PHYSICIAN NEWS

WINTER
2017

A Publication for Physicians from Holy Cross Health

INNOVATIONS IN COMPLEX SPINE CARE

For Your Patients

HOLY CROSS HOSPITAL

HOLY CROSS GERMANTOWN HOSPITAL

Inside this Issue

A message from:
NORVELL V. COOTS, MD
President and Chief Executive Officer, Holy Cross Health

I am honored to be addressing you as the first physician to serve as president and CEO of Holy Cross Health, and feel blessed to have been selected to lead an organization whose commitment to being the most trusted provider of health care services has touched so many lives. I have been in the role since August 1, and have spent considerable time meeting people internal and external to Holy Cross. It didn't take me long to realize just how important Holy Cross is to the people it serves in the Washington, D.C. region.

I am struck by how, on the local level, Holy Cross has for decades provided award-winning care, including to the most vulnerable among us; on the state level how Holy Cross has taken the lead in supporting innovative approaches to how health care is funded and delivered; and nationally how Holy Cross has pioneered initiatives such as the first seniors emergency center in the country, and built the first hospital on the campus of a community college—to name just a few of the many programs and initiatives carried out to improve the health of our communities.

It is a testament to the legacy and work of the Sisters of the Holy Cross that a single hospital built 53 years ago has grown into a health care system that provides innovative, high-quality and safe health care to all. It is also testament to the many partnerships that have happened along the way and continue now. Of utmost importance is the relationship that we share with the physician community.

As a physician and experienced health care leader, I know moving Holy Cross Health forward during this time when the environment is rapidly changing will take strength and stability of focus, purpose and partnership. As you read through this issue of Physician News, you will find articles about key services and dominant health care issues. I am proud of the work we are doing and am grateful to all who join together to make it possible.

So it is with great excitement that I look forward to working with everyone at Holy Cross Health, and each of you, as we partner to improve health and rise to the challenges of delivering quality health care to all. ■

Our Vice Presidents of Medical Affairs Show Holy Cross Health's THREE STRATEGIC PRINCIPLES IN ACTION

ATTRACT & SERVE

In October 2016, we celebrated two years of steady growth at Holy Cross Germantown Hospital. Our emergency services have experienced significant use, with volumes greater than anticipated. Joint replacement has grown rapidly as a number of orthopedists have found a home at our facility, which they report is a great place to work with experienced staff and around-the-clock physician assistant support. Over the coming years we will be working to expand our neurosciences program to encompass all related disciplines, including epilepsy management and accreditation of our stroke program. OB/GYN is busy and poised for significant growth as more physicians learn about our great staff, leading-edge facility, beautiful patient rooms, and around-the-clock in-house obstetricians, anesthesiologists and neonatal nurse practitioners. Finally, our on-campus medical office building is filling up, providing a wide range of medical services for our community—but space is still available. Thanks for all that our medical staff has done to make Holy Cross Germantown Hospital a success.

MANAGE EFFECTIVELY

As part of Holy Cross Health's mission to improve individual and community health, we are actively reaching out to community physicians to discuss ways that we can improve communications and otherwise support the practices of those whose patients we touch. We may be reaching out to your practice, in the spirit of collaboration, to help us learn how best to assist with care outside the hospital. We are also linking physicians to resources to help them successfully negotiate the many changes that are transforming primary care. For example, did you know the Maryland Practice Transformation Network provides free consultative services to assist with Medicare billing codes, meaningful use requirements and preparing for MACRA? Holy Cross Health is committed to helping our community partners negotiate these complex challenges in order to meet our ultimate objective of improving population health.

Blair Eig, MD, Chief Medical Officer, Holy Cross Health and Vice President of Medical Affairs, Holy Cross Germantown Hospital (left); Louis Damiano, MD, Vice President of Medical Affairs, Holy Cross Hospital, (right).

IMPROVE HEALTH

In response to the mandate that seems to take on more importance with each passing year—to improve the quality of care and decrease costs—Holy Cross Health has adopted the approach and strategies of the perioperative surgical home to manage our surgical patients, a major initiative of the American Society of Anesthesiologists. What this means in practice is that we have protocols, order sets and care plans for each stage of the perioperative continuum: preoperative, intraoperative and postoperative. For example, in the pre-habilitation phase we prepare patients so that they undergo surgery in the best possible condition. On the day of surgery we have processes for every hour before the patient enters the operating room, as we do postoperatively until time of discharge. Every process is analyzed and assessed for efficiency, effectiveness and safety, and we measure outcomes and report our quality metrics to the Joint Commission. When your patients enter our hospitals for surgery, you can be confident that they are receiving the highest quality of patient-centered care, which delivers superior outcomes, reduces readmissions and saves health care dollars. ■

Philip Schneider, MD, (right), performing a spinal fusion at Holy Cross Hospital.

INNOVATIONS IN COMPLEX SPINE CARE
For Your Patients

"There are two goals in spine care," says Philip Schneider, MD, orthopedic surgeon and medical director of the Spine Center at Holy Cross Hospital since 2004. "To decrease pain and increase the quality of life for your patients. How we achieve this as a center of excellence and leader in minimally invasive surgery is a much longer story."

"One of the unique aspects of our spine program," says Zachary Levine, MD, FAANS, medical director of neurosciences and neurosurgery, Holy Cross Health, and chair of the department of surgery, Holy Cross Hospital, "is that it encompasses both neurosurgeons and orthopedic surgeons working together so that we can handle virtually any condition that presents with the spine."

