

Your Support Made a Difference



Allyson Brooks, M.D., Ginny Ueberroth Executive Medical Director Endowed Chair and Women's Health Institute Chief Quality Officer

FY 2017 REPORT TO DONORS

July 1, 2016 - June 30, 2017

Hoag's Women's Health Institute continues to grow, expand and improve the lives of women in our community. From the recruitment of talented new physician leaders to the launch of innovative new programs to Hoag leading the way at national conferences, donor support is helping us make a significant difference. Today, because of your partnership, Hoag's Women's Health Institute offers a robust set of programs and services to provide coordinated specialized care for women across the continuum that encompasses body, mind and spirit.

Thanks to you, and other generous donors, Hoag provides the women in our community with the latest in advanced care personalized to their needs. This report is a summary of the impact that you made with your support in fiscal year 2017 (July 1, 2016 - June 30, 2017).

**HOAG
PROMISE**

OUR CAMPAIGN TO LEAD,
INNOVATE & TRANSFORM



Patricia De Marco Centeno, M.D., consulting with a patient

New Physician Leaders Are Creating Innovative Programs

Women’s Health Institute Chief Quality Officer and **Ginny Ueberroth Executive Medical Director Endowed Chair**, Allyson Brooks, M.D., recruited two physicians who are leaders in their respective fields and are already significantly enhancing the care provided at Hoag.

Hoag recruited reproductive psychiatrist Patricia De Marco Centeno, M.D., from USC to establish and lead a comprehensive Women’s Mental Health Program. Hoag’s Women’s Mental Health Program provides integrative evaluation and treatment of psychiatric disorders associated with reproductive changes, including premenstrual dysphoric disorder (PMDD), pregnancy-associated mood disturbance, postpartum psychiatric illness and peri- and post-menopausal depression.

Depression during pregnancy and postpartum affects 15 to 18 percent of women without a history of depression. Maternal depression is the most common complication of pregnancy in the United States, surpassing gestational diabetes and preeclampsia combined, which heightens the risks of untreated illnesses and the negative impacts on families.

Dr. De Marco Centeno strives to remove the barriers to care. “The question is not why a woman is depressed,” she says. “The question is what is keeping her from getting the treatment she needs. Untreated maternal mental health disorders significantly and negatively impact the short- and long-term health and well-being of affected women and their children.”

Program Launch Achievements

With the support of our philanthropic partners, Dr. De Marco Centeno hit the ground running and has already made important strides, including:

Maternal Mental Health Support Pilot Project

With the financial support of an anonymous donor, Dr. De Marco Centeno launched a six-month Maternal Mental Health support line in November 2016. This pilot included a call center staffed by a part-time case manager for physicians and callers to get access to available mental health resources in the community. The case manager also performs follow-up calls to postpartum patients that may be at risk for behavioral health issues and helps with physician outreach and education about Perinatal Mental Health. Thanks to support from the **Legacy Foundation**, we have been able to extend the support line beyond the six-month pilot.

Touching a Life in a Critical Moment

Hoag's Maternal Mental Health Support Line Clinical Navigator received a call from a local obstetrician to assist a patient who was pregnant and had complicated mental health needs. The obstetrician's patient, Mary*, was a 20-year-old single woman who was 21 weeks pregnant. Mary recently relocated

to Orange County and it was clear to the obstetrician that she had a limited support system to help her bipolar disorder and addiction.

When Mary discovered she was pregnant, she abruptly discontinued taking her psychiatric medications and entered a residential rehabilitation facility. Her new obstetrician was concerned that Mary was developing symptoms of mania and turned to Hoag's Maternal Mental Health Support Line for help.

At the request of the obstetrician, the Clinical Navigator reached out to Mary and, with her consent, found a reproductive psychiatrist as well as a therapist who specialized in treating addiction. The Navigator connected Mary to a public health nurse who made regular home visits to Mary's rehabilitation residence as a source of support and to ensure she followed through on her mental health care plan. A month after their initial phone call, Mary shared that she felt stabilized psychologically and she remained drug-free in the rehabilitation residence.

