Integrated medicine is a new phenomenon in American health care, but many of its practices were pioneered long ago by Kaiser Permanente, which has been advocating and following a holistic approach to patient treatments and outcomes for the last 70 years.

“At Kaiser Permanente, all facets of care, from outpatient to inpatient and even long-term care, are interconnected,” said Dr. Nancy Gin, area medical director at Kaiser Permanente Orange County. “There are very simple pathways of communication and database sharing. Everyone is on the same page with every patient.”

Kaiser Permanente was among the first health care providers in the nation to try such an approach. Its philosophy, called Total Health, improves the physical, mental and social well-being of all its members. The success of its integrated model has allowed Kaiser Permanente to become a powerful presence in health care, with the scale, resources, and capabilities to drive change at all levels.

In traditional health care plans, “the insurance company had a role, the hospital had a role and the physicians had a role in the patient’s health, but they weren’t necessarily aligned,” said Dr. Gin. “In our system all three entities are aligned around the best outcomes for every patient.”

The key to healthier outcomes is the preventive benefits of integrated medicine.

Dedicated to serving women and children

Kaiser Permanente provides care for women of all ages, though for many women pregnancy and childbirth are among the most significant points in which they’ll interact with Kaiser Permanente doctors. “Childbirth is a very personal experience,” says Dr. Patrick Roth, the physician director of Women and Children’s Services for Kaiser Permanente Orange County. “Our aim is to provide a comprehensive model of care, offering everything from midwife services to the most modern high-risk services that may be required.”

Kaiser Permanente’s Anaheim and Irvine Medical Centers see more than 6,000 births annually. The Orange County hospitals have been recognized as Baby-Friendly hospitals in a program sponsored by the World Health Organization and UNICEF designed to give mothers the information, confidence and skills needed to successfully initiate and continue breastfeeding.

Kaiser Permanente’s Women’s Health Services department includes board-certified OB/GYN physicians, midwives, nurse practitioners, and specialists in major obstetrics and gynecological specialties, including Maternal Fetal Medicine, Gynecologic Oncology, Reproductive Endocrinology and Urogynecology.

A leader in sports medicine

Sports medicine has changed significantly as technology and frontiers of knowledge expand. Kaiser Permanente Orange County has assembled a team of specialists that stays on the leading edge of the field.

“We are very fortunate to have a talented team and a comprehensive program,” said Dr. Brent Davis, an orthopedic surgeon who’s a member of the sports medicine group and director of the Kaiser Permanente Orange County Orthopedic Sports Medicine Fellowship program. “We have fellowship-trained sports medicine surgeons, primary care sports medicine doctors, fellows and dedicated shoulder surgeons, as well as physician assistants and physical therapists.”

At Kaiser Permanente’s medical campuses in Anaheim and Irvine, Dr. Davis and his colleagues often care for sports’ professionals and gifted student athletes. Dr. David Haller, a member of the sports medicine group, is an official UCI team doctor. But the majority of their practice is outside the realm of professional athletics.

Kaiser Permanente Orange County has created an Athletic Injury Clinic that provides care quickly and effectively, crucial for competitive athletes. Athletes can be referred directly by their coaches or trainers, or team doctors on a walk-in basis.

Comprehensive and coordinated cancer care

A personal diagnosis of cancer is the last thing anybody wants to hear regarding their health. Dr. Devansu Tewari, the physician director of the Gynecologic Oncology program, emphasizes the integration of services that ensures Kaiser Permanente Orange County patients and family members are not alone during this very difficult time. “Our standard is to see that this very personal journey for our members is not left to them to navigate through alone,” says Dr. Tewari. “It is our responsibility that they know and feel they have a partner at all levels of their care experience.”

The journey he speaks of actually starts with prevention and detection. By following the best protocols and advocating regular screenings, Kaiser Permanente is better able to prevent or detect and treat cancers early and save lives. Kaiser Permanente is rated highest by the National Committee of Quality Assurance’s Quality Compass data for Medicare members for breast and colorectal cancer screenings.

