



Spreading Its WINGS

Bon Secours Expands in Henrico County

BON SECOURS RICHMOND HEALTH SYSTEM IS MAKING HEALTH CARE MORE ACCESSIBLE THAN EVER IN Henrico County for the entire Richmond region.

A giant banner draped on the Glenside Drive side of a handsome new building proudly proclaims that

Bon Secours is opening a Heart Institute there in 2008.

The Heart Institute — with its own MRI and CT scanners, fitness center, cardiology team, and cardiac rehab and education center — will work to keep healthy people well, and also to help sick people get better. The facility will offer other medical services, including an urgent care center.

The new campus at the Heart Institute site also will house medical practices such as dermatology and internal medicine. Some physicians began seeing patients there this summer. Good health and wellness permeate the place, including a heart-healthy café, cooking classes, and dietary assistance.

The multi-dimensional facility is just one of four new major Bon Secours building initiatives in Henrico County. Three projects are under way, and one was just completed.

Nearby, a second building project is completed. The Bon Secours Cancer Institute and Neurosciences Institute is located on the former headquarters site of Reynolds Metals Co. off Broad Street near Interstate 64. The Reynolds Crossing

Campus is considered an extension of nearby St. Mary's Hospital at Monument and Libbie avenues.

The Cancer Institute was recently expanded to include both cancer treatment and a wellness and education center. The same building includes the Neurosciences Center, with neuro-rehab, pain management, a sleep lab, and the Cullather Brain Tumor Quality of Life Center. ►



Peter Bernard (above), CEO of Bon Secours Virginia and CEO of Bon Secours Richmond Health System, stands proudly in front of the new Bon Secours Heart Institute (above and left) — a gem in the Richmond expansion.

As the U.S. population ages, says Michael Spine, Bon Secours senior vice president for planning and marketing, health care that seeks to prevent or reduce illness, especially long-term illness, becomes increasingly important.

Bon Secours' third major Henrico building project is in the east end of the county on Laburnum Avenue. Here the Laburnum Medical Center will be replaced with a large medical office building similar to the Heart Institute.

The fourth and final building project is the former Ukrop's supermarket on Patterson Avenue near Gaskins Road. An urgent care service will be available there, along with imaging and physicians' offices.

Bon Secours' expansion is part of the natural evolution of modern hospitals, observers say. "A hospital is no longer just four walls and a bunch of beds," says Katherine Webb, senior vice president of the Virginia Hospital and Health Care Association.

Bon Secours' growth in Henrico is testimony to the trend of moving care out of the hospital while providing other forms of care. As a result, Webb says, "More complex patients are in the hospital. At the end of the day, this is better for everyone."

Technological advances in health care delivery allow hospitals to do more things on an outpatient basis. "The patient is well-served," says Webb.

Michael Spine, senior vice president for planning and marketing for Bon Secours, describes this new direction in medicine as "episodic" and one that takes aim at "chronicity." Convenient and accessible health care facilities encourage keeping people healthy instead of just waiting for "episodes" of illness, Spine explains. Such preventive health care helps eliminate "chronicity"—that is, long-term chronic illness.

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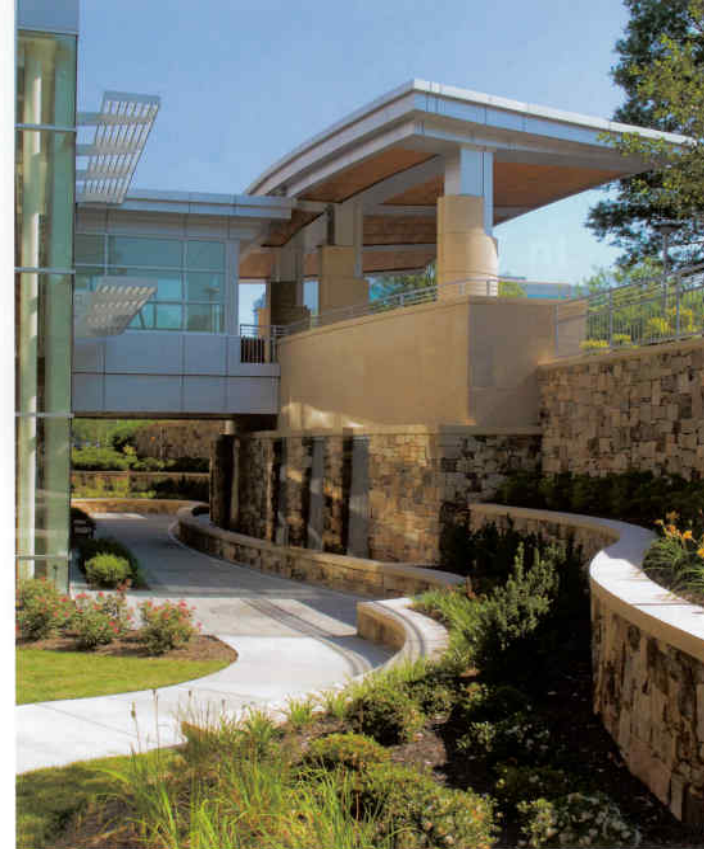
Federal health policy has pushed health care systems such as Bon Secours in this direction. "More and more we're seeing that the government doesn't want us to 'redo,'" he says.