*Patient was given a pseudonym to protect her privacy

New Initiatives Launched by Dr. De Marco Centeno

Hoag-Based

- Maternal Mental Health Task Force
- Revision of screening protocols
- Mental Health Resource Packet created for patients and providers
- Maternal mental health content for the new Circle® by Hoag App

Community-Based

- Community awareness building:
 - o Outreach to directors of existing maternal mental health programs
- Collaboration with existing organizations such as:
 - o Melinda Hoag Smith Center for Healthy Living
 - o Postpartum Support International
 - o 2020 Mom
 - o MOMS OC
 - o St. Joseph Hoag Health Maternal Mental Health Task Force
 - o Cognitive Behavioral Therapy Center California
 - o New Mom School
 - o UCLA Mother-Baby Program



Sammy Bello, Dr. Heather Macdonald, Nicole Ervin, Lisa Fassnacht, Dr. Stephanie Buehler, Anusha Wijeyakumar, Dr. January Lopez, Yasi Ansari and Karen Herold.

Heather Macdonald, M.D., F.A.C.O.G.

Thanks to the support of our generous donor community, Allyson Brooks, M.D., **Ginny Ueberroth Executive Medical Director Endowed Chair** and Hoag’s Women’s Health Institute Chief Quality Officer, recruited Heather Macdonald, M.D., F.A.C.O.G., to establish and lead Hoag’s Breast & Ovarian Cancer Prevention Program located inside Hoag Health Center Irvine – Sand Canyon. As a board certified Obstetrician Gynecologist (OB/GYN) and fellowship trained breast surgeon, Dr. Macdonald is a truly unique clinical leader. She’s an expert in breast disease including the diagnosis and surgical management of breast cancer as well as gynecologic issues related to breast disease

including menopause, contraception, breast cancer survivorship, fertility preservation and inherited breast and ovarian cancer syndromes.

Dr. Macdonald joined Hoag after a decade at Keck School of Medicine of USC, where she held a dual appointment in the departments of Obstetrics & Gynecology and Surgery. At Keck Medicine of USC, she practiced both breast surgery and gynecology at the USC Norris Comprehensive Cancer Center. From 2004 - 2006, she was a fellow under the tutelage of Dr. Melvin Silverstein, **Gross Family Foundation Endowed Chair in Oncoplastic Breast Surgery** and director, Hoag Breast Program.

Hoag Breast & Ovarian Cancer Prevention Program

Under the leadership of Dr. Macdonald, Hoag is elevating the standard of care for women at increased risk of developing breast or ovarian cancer because of genetic predisposition. By taking a more holistic approach, we're supporting the mind, body and soul in addition to offering surgery and medication.

As Medical Director of Hoag Breast & Ovarian Cancer Prevention Program, Dr. Macdonald calls her patients previvors. "Our philosophy is that these are well people. And we want to keep them that way," she says.

By drawing together a multidisciplinary team of experts in meditation, fitness, nutrition and sexual and mental health, the new program educates and empowers high-risk women throughout the community.

The Hoag Breast & Ovarian Cancer Prevention Program works in collaboration with HERA (Hoag's Early Risk Assessment) and HERA Under 40 including Lisa Abaid, M.D., gynecologic oncologist and member of Hoag's Gynecologic Robotic Surgery team, Nirav Savalia, M.D., director of Oncoplastic and Aesthetic Breast Surgery, and Patricia De Marco Centeno, M.D., director, Women's Mental Health Program.

Currently, there are several clinically high-risk patients under Dr. Macdonald's care. Philanthropy covers nonreimbursable costs for services to clinically high-risk patients at Hoag for Her Center for Wellness.