Once a patient is diagnosed with cancer, Kaiser Permanente’s coordinated oncologic care is brought to bear on the disease. It’s a multidisciplinary approach in which an entire team is involved in reviewing, assessing, and developing treatment options based on each unique case, evaluating any and all possible avenues for treatment with the most current procedures and technology.

Other attributes of Kaiser Permanente Orange County’s cancer treatment include its large network of care facilities, anchored by two hospitals. The medical centers are the hub, but their strategically located office buildings allow patients to conveniently utilize other services such as laboratory testing and pharmacy services closer to their homes or work places.

Team-based approach to neurological surgery

Kaiser Permanente’s integrated philosophy of health care can be seen in all aspects of its services. Neurosurgery is no exception. The complex challenges associated with tumors and other diseases of the anterior skull and nearby regions are best addressed by an interdisciplinary team.

“For patients with complex tumors in complicated locations, the best approach is typically team-based,” according to Dr. Marc Vanefsky, a neurological surgeon at Kaiser Permanente Orange County. “Such facilities are few and far between. In California there are probably only three or four. It takes a concerted effort to pull them together.”

The Kaiser Permanente Orange County anterior skull-based team is made up of neurosurgeons, head and neck surgeons, anesthesiologists, endocrinologists, oculoplastic surgeons, and others who work in concert to care for these patients like few other hospitals could. Kaiser Permanente brings its team-based approach to each patient from the beginning.

To learn more, please visit kp.org/orangecounty.
At Kaiser Permanente, we’ve brought care and coverage together for a more integrated experience. That means doctors and health care providers with knowledge of your medical history are housed in one of our convenient locations. Come see how we can make your life easier while keeping you healthier. Visit kp.org/orangecounty today because together, we thrive.

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Partnerships Transform Health Care

Business leaders are finding that successful, affordable, high quality health care now depends, more than ever, on innovative partnerships with health systems that take responsibility for the health of their employees’ populations. With a history of more than 100 years partnering with individuals, MemorialCare Health System is now forging partnerships with leading southern California employers. “Innovative partnerships are transforming health care and bringing real and lasting value to employers,” says Barry Arbuckle, PhD, president & CEO, MemorialCare Health System. “Because of our long history of managing the health of populations, we can partner with employers to provide high quality care to their employees and help guarantee their health care spending trend,” he adds. MemorialCare’s commitment to become more lean and efficient in order to lower costs while continuously improving quality and service allows the health system to provide greater value in today’s marketplace.

Access to a continuum of integrated, convenient care

There’s been a dramatic migration of care from the inpatient to the outpatient setting over the past decade. New less invasive technologies allow many tests and procedures to take place outside the acute care setting. There’s a greater emphasis on prevention as alternative payment models, like accountable care organizations (ACOs), incentivize providers to offer care that keeps people out of the hospital. And consumers are seeking more convenient access to locations that are closer to work or home, and provide great care at a competitive price.

To stay ahead of the trend in outpatient care, MemorialCare has grown from a system of six hospitals to a fully integrated health system providing convenient, accessible care in more than 200 locations from the South Bay to San Clemente.

To meet the need for preventive and primary care, MemorialCare has dramatically grown its physician practices across the Southland. In addition to long-standing partnerships with leading physician groups, the health system now includes MemorialCare Medical Group and Greater Newport Physicians. Its two medical groups include more than 2,600 physicians and specialists providing integrated, outpatient care. Last November, the first two UC Irvine Health primary care locations opened in Tuscan and Orange, managed by MemorialCare Medical Foundation.

To meet the demand for convenient imaging and surgical services, MemorialCare has a growing network of competitively priced and conveniently located imaging and surgical centers. Southland residents now have access to nine MemorialCare Imaging centers and eight ambulatory surgical centers.

