in Oncoplastic Breast Surgery, is currently training his 41st, 42nd and 43rd fellows through the USC/Hoag Breast Fellowship Program, which began in 2000. Twenty-six of these fellows have rotated through Hoag since 2008.

2016 Muzzy Family Fellow in Oncoplastic Breast Surgery

The Muzzy Family Endowed Fellowship Selection Committee, chaired by Allyson M. Brooks, MD, the Ginny Ueberroth Executive Medical Director Endowed Chair, Hoag’s Women’s Health Institute, announced Colleen O’Kelly Priddy, MD, as the 2016 recipient of the Muzzy Family Endowed Fellowship in Oncoplastic Breast Surgery.

Dr. O’Kelly Priddy received her undergraduate training at Stanford University and then attended the University of Nevada Medical School. She completed her surgical residency at the University of Washington. Upon graduation, Dr. O’Kelly Priddy will pursue a career in breast surgery.

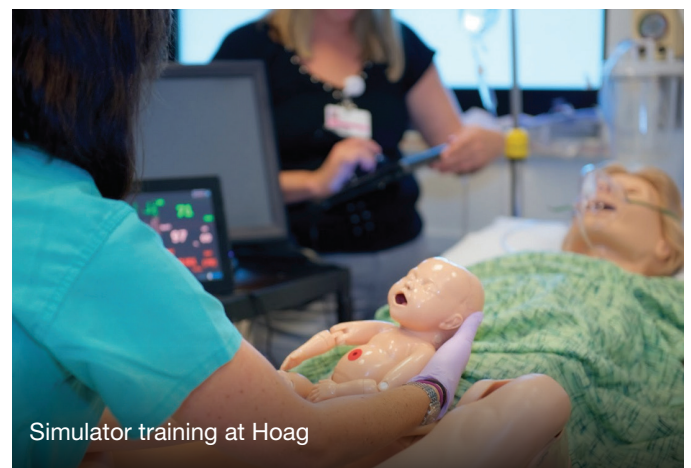
Through the establishment of the Muzzy Family Endowed Fellowship in Oncoplastic Breast Surgery, Hoag has a sustainable funding source for continuous training of one fellow per year in perpetuity. Each fellow will not only receive world-class training in oncoplastic surgical techniques, but will go on to share knowledge with colleagues, subsequently improving the lives of thousands of women with breast cancer across the country.

Maternal Child Health: Simulation Drills

Studies have shown that programs using computerized, interactive robotic simulators improve patient outcomes and safety. Typically found in academic settings, it is rare for community hospitals to provide this training to their medical teams. But, thanks to donor support, Hoag has been training nurses and clinical care staff on simulators in the Marion Knott Nursing Education Center since 2009 as part of its commitment to patient safety.

A generous gift from anonymous donors funded the purchase of Victoria, the most technologically advanced and lifelike robotic simulator of a pregnant woman. Victoria comes with a full-size, active baby that moves, cries and changes color in response to a lack of oxygen. Victoria is also completely wireless.

This year, Noelle, one of Hoag’s original computerized female simulators, underwent a major refurbishment thanks to a grant from the Harriet E. Pflieger Foundation. It came just in time for the new Labor/Delivery/Recovery (LDR) Simulation Drill program that launched at Hoag in spring 2016.



Simulator training at Hoag

Headed by Amy VanBlaricom, MD, OB GYN, the simulation training program brings together a comprehensive team, which includes clinicians from anesthesia, pediatrics, laboratory, pharmacy, obstetrics and nursing to train for complex, emergency cases such as obstetrical hemorrhage, eclampsia and shoulder dystocia. This training ensures Hoag clinical staff and nurses are fully prepared for these rare and complicated scenarios. With new regulations requiring Mother Baby nurses to complete simulations like these in the coming year, it is extremely helpful that Noelle now provides a much more lifelike simulation experience.



John (Jeb) Brown, MD, Medical Director,
Hoag Gynecologic Robotics Program

We Share Our Honors with You

Your support allows us to perform at levels that are recognized nationally as meeting the highest standards of excellence. We are proud to spread the good news about our recent honors:

Center of Excellence in Minimally Invasive Gynecology (COEMIG™)

Our expert surgeons perform over 1600 minimally invasive gynecologic procedures annually, treating conditions such as abnormal uterine bleeding, fibroids, endometriosis, pelvic pain, ovarian cysts and gynecologic cancers. Due to the excellent patient outcomes and patient experience offered at Hoag, the gynecologic surgery program of the Women's Health Institute was nationally recognized as a Center of Excellence in Minimally Invasive Gynecology (COEMIG™).

Philanthropy funded the site certification and accreditation fees allowing Hoag to be awarded this honor held by only 104 hospitals in the world.

Thank you

Thanks to your generosity, Hoag is here to provide women in our community with innovative programs, advanced technology and world-class staff to meet their unique health care needs.

For more information, please contact Carley O'Neill at (949) 764-7213 or Carley.Oneill@hoag.org. Please visit our website: www.HoagPromise.org.

Here are highlights of additional Women's Health Institute recognition:

- Named by *Becker's Hospital Review* as a Top 100 Hospital with Great Women's Health Programs
- Hoag Breast Center (HBC) is the first and only breast center in Orange County to be designated as a Certified Quality Breast Center of Excellence™
- Designated as a Certified Baby-Friendly™ Birth Facility with a Level IIIA Neonatal Intensive Care Unit
- Named by *Women's Choice Award*® as one of America's Best Hospitals for Obstetrics
- One of five sites in the U.S. to be named a Pelvic Reconstruction Epicenter