Vigilance Is Saving Lives

REPORT TO DONORS

HERA (Hoag's Early Risk Assessment)

Wholly sustained by philanthropy, the Hoag Early Risk Assessment (HERA) Program gives women the tools they need to take control of their breast health. Unlike other breast centers, Hoag provides women who are between the ages of 35 and 55 undergoing screening mammography with both the results of their mammogram and their breast cancer risk profile.

That was a life saver for Commander Cheryl Newman-Tarwater of the Los Angeles County Sheriff's Department. Below is an excerpt from a letter of gratitude she wrote to Dr. Brooks.

"I wanted to express my sincerest thanks to you and your wonderful staff at the HERA Program. Karen* called me in 2014 and asked me if I wanted to be a participant in the program based on a variety of high risk factors for breast cancer. Fast forward to 2017 and I received a call from Karen recommending I go for a breast MRI. I also received a letter from her as well.

Thank goodness for that recommendation. I was diagnosed with breast cancer a week ago. The cancer is stage 1 and very early. According to my surgeon, there is no way a mammogram would have picked up this early stage of breast cancer. The cancer would have continued to grow for at least another year if I would have only had a mammogram. As devastating as the news was, I am so grateful that the HERA Program led to the earliest possible discovery of my cancer."

HERA Under 40

Last year, Hoag rolled out the HERA Under 40 Program to Hoag employees and spouses. The public roll out launched in spring 2017 to invite low- and high-risk women to receive a free comprehensive cancer risk assessment and consultation with Advanced Practice Nurse Practitioner, Karen Herold, DNP, FNP-BC, WHCNP-BC. Within the soothing environment of the Hoag for Her Center for Wellness, Karen provides the education and practical tools her clients need to make important decisions about their health.

As part of the individualized care plan for risk reduction and prevention, Karen also helps patients at high risk for cancer to access the comprehensive array of services available through the Women's Health Institute. Karen also participates in physician and community outreach to increase awareness of the program.

Special thanks to the **Legacy Foundation** for its generous support of this lifesaving program.

FY 2017 Stats



185 took the survey



82 identified as high risk



57 patients completed a consultation

* Karen Herold, DNP, WHCNP-BC, FNP-BC, is the HERA high risk Nurse Practitioner.