Access to innovative networks

MemorialCare, Anthem Blue Cross and six other health systems made the news last September when they announced Vivty, an innovative network offering in Los Angeles and Orange Counties. “It’s a first-in-the-nation partnership between an insurer and seven competing hospital systems: MemorialCare, Cedars-Sinai, Good Samaritan Hospital, Huntington Memorial Hospital, PIH Health, Torrance Memorial Medical Center and UCLA Health,” says Arbuckle. “We created this unprecedented partnership to provide employers and consumers with a unique health care offering.” The rapid growth in primary care and more affordable ambulatory locations and the forging of innovative partnerships like Vivty, allows MemorialCare to offer employers opportunities for savings without sacrificing quality. The health system participates in numerous health plan driven networks, ACOs with leading health plans, and tailored network products. “These types of plans give employers high quality, affordable care close to where employees live and work,” says Arbuckle.

Keeping employees healthy

When it comes to transforming the health of an employee population, MemorialCare got a head start seven years ago with the launch of The Good Life employee wellness program. The comprehensive program includes an initiative for chronic disease management. In Balance, which is a partnership between MemorialCare and employees with diabetes, hypertension and hyperlipidemia. In Balance participants show significant clinical results that support improved health outcomes. Linking benefits to behavior is another important element in improving population health. MemorialCare employees who complete a health risk assessment and biometric screening, and earn wellness points through health-related activities can qualify for The Good Life Medical Plans which offer significant savings.

MemorialCare partners with a population of more than 18,000 employees and dependents, and shares its learning with other employers so they can improve employee wellness and engagement, and achieve savings with their own employees.

The health system develops customized solutions for employers to provide high quality and affordable care to their employees. And as an employer’s partner in health care, MemorialCare draws on its extensive experience in population health and chronic disease management to help keep a company’s employees healthy, and care for them when they’re not.

For more information on how MemorialCare partners with employers, call (714) 377-2960.

MemorialCare Health System is a nonprofit integrated delivery system that includes: Long Beach Memorial, Miller Children’s & Women’s Hospital Long Beach, Community Hospital Long Beach, Orange Coast Memorial, Saddleback Memorial in Laguna Hills, Saddleback Memorial in San Clemente; MemorialCare Medical Group and Greater Newport Physicians; MemorialCare Imaging Centers, MemorialCare Surgical Centers and numerous other outpatient locations. memorialcare.org
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MemorialCare Health System. We keep our communities healthy and care for them when they’re not. For more information, visit MemorialCare.org or call 800-MEMORIAL.
Our species evolved under natural light, so our biological clocks synchronize with ever-shifting daylight conditions. Yet most business lighting is constant, stress inducing, and—let’s be honest—ugly. Fortunately, a new solution is on the horizon: the Sun Frame. This cutting-edge illuminated artwork technology emits the same shifting wavelengths as daylight, boosting worker productivity while offering a style that will dazzle clients.

**Circadian Rhythms and Productivity**
University of California, Irvine researchers have proven that human productivity rises and falls with the sun. Internal circadian rhythms synchronize our energy levels according to daylight patterns.

- Early in the day, there’s an abundance of blue light. Our energy and focus are at their peak during this time, as blue light prevents the release of melatonin. At midday, most people are still able to focus, as a balance of blue and red light is visible. As evening approaches, melatonin is on the rise, and many experience a mid-afternoon slump.
- In the evening, red spectrum light induces the release of more melatonin, as the body prepares to rest in darkness.

**How Office Conditions Affect Circadian Rhythms**
Workers may be unable to access daylight. Artificial office lighting typically produces red-spectrum light, which confuses circadian rhythms. Incandescent bulbs and cool white fluorescent lights emit yellow/red spectrum light. Even yellow/green spectrum energy efficient florescent bulbs lack blue light. Without blue light, workers often feel sluggish. Full-spectrum florescent lighting does include blue light, but it does not change during the day, so circadian rhythms may still be disrupted.

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Advancing the charge against prostate cancer

When doctors at UC Irvine Health recommended that Paul Kroger undergo an advanced new prostate biopsy procedure, he jumped at the opportunity.

