

PEOPLE

Leadership Drives Excellence

Executive Medical Director, Allyson M. Brooks, M.D., is a leading local physician who’s passionate about assisting women to live full, healthy lives. With a focus on wellness and advanced gynecological surgery, Dr. Brooks is especially well-qualified to lead a multidisciplinary team of physicians, nurses and healthcare administrators dedicated to supporting women’s health. Through collaborations with other Hoag institutes and centers, the Women’s Health Institute integrates the particular needs of women throughout many areas of care.

Key programs of the Women’s Health Institute are led by highly regarded clinicians and researchers who speak and publish their innovative approaches nationally and internationally including Dr. Melvin Silverstein, Dr. January Lopez, Dr. Jeb Brown and Dr. Marlin Mills.



Allyson Brooks, M.D.
Hoag Executive Medical Director

“Philanthropy has made a huge difference in the lives of women in our community and is a source of tremendous pride for the physicians who work at Hoag.”

RESEARCH

Female Health Care Consumer Research Study

Recognizing the special health care needs of women throughout their lives, Hoag Women’s Health Institute retained a national market research firm to conduct female healthcare consumer research to support its mission to provide the very best patient care to the communities Hoag serves.

With the help of generous philanthropic support, The Health Management Academy presented key findings, results and recommendations from a comprehensive study of health care decision-making and preferences of Orange County women. The project was designed specifically to support Hoag executives in their effort to understand the needs and behaviors of female consumers across Hoag’s market and to identify areas of opportunity for growth. The objective of this research is to inform strategic decisions and insights that will shape initiatives related to WHI to better serve women in our community.

2014 HOAG WOMEN’S HEALTH INSTITUTE RECOGNITION



- **Named by Becker’s Hospital Review as a Top 100 Hospital** with Great Women’s Health Programs
- **Named as one of America’s Best Hospitals for Obstetrics** by Women’s Choice Award®
- **Hoag Breast Center is the first and only breast center in Orange County** to be designated as a Certified Quality Breast Center of Excellence™
- **Designated as a Center of Excellence in Minimally Invasive Gynecology**
- **Highest volume provider of Gynecologic Robotic Assisted Surgery Program in California**
- **One of five sites in the U.S.** to be named a Pelvic Reconstruction Epicenter

YOU MADE A DIFFERENCE

Offering leading technology and innovated approaches to women’s care, WHI is an important resource that makes a difference both within and far beyond the walls of the Sue & Bill Gross Women’s Pavilion. On behalf of Hoag Women’s Health Institute, and all of the patients and families we serve, thank you for your support.



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2014 **Impact Report**



Hoag Women’s Health Institute (WHI), with in the Sue & Bill Gross Women’s Pavilion, improves the lives of the women it serves with personalized, integrated care through prevention, wellness and treatment. With your support, we’ve gathered a highly regarded, internationally recognized team of clinicians and researchers in advanced facilities and armed them with the latest technology to optimize women’s care. WHI offers a comprehensive array of programs, including those for breast care, gynecology and pregnancy.

WHI is an important resource for the women of our community at every life stage. Your investment in the WHI helps Hoag retain and recruit physician leaders, purchase leading-edge technology, develop patient-centered, integrated programs and facilities, and invest in clinical research. Philanthropic support provides the necessary resources to continue and enhance innovation and ensure the highest quality patient care on behalf of the patients served.

WHI’s Unique Array of Hospital-Based Services

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|--------------------|--|
| • OB Laborist | • Certified Level III B Neonatal Intensive Care Unit |
| • OB Nursing Staff | • OB Anesthesiologist |
| • Neonatologist | • Antepartum Fetal Diagnostics |
| • Perinatologist | • Obstetrical Emergency Department |

This report is a summary of some of our recent accomplishments made possible through our partnership with the philanthropic community.

EDUCATION

Hoag Breast Center

With three diagnostic and six screening breast centers, the Hoag Breast Center has garnered a national reputation as a center of excellence and an outstanding community resource. The first and only breast center in Orange County to be designated as a Certified Quality Breast Center™ by the National Consortium of Breast Centers, Hoag’s Breast Center defines “patient-centered” by prioritizing women’s needs with expedited, personalized care. It is a model for other breast centers around the country.

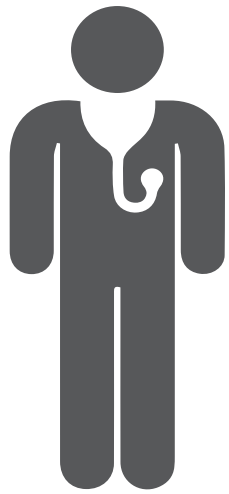
The Hoag-USC Breast Surgical Fellowship Program

Hoag is committed to educating the next generation of exceptional breast cancer surgeons in our community and beyond. Under the leadership of world-renowned breast surgeon Dr. Melvin Silverstein, who holds the Gross Family Foundation Endowed Chair in Oncoplastic Breast Surgery at Hoag, two surgical fellows from USC are trained at Hoag each year. As the world expert and developer of his oncoplastic technique, Dr. Silverstein is committed to improving breast cancer patient outcomes through education.