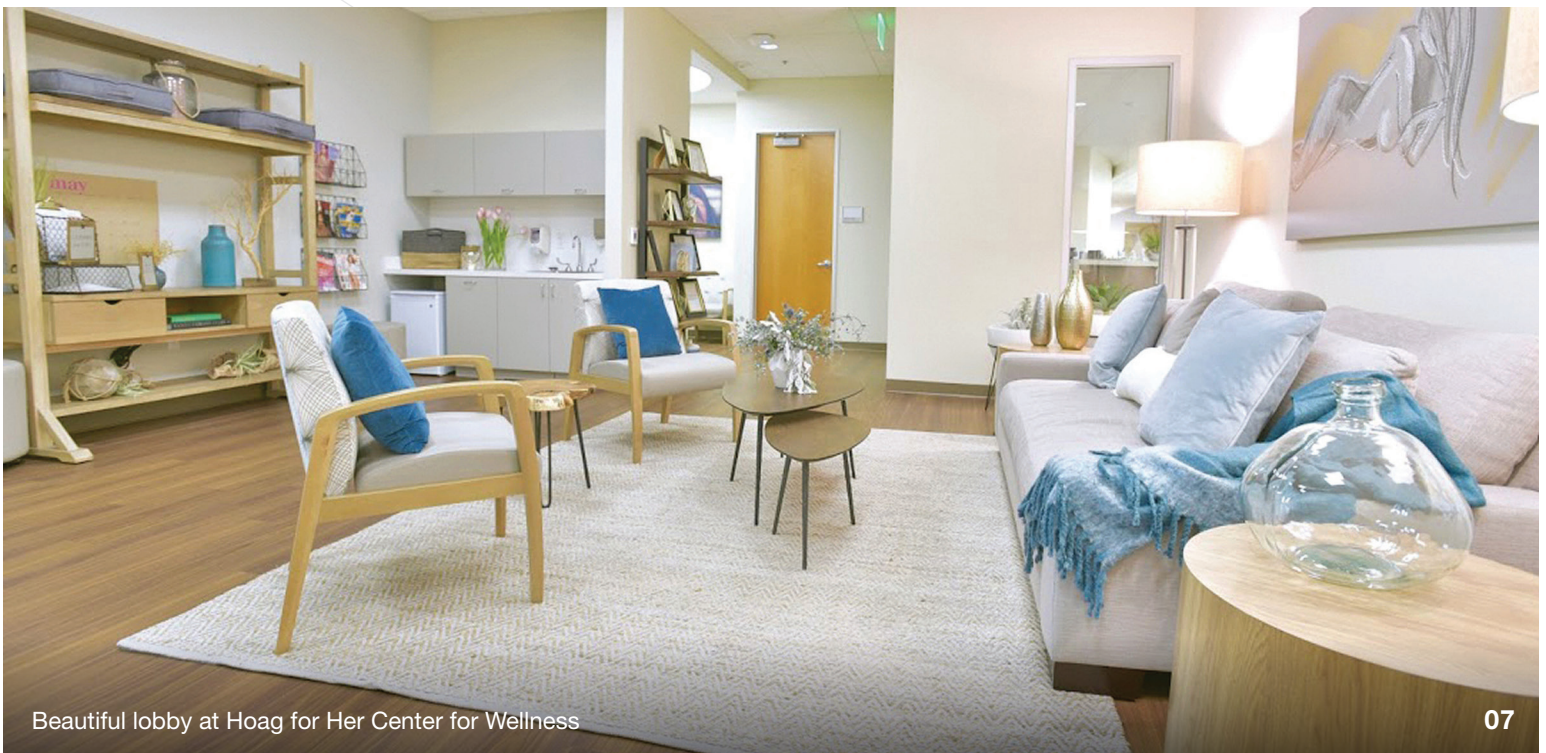
Prioritizing Radiant Health

REPORT TO DONORS

Hoag for Her Center for Wellness empowers women to take control of their health by providing all of the specialty services women need in a single convenient location with a team of wellness experts to guide and support them each step of the way.

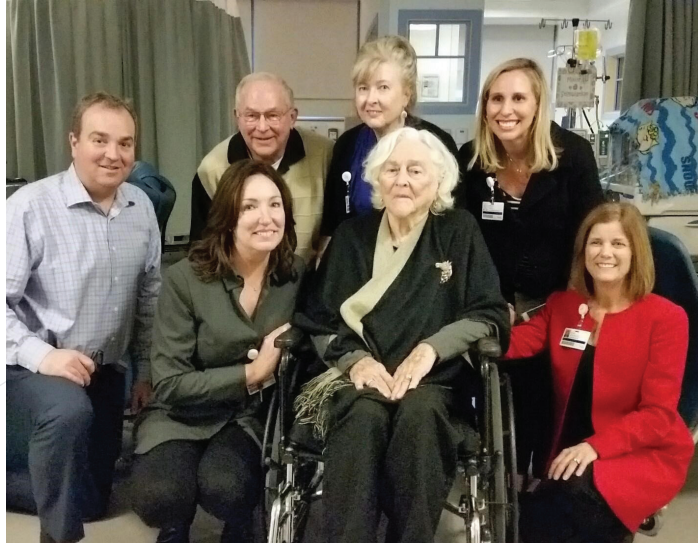
Built on the Hoag standard of excellence, our personalized wellness assessments, proven therapies and specialized, integrated care help women of all ages achieve optimal health. Our dedicated, all-female team of specialists includes certified and credentialed experts in women's health, physical therapy, sexual health and intimacy, weight management, fitness, nutrition and other wellness modalities such as acupuncture, guided imagery and massage therapy. This year, thanks in large part to philanthropy, Hoag offered meditation, yoga and other classes as part of its comprehensive services.