In other words, when a patient has undergone an expensive procedure or hospitalization, Medicare expects the patient to comply and participate in a collaborative continuum of care. Working with outpatient services such as Bon Secours' Heart Institute and Cancer Institute for continued recovery means that patients are expected not to return to be treated for a previous ailment.

Moving health care out of the hospital and into the community has become routine, and will continue, says Webb, of the state hospital and health care association. "Our hospitals are focused on the health of the community. They are not just focused on when you're sick, but they're all about keeping people well. Health care has a much broader definition now." She adds that improving health care accessibility and placing emphasis on wellness helps to contain costs.

Bon Secours has gotten that message: Its Heart Institute will stress corporate health with opportunities for businesses to provide wellness services for employees, Spine says.

Over at the Reynolds Crossing Campus, a third building is planned—a project Spine says has long-term potential to serve as "a vital complex



PHOTOGRAPHY BY KEVIN SCHINDLER

for the community." There Bon Secours envisions clinical research in the area of heart and mind—cardiology and neurology. Collaborative research with the Medical College of Virginia or other research facilities could occur at the next Reynolds Campus building by 2010.

"We're always looking for ways to expand and grow," says Kim Brundage, director of patient relations for Bon Secours. "St. Mary's needed to expand to meet patient needs. The demand is there," but she adds that St. Mary's Hospital "is pretty land-locked." The Reynolds Crossing Campus provides room to grow. Bon Secours' expansion has been aided by \$145 million in bonds issued by the Henrico County Economic Development Authority.

New buildings and services are just one part of Bon Secours' forward movement. Spine is particularly enthused about another endeavor: A new electronic information system will take Bon Secours Health System into the new age of Web-based patient information. Spine said Bon Secours will move to a system modeled after the Geisinger Health System in Danville, Pa., one of the nation's largest integrated health services organizations.

"My Geisinger," as the system is called, allows patients to contact their physicians directly, make appointments, and pay medical bills 24 hours a day, seven days a week. Patients have access to health records in password-protected sites. This not only promotes getting patients engaged in their own care, but also improves efficiency.

In this or a similar system, patients in the Bon Secours system will have access to their own medical records, as will their physicians. Physicians may contact patients via e-mail.

Brundage said it may be 2010 before Bon Secours' electronic medical service is up and running for doctors and patients in the system. Much of this information is already available electronically in the Bon Secours system, says Spine. "But this will take it to the next level," he says.

Increasing patient involvement in their care is a vital element in 21st-century health care. "Patients deserve to be treated with respect," Spine says, adding that surveys show Bon Secours is reaching that goal. "Our hospital has always scored near the top." ■

URGENT CARE

Bon Secours Thinks Outside The Box

Bon Secours Richmond Health System's expansive building program will include two new urgent care facilities that will serve patients who need walk-in care day or night.

Perhaps the best way to illustrate the concept of Bon Secours' urgent care facilities is through the story of a 38-year-old Richmonder.

While walking on a Wintergreen trail, he twisted his ankle. The pain was wrenching. Back in Richmond, the next day he went to a convenient walk-in clinic—often called a "doc-in-the-box"—where he had received good service in the past. A sprained ankle was the diagnosis. The physician wrapped the ankle in an Ace bandage, gave him pain medication, and sent him on his way.

Three weeks later, with the ankle pain free and apparently well, on a Sunday afternoon he went for an eight-mile run, only to injure the ankle again. This time, the pain was worse—much worse—and the swelling was immediate. He thought his ankle was broken.

He went back to the same "doc-in-the-box" and was fitted with a plastic splint and given a pain prescription. Before he went home, he was advised to see an orthopedist.

Could a follow-up orthopedist exam have made a difference after his first visit? Could the second sprain have been avoided?

What sets the two new Henrico Bon Secours urgent care facilities apart from others is that an appointment with an orthopedist would have been set for the patient by the urgent care practitioner—allowing for immediate follow-up. No work to find an orthopedist would have fallen to the patient. With a stable of 1,200 physicians, follow-up would have been smooth and the doctor would have access to X-rays, history, and records from the urgent care visit.

Years ago, walk in, "doc-in-the box" medical services became a popular solution for immediate medical care—sore throats, poison ivy, sprained ankles, possible broken bones. They've saved emergency rooms from the less serious illnesses and have given the public an opportunity to receive immediate care whether they have a physician or not.

Hospital administrators don't like to call their walk-in care "doc-in-the-box." Instead, "urgent care" is the preferred name for hospital-based immediate care facilities that do have some differences—mainly connection to a hospital system.

One of the new Bon Secours urgent care services will be in the new Heart Institute building near Broad Street and I-64. The urgent care suite there is large and airy with generous-sized examining rooms. Parking is plentiful in a lot adjoining the building. The second one will be in the new Bon Secours office at Patterson Avenue near Gaskins Road, formerly a Ukrop's supermarket.

"Our hospitals are extremely burdened in the emergency department," said Michael Spine, senior vice president for planning and marketing. The two new urgent care facilities for walk-in, immediate care should relieve the four Bon Secours hospital emergency rooms. ■

Bon Secours' belief in caring for the whole person and its desire to give patients a sense of peace and spiritual healing are reflected in the interior and exterior designs of facilities such as the Cancer Center (opposite page).

The new Bon Secours Heart Institute offers the latest technologies in health care, including Magnetic Resonance Imaging (MRI) (below).