Kroger had a malignant lesion on his prostate, a family history of prostate cancer and an elevated PSA level. Doctors at another hospital had urged him to forego treatment until the cancer was found to be more of a threat, but Kroger was unhappy with the “wait and watch” advice. Wanting to determine whether his cancer was aggressive, he consulted with doctors at UC Irvine Health. They recommended the new biopsy option.

Kroger’s action was fortuitous. Using new biopsy technology called Artemis, UC Irvine Health doctors determined that Kroger’s cancer was fast growing, and they surgically removed his prostate.

“I can’t say enough about the UC Irvine Health staff,” says patient Paul Kroger. “By using (new biopsy technology) Artemis, they probably saved my life.”

Prostate cancer remains a challenge. Over the past decade screening guidelines have evolved, and treatment is not recommended for everyone because some prostate cancers are slow growing. As a result there is increasing uncertainty about how best to detect and treat prostate cancer—uncertainty that UC Irvine Health is addressing.

Each year, UC Irvine Health physicians complete more than 500 biopsies, diagnosing up to 300 cases of prostate cancer. Therapy ranges from traditional to cutting-edge and includes robot-assisted surgical removal of the prostate, RapidArc radiation therapy, intensity-modulated radiation therapy, brachytherapy (radiation delivered through radioactive seeds), hormonal therapy and newer therapies—such as prostate cancer vaccines and molecular-targeted agents—available only in clinical trials.

Effective care begins with a biopsy. The Artemis-guided-biopsy system, which combines ultrasound with high-powered magnetic resonance imaging to create a detailed map of the prostate, allows physicians to clearly view the entire gland in 3-D and real time, enabling pinpoint accuracy compared with traditional biopsy. UC Irvine Health is one of the first in Southern California to use the new biopsy system, which removes the guesswork and ensures that sufficient biopsy tissue is acquired from suspected lesion sites. This ensures more effective tumor grading and treatment.

“With Artemis, we’re better able to differentiate lower-grade cancers, which we’ll watch, from higher-grade lesions that require more aggressive treatment,” said UC Irvine Health urologist Dr. Edward Uchio, director of urologic oncology and clinical research. “Artemis allows us to more appropriately characterize cancers to optimize treatment.”

“I can’t say enough about the UC Irvine Health staff,” Kroger said. “By using Artemis they probably saved my life.”

Once cancer is detected, partial or complete prostatectomy may be required. The cornerstone of UC Irvine Health’s prostate cancer program is robotic prostatectomy.

Under the guidance of Dr. Thomas E. Ahlering, vice chair of the Department of Urology, UC Irvine Health has emerged as a leader in robotic prostatectomy. Ahlering is recognized as one of the most innovative and published robotic surgeons in the world, and has performed more than 1,500 procedures with consistent success. His research shows that men who have undergone the procedure at UC Irvine Health have a 97 percent continence rate within 6 months of the surgery and similarly a very high rate of preserving sexual function.

Innovation and expertise have propelled UC Irvine Health to be a leader in prostate cancer diagnosis and treatment.

“We’re at the cutting edge,” Uchio said. “Everything we do is designed to ensure that our patients get the best care available. If we can do that, then everyone wins.”

Visit ucirvinehealth.org or call 714-456-6068 to learn more.

Treating life-threatening cancers with leading-edge care

To most people there are few diagnoses more daunting than cancer. Fortunately, the UC Irvine Health Chao Family Comprehensive Cancer Center is helping patients fight the battle in Orange County. As the region’s only local National Cancer Institute-designated comprehensive cancer center, it is home to cutting-edge therapy options for more than 100 cancer types. “As an NCI-designated comprehensive cancer center, we develop novel approaches to fight cancer based upon our evolving understanding of how cancer cells live, die and respond to treatments,” says Dr. Richard Van Etten, director of the cancer center. “These contribute greatly to the prevention, diagnosis and survivorship of cancer.”

While UC Irvine Health treats all types of cancer, its center has several highly specialized programs in brain, lung and digestive cancers.