In addition, Hoag for Her Center for Wellness also works closely with the Hoag Breast & Ovarian Cancer Prevention Program to bring a more holistic approach to care for women at an increased risk of developing breast or ovarian cancer. Several studies have shown correlations between stress, fitness and diet with increased risks of cancer.



Beautiful lobby at Hoag for Her Center for Wellness

Back Row: Steve Howard, Don Schoellerman, Julie Walker, Carley O'Neill. Front Row: Dr. Allyson Brooks, Mary Ann Schoellerman, Dori Holnagel.



Drills Sharpen Skills!

Labor/Delivery/Recovery (LDR) Simulation Drill

Studies show programs using computerized, interactive human simulators boost positive patient outcomes and safety. While academic hospitals routinely conduct simulation drills for physicians, it's rare for community hospitals to provide this training to their medical teams. Thanks to philanthropic support, Hoag's Simulation Drill Program prepares clinicians for the unexpected.

A grant from the **Harriet E. Pflieger Foundation** allowed Kristi Rietzel-Furtado, RN, education coordinator of the Maternal Child Health Service Line, to refurbish Noelle, a computerized female simulator, for Hoag's Labor/Delivery/Recovery (LDR) Simulation Drill. This program brings together a comprehensive team for group drills.

A gift from the **Al and Mary Ann Schoellerman Foundation** helped purchase new human patient simulators, Victoria and Ann. Victoria is an advanced version of Noelle with more realistic anatomical features and the capability of performing more advanced emergency patterns. Ann is modeled after a 25-week-old premature infant to better train Hoag labor and delivery as well as mother-baby and NICU teams on proper protocols and procedures for premature infants.

In fiscal year 2017, labor and delivery teams and mother-baby teams participated in multiple simulation drills with the patient simulators. The drills allowed Hoag to streamline communications with the lab, improve the hemorrhage cart for the Mother Baby Unit and identify medicines and specific equipment necessary for real-life emergency situations.

Helping Survivors to Thrive

A Renowned Plastic Surgeon Named Director

Philanthropy supported the creation of a new directorship in the Women's Health Institute. We are pleased to report that Nirav Savalia, M.D., was appointed the first Director of Oncoplastic and Aesthetic Breast Surgery at Hoag. Dr. Savalia, who is also a clinical assistant professor of surgery at Keck School of Medicine of USC, developed novel techniques in oncoplastic surgery that have been presented nationally.

A renowned plastic surgeon, Dr. Savalia collaborates with the Director of Hoag Breast Program, Melvin Silverstein, M.D., **Gross Family Foundation Endowed Chair in Oncoplastic Breast Surgery**, and adds his expertise to the robust program. In his role, he leads the development of a comprehensive breast reconstruction program at Hoag by creating a reconstruction database to track and study outcomes. He collaborates in the training of USC breast fellows on Oncoplastic Breast Surgery.

Board certified in plastic surgery, Dr. Savalia is a firm believer in helping women maintain their breasts while working to rid their bodies of cancer. His goal is to educate women against the rising tide of unnecessary mastectomies that have become the default mode for too many cancer patients. "Hoag has long championed options that benefit women's health. It is very exciting to me to be a part of this progressive, patient-centered team," he said.



Nirav Savalia, M.D.

Circle® by Hoag App

Donor support is helping new and expectant parents get access to a vast network of local, Hoag-approved resources and tools from their smartphone with Circle®. In the first 90 days of its launch, 750 users downloaded and accessed the app which customizes information based on estimated due date or baby's date of birth. The Circle® by Hoag App is available for free from the Apple Store and Google Play.