Recognized as one of the top three best breast fellowship programs in the United States, Hoag/USC Breast Fellows are able to attend specialized conferences and have presented their research, garnering national attention for Hoag. Fellows are represented throughout the U.S. in prominent positions and proudly claim Hoag as an important and prestigious part of their education. “This program prepares and enables its fellows to follow their ideal career paths. It provides incredible mentorship and a unique sense of belonging to a nationwide fellowship-family,” says Dr. Jessica Ryan, Hoag-USC Breast Surgical Fellow.

Philanthropy has been vital in elevating this important program to the level of distinction it proudly holds and will continue to enhance this highly specialized training and education effort that exists at Hoag.

36
breast cancer surgeons from
across the nation have come
to be recognized as Hoag/
USC Breast Fellows



5,000
patients are seen by each fellow
during his/her career
180,000
Dr. Silverstein estimates that through his
mentorship of the 36 fellows trained to date,
he will have the opportunity to influence the
care of more than 180,000 patients



“Training programs and physician
education opportunities make each of
us better by creating an atmosphere
that inspires innovation, collaboration,
and the highest quality, which directly
benefits our patients. Philanthropy
makes a profound impact on patient
care for years to come.”

~Melvin Silverstein, M.D.
Gross Family Foundation Endowed Chair
in Oncoplastic Breast Surgery

National Consortium of Breast Centers Conference

The National Consortium of Breast Centers Conference has been bringing together surgical, medical and radiation oncologists for the past 29 years, with the aim of fostering awareness of state-of-the-art treatments in breast cancer care. Donor support provides the necessary funding for WHI physicians, nurses, and staff to network, learn and share best practices, methodologies and treatment options that improve quality of care and outcomes for our patients. At the conference, pioneers of innovative approaches provided insight into the optimal interdisciplinary interventions for patients with breast cancer and its application to practice.

PROGRAMS

Supporting Healthy Mothers and Babies

More Orange County residents begin their lives at Hoag than at any other hospital. In fact, more than 6,000 babies were born at Hoag last year. As a Certified Baby-Friendly™ Birth Facility, Hoag maintains its world-wide designation by demonstrating its commitment to promoting evidence-based Ten Steps to Successful Breastfeeding and specific hospital policies that support breastfeeding and maternal-infant care.

Thanks in large part to philanthropy, all mothers at Hoag receive consistent education on breastfeeding and are given the confidence and skills necessary to support their informed decisions about their baby. This is done in many ways , including:

- Prenatal classes to expectant couples
- Ongoing lactation education for our staff
- Trained Internationally Board Certified Lactation Consultants are available to support staff and patients
- Post discharge lactation clinic
- Free community triage line, “Babyline”, for ongoing phone support after discharge

All California hospitals will be required to have this designation, or adopt comprehensive policies by the year 2025. Having obtained this worldwide designation in 2009, Hoag maintains its mission of being a nationally recognized health care leader.

Hoag Infant Loss Program

The loss of a pregnancy or infant is extremely difficult and painful. At Hoag, we strive to help our families through this difficult time by providing education, comfort, and healing for parents searching for answers and peace.

Thanks to generous community support, Hoag’s Infant Loss Program offers services and resources for grieving families in a warm and healing environment. This program provides parents with support, guidance, and hope through the pain that accompanies the loss of a baby, including support groups, social services and pastoral care services.



TECHNOLOGY

A hallmark of the Women’s Health Institute and the Sue & Bill Gross Women’s Pavilion is its dedication to moving care forward in ways that have a real and lasting impact on the lives of women—a true integration of high-tech and high-touch.

Telemetry Monitors



Through the generosity of our donors, Hoag is able to monitor the health and safety of unborn babies while supporting a better birthing experience for their mothers with the addition of four fetal telemetry monitors.

Telemetry fetal monitors herald a new era in care for pregnant moms and their babies. In the past, needing to be monitored confined women to their hospital beds. Today’s lightweight, wireless telemetry monitors allow moms to follow their instincts to walk around and change positions—while still being assured their baby’s health is being safeguarded.

This technology allows for an overall enhanced patient experience with a more positive birth experience for our moms at Hoag.

Robotic Telemedicine

A generous grant to Hoag Hospital Foundation of \$250,000 from the Legacy Foundation is helping Hoag’s Neonatal Intensive-Care Unit (NICU) create an advanced video link and robotic telemedicine technology interface in partnership with Children’s Hospital Orange County (CHOC) to improve the family experiences and outcomes of the hospital’s most precious patients and their families.

A secure web-based stream gives family members the opportunity to see their newest addition via any device connected to the Internet. This is a free service that will be available to our NICU patients to offer them 24-hour virtual access to their infants. Additionally, this generous philanthropic funding expands Hoag’s NICU services and capabilities by enabling remote rounding access to pediatric specialists at CHOC.

“In the absence of being able to hold and snuggle their newborns, cameras can bring about a level of connectedness between parents and their baby, as well as familiarity and trust between parents and hospital staff that is otherwise difficult or impossible to achieve.”

~Robert Hillyard, M.D., Chief of Neonatology at Hoag and Regional Neonatal Director of CHOC Children’s Specialists

Additional funding for this vital program is being provided by local gaming company, Activision Blizzard, to honor the good work of Hoag NICU nurses, physicians and staff. Both the Legacy Foundation and Activision Blizzard are truly making a transformational difference in the lives of our patients, now and in the future.