Neuro-oncologists and neurosurgeons team up to provide optimal treatment for brain tumors. For cancers once considered inoperable, the BrainPath™ neurosurgery system allows doctors to remove tumors deep within the brain with less risk to critical surrounding tissue. In addition, fast, powerful and precise TruBeam™ STx radiation therapy enables physicians to painlessly destroy the tiniest, most inaccessible lesions.

Low-dose spiral computed tomography permits detection of early-stage lung cancer in high-risk patients who have no symptoms, increasing the chances for successful treatment. The cancer center also was among the first to identify and treat small lung tumors using video-assisted thoracic surgery, the gold standard for early-stage lung cancer treatment.

For digestive cancers, UC Irvine Health doctors pioneered the use of endoscopic fine-needle ultrasound to diagnose and treat difficult malignancies without open surgery. Doctors use highly advanced, minimally invasive techniques and treatments that preserve the patient’s quality of life.

UC Irvine Health’s efforts in diagnosis, treatment and research also are improving care for patients with many other life-threatening cancers, including breast, liver, urologic, gynecologic and colon/rectal.

“Other cancer centers treat cancers, but only NCI-designated comprehensive cancer centers can lead with knowledge,” Van Etten says. “Innovative technologies, therapeutics and treatment options are the mainstay of the Chao Family Comprehensive Cancer Center.”

To make an appointment with a UC Irvine Health cancer specialist, visit ucirvinehealth.org/cancer or call 714-456-8000.
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To learn more about how you can become part of The Anti-Cancer movement, visit anti-cancer.com or call 844-CANCER-9

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T

The finest in patient care and education for health care professionals distinguishes a new interprofessional medical facility scheduled to open soon in Anaheim.

Ketchum Health, an 80,000 square foot health care center at 5460 E. La Palma Ave., will house the clinical operations of the Southern California College of Optometry, School of Physician Assistant Studies and planned College of Pharmacy, sponsored by Marshall B. Ketchum University. The first phase of the facility is set to open in Spring 2016.

Ketchum Health takes interprofessional education to the next level by teaming optometry, physician assistant and pharmacy students in one location designed for collaborative diagnostics and facilitated patient care and education.

“There is an awful lot of siloing in medicine and in the health professions. We are trying our level best to make this more of a collaborative experience for everyone,” says Vice President for Clinical Affairs Julie Schornack, O.D., M.Ed.

“Serving the ‘whole patient’

A team approach to clinical education benefits both the future medical professionals and their patients. With colleagues from the medical and pharmacy disciplines evaluating patient cases at their side, optometry students are sharing educational experiences that address the full scope of the patient’s needs and further establish them as a critical player in the primary care model.

Patients seen in the eye care center become more than “just a pair of eyeballs,” says Dr. Schornack. “It gives us [as optometrists] the opportunity to look at the whole patient and integrate who they are from their medical side, who they are from their eye care side, and how their pharmacy needs might intersect. It allows the students within Ketchum Health’s educational programs to connect and discuss how each individual discipline adds to a collaborative health care plan that offers the best care for each individual patient.”

Patients with diabetes, for example, may seek medical treatment to manage their disease. At Ketchum Health, the patient’s care is not complete without an eye exam to check for diabetic retinopathy and a consultation with a pharmacist to teach the patient about the importance of proper medication management.

Ketchum Health offers medical attention, comprehensive eye care and pharmacy services in one location, with a team of health care professionals who work together with the patient’s best interests in mind.

“The advantages are comprehensive care, better interprofessional communication and teamwork, which leads to fewer medical errors,” says Judy Ortiz, M.H.S., M.S., PA-C, Dean of the College of Health Sciences and Director of Interprofessional Education for MBKU. “The environment gives the students a great opportunity, too, because as they follow the patients, a physician assistant student is able to see what an optometrist does and what a pharmacist does, and they can collaborate more with each other that way. It enhances that provider’s medical knowledge and skills.”