Circle® also offers:

- Weekly content throughout pregnancy and for the baby's first year
- A to-do checklist designed by Hoag experts to guide new parents through every stage of pregnancy
- Trackers to monitor pregnancy weight gain, baby's kicks and newborn's feeding habits that can be shared with an OB/GYN and/or pediatrician
- Information on Hoag classes, mental health resources and support groups
- Trustworthy pregnancy and newborn information provided directly from Hoag experts

Staying Connected to Health



NICVIEW System Update

Thanks to support from the **Legacy Foundation**, NICVIEW lets families watch their babies in the Hoag NICU in real time from anywhere around the world. The system also supports telehealth so that experts can efficiently evaluate a patient's health from any secure location.

Making parents, grandparents, aunts, uncles and loved ones feel more involved with a newborn's development strengthens relationships and provides reassurance. Here is a snapshot of usage from all over the world!

Since installation of the 21 NICVIEW cameras in February 2015:



views from
60+
countries



nearly
5,000
views per month



over
91,700
logins

High Risk Hope

This year, High Risk Hope Orange County partnered with Hoag to deliver care packages for expectant mothers on hospital bed rest and families with premature infants in the NICU. Thanks to the generosity of volunteers, 400 Hoag moms received extra love and care from this amazing group. Among the assortment of items delivered was a calendar featuring High Risk Hope preemies. The gift brought tears and laughs from moms and Hoag's nursing staff!



Thank you @highriskhope for delivering care packages today to Hoag's Women's Health Institute that include specialty items for expectant mothers on hospital bed rest and families with premature infants in the NICU. 400 Hoag moms will receive comfort from these packages thanks to the generosity of our friends at The Legacy Foundation ♥ #hoagpromise #hoaghospital #nicu #grateful

Hoag Represents at National Conferences

Because of the groundbreaking work being done at Hoag, our clinical leaders are often asked to speak or present at national and international conferences. Here are a few recent examples:

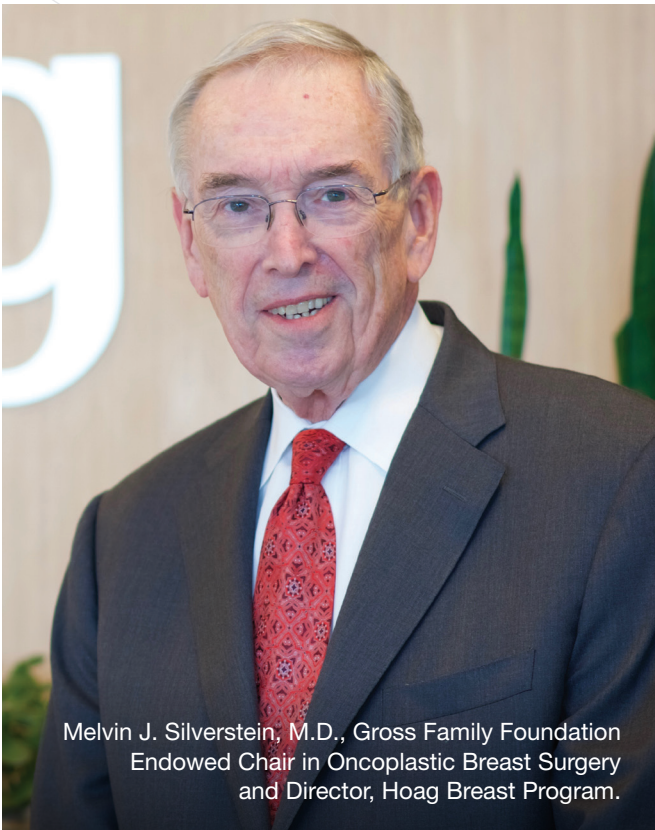
21st Annual Multidisciplinary Breast Cancer Symposium

Hoag is now considered one of the national leaders in Oncoplastic Breast Surgery in the United States. **Melvin J. Silverstein, M.D., Gross Family Foundation Endowed Chair in Oncoplastic Breast Surgery**, director, Hoag Breast Program and clinical professor of Surgery at the Keck School of Medicine of USC, gave the keynote address. The lecture detailed Hoag's tremendous progress in breast preservation since Dr. Silverstein arrived at Hoag in 2008.

Melinda Epstein, Ph.D., clinical research scientist for Intraoperative Radiation Therapy (IORT) at Hoag, submitted an abstract titled "702 Patients Treated with Intraoperative Radiation Therapy (IORT)." It was selected as one of three top abstracts and Dr. Epstein was invited to present the paper from the podium to the entire meeting. She had the additional honor of being awarded the top prize for the most outstanding paper and presentation. Her paper was published in *The Breast Journal*.

Hoag Physicians Selected to Teach Unique Breast Conserving Operative Technique at National Meeting for the American Society of Breast Surgeons

Melvin J. Silverstein, M.D., and **Nirav Savalia, M.D.**, director of Oncoplastic and Aesthetic Breast Surgery at Hoag, were among the faculty selected by the American Society of Breast Surgeons to teach the Annual Oncoplastic Breast Surgery Course at the national meeting held in April 2017 in Las Vegas. In addition, Hoag faculty and USC/Hoag Breast Fellows presented five research poster presentations at the national meeting.



Melvin J. Silverstein, M.D., Gross Family Foundation Endowed Chair in Oncoplastic Breast Surgery and Director, Hoag Breast Program.



Dr. Melvin Silverstein, Steve Muzzy, Mary Muzzy, Mike Muzzy, Janae Muzzy, Dr. Sadia Khan, Dr. Nicole Marie Zaremba, Jim Muzzy, Pam Muzzy and McKenna Roth.

Advanced Education and Training

2017 Muzzy Family Fellow in Oncoplastic Breast Surgery

The Muzzy Family Endowed Fellowship Selection Committee announced Nicole Marie Zaremba, M.D., as the 2017 recipient of the third **Muzzy Family Endowed Fellowship in Oncoplastic Breast Surgery**. Dr. Zaremba completed her surgical residency at Michigan State University in 2016. Under the guidance of Melvin J. Silverstein, M.D., FACS, Gross Family Foundation Endowed Chair in Oncoplastic Breast Surgery, Dr. Zaremba and USC/Hoag Breast Surgical Fellows are trained on highly specialized oncoplastic breast surgery techniques and provided with skill sets that will prepare them for their future as leaders in oncoplastic breast conservation 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.

We offer our gratitude and appreciation to the Muzzy family for their commitment to and support of physician education.

USC/Hoag Breast Fellowship Program

With the support of Hoag donors, the USC/Hoag Breast Fellowship Program trains breast surgeons in breast conserving techniques that allow for better cosmetic results in breast cancer patients. From this highly competitive program – this year, 83 applied for three positions – fellows have continued on to positions at the University of Chicago, University of Wisconsin, the University of Michigan, Johns Hopkins, The Cleveland Clinic, Drexel Medicine, Virginia Mason Hospital, Loyola Medical Center, the University of Southern Illinois, Dell School of Medicine and more. Dr. Silverstein is currently training his 43rd, 44th and 45th fellows through the USC/Hoag Breast Fellowship Program. Twenty-nine of these fellows have rotated through Hoag since 2008.

Awards & Accolades

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:

Hoag Breast Center Named Certified Quality Breast Center of Excellence

For the fourth consecutive year, Hoag Breast Center has been named a “Certified Quality Breast Center of Excellence” by the National Quality Measures for Breast Centers™ (NQMBC™), the program’s highest certification level. Hoag Breast Center is the first and only breast center in Orange County to receive this prestigious designation.

Here are highlights of additional Women’s Health Institute recognitions:

- Center of Excellence in Minimally Invasive Gynecology (COEMIG™)
- Named by *Becker’s Hospital Review* as a Top 100 Hospital with Great Women’s Health Programs
- 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

Thank you

Your generous support is helping Hoag provide innovative programs, leading technology and outstanding staff to maintain and improve the health and well-being of the women in our community.

For more information, please contact Hoag Hospital Foundation at (949) 764-7217. Please visit our website: www.HoagPromise.org.