Additionally, all providers will use the same electronic health records to communicate about a patient; information collection will be streamlined and efficiently shared among practitioners, eliminating the patient’s need to visit multiple offices.

A formal groundbreaking event took place on site at Ketchum Health in June, introducing the community and potential charitable investors to this exciting new interprofessional health care center in Anaheim. Construction is slated to begin this summer, and the first phase of renovations — including the eye care center, faculty and staff offices — should be complete in early 2016, with the addition of a medical home and a pharmacy thereafter. Community members and philanthropic donors interested in helping to fund this initiative forward should reach out to University Advancement at MBKU to learn more about potential naming opportunities at Ketchum Health.

Benefiting the community

Because of Ketchum Health’s educational mission, it will offer specialized services that many private practitioners currently do not. The eye center’s vision services include specialized contact and prosthetic lenses, vision therapy and pediatric vision care to name a few.

“It’s definitely the full spectrum of everything optometry has to offer, with a medical home,” Schornack says. “And the fact that pharmacy is present really adds to a very special kind of patient experience that you might not readily find elsewhere — one that’s team-based and focused on patient outcomes.”

Ketchum Health will accept most vision and medical plans; and as a nonprofit dedicated to delivering the best health care to all, will continue to partner with special programs that target underserved or specific patient populations. “These meaningful, collaborative outreach opportunities offer students a well-rounded education and bring much needed care into segments of the population that might not have it otherwise,” says Schornack.

Interprofessional leaders

Upon completion of their clinical rotations at Ketchum Health, optometry, physician assistant and pharmacy students will be well prepared as interprofessional leaders.

“We have wonderful potential to impact the way our students collaborate and the way they practice in the future in their own communities,” says Schornack. “That’s really what I find to be pretty amazing.”

The interprofessional model of care is making its way into the health care education curriculum at Marshall B. Ketchum University and its clinical operations at Ketchum Health. Philanthropic giving opportunities are available; MBKU University Advancement staff look forward to sharing more information with all interested charitable investors in Orange County and beyond. Please email University Advancement at advancement@ketchum.edu or call 714.992.7832 to learn more or to request a list of donor recognition opportunities at Ketchum Health.
Reimagining health care education

The mission of Marshall B. Ketchum University is to educate caring, inspired health care professionals who are prepared to deliver collaborative, patient-centric health care in an interprofessional environment.

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  - Lifestyle management for employee populations needing to reverse or manage chronic conditions
  - On-site coaches and providers, focusing on wellness and medical services for the body, mind and spirit
  - Telehealth for access to specialists and other medical professionals
  - Subscriber-based, no-cost email, with up-to-the-minute health news authored by the St. Joseph Hoag Health team

For those seeking comprehensive wellness services, St. Joseph Hoag Health is also the developer of innovative wellness corners situated at major business sites throughout the area. These sites, such as those already created in partnership with The Irvine Company in Irvine and Western Digital, are capturing the attention of large employers nationwide. More than just medical clinics, these centers focus on helping individuals develop healthy lifestyles that result in a lifetime of good health.

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St. Joseph Hoag Health has proven its expertise. Our network coordinates care and shares data to achieve outstanding patient outcomes and preventive care. We are experienced in bringing insurers, physicians and care providers together to achieve high quality and efficient health services. That’s meant real savings and health benefits for our community. In fact, as a result of our partnerships, we have reduced hospitalization and readmission rates, lowered emergency room visits, better manage chronic disease and saved millions in excess costs.

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Above all, no other network can offer you and your employees the trust. St. Joseph Hoag Health has earned in our community. We’ve become synonymous with a unique approach to health that includes not just outstanding medicine, but also the care that comes from truly caring for every individual we are privileged to serve.

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- Hoag Hospital Irvine
- Hoag Orthopedics Institute
- St. Joseph Hospital Orange
- Mission Hospital, Mission Viejo
- Mission Hospital, Laguna Beach
- St. Jude Medical Center, Fullerton

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