Those conditions include chronic back pain and disorders such as scoliosis and spinal stenosis; serious spinal damage such as injury to the lumbar, thoracic and cervical spine; spinal tumors; degenerative spinal disease; metastatic cancer to the spine and more.

Program integration based on best practices, evidence-based medicine, ongoing analysis of quality metrics and constant attention to what the best and brightest in spine care are doing across the country are some of the attributes that helped make Holy Cross Hospital the first hospital in Montgomery County to earn Spine Surgery Certification from The Joint Commission. And this high-quality care is now part of the Holy Cross Germantown Hospital spine program, expanding access to comprehensive spine care to upcounty residents.

COMPREHENSIVE, INTEGRATED SPINE CARE

Holy Cross Health's interdisciplinary spine team includes:

- Neuro and orthopedic physician assistants (PAs) who assist surgeons in the operating room and with post-surgical patient care
- Specially trained physical and occupational therapists
- A designated spine unit at Holy Cross Hospital
- Specialized nursing care
- Neurointerventional radiologists who perform kyphoplasty and other nonsurgical interventions
- Pain management specialists and a Pain Management Center at Holy Cross Hospital that offers both interventional and non-interventional treatment
- Programmatic leadership and data analytics to ensure excellence and compliance with the highest standards of care

Zachary Levine, MD, FAANS, working with the Zeiss Pentero 900 surgical microscope during a cervical arthroplasty at Holy Cross Germantown Hospital.

"One of the unique aspects of our spine program is that it encompasses both neurosurgeons and orthopedic surgeons working together so that we can handle virtually any condition that presents with the spine."

— Zachary Levine, MD, FAANS, Medical Director of Neurosurgery and Neurosciences, Holy Cross Health; Chair of the Department of Surgery, Holy Cross Hospital

PERIOPERATIVE SURGICAL HOME

The integrated spine care offered by Holy Cross Health is a perioperative model of patient-centered care as described in the "Improve Health" section on page three of this publication, which addresses the entire continuum of care from the presurgical phase through discharge.

"Everything is mapped out," says Sanjog Mathur, MD, orthopedic surgeon, Holy Cross Germantown Hospital. "Our spine program has tailored order sets and care plans that take the patient through a choreographed journey every step along the care continuum based on orthopedic recommendations."

Holy Cross Health physicians follow proven care protocols at Holy Cross Hospital and Holy Cross Germantown Hospital, and update these protocols regularly based on quality metrics, experience and insights that emerge during monthly spine team meetings.

LEADERS IN MINIMALLY INVASIVE SURGERY

Holy Cross Health surgeons are pioneers in minimally invasive spine surgery, and hundreds of accomplished spine surgeons have been trained in minimally invasive techniques and technologies at Holy Cross Hospital. Studies have been performed, articles have been written, and equipment for minimally invasive surgery has been tested and even designed by Holy Cross Health surgeons, who have access to the best and most advanced technologies—stereotactic guidance systems, fluoroscopy and advanced surgical microscopes that are standard equipment at both hospitals.

"The Zeiss surgical microscope allows for binocular, high-resolution, magnified visualization through extremely small corridors in discectomies and laminectomies," says Jay Rhee, MD, neurosurgeon, Holy Cross Hospital and Holy Cross Germantown Hospital, "allowing surgeons—as in all minimally invasive techniques—to make smaller incisions thereby limiting damage to critical structural components of the spine."

Benefits to the patient cascade from these minimally invasive techniques: shorter recovery times, less pain, minimal use of narcotics, shorter hospital stays and surprisingly fast returns to functionality. Many minimally invasive procedures can be done on an outpatient basis, and the typical spine surgery patient spends two days or less in the hospital post-operatively.

"We get our patients up and walking almost as soon as they wake from surgery," says Navinder Sethi, MD, orthopedic surgeon, Holy Cross Germantown Hospital. "Early mobility

Continued on p. 6

Continued from p. 5

Jay Rhee, MD, (center) performing a spinal fusion at Holy Cross Hospital.

"Interventional procedures we perform for spine patients include diagnostic spinal myelogram, diagnostic X-ray or CAT scan guided needle biopsy, epidural spinal injections and facet injections for pain management, vertebroplasty for pain treatment for spinal fractures caused by osteoporosis or bone tumors, and thermal ablation to reduce pain for spinal bone tumors."

— Arman Moshyedi, MD, Interventional Radiologist, Holy Cross Hospital and Holy Cross Germantown Hospital

Arman Moshyedi, MD. reading a scan at the catheterization lab at Holy Cross Germantown Hospital.

John Huffman, MD, checking medication levels during an intrathecal pump refill at the Pain Management Center at Holy Cross Hospital.

Sheila Mathew, CRNP, performing an intrathecal pump refill at the Pain Management Center, Holy Cross Hospital.

"The pain management team offers multiple options for managing chronic pain including medications, implantable devices that deliver targeted drugs directly to the source of the pain, epidural steroid injections and sympathetic nerve blocks."

— John Huffman, MD, Medical Director, Pain Management, Holy Cross Hospital

is a hallmark of minimally invasive spine surgery, and part of our physical and occupational therapy care protocols. Helping people get back to normal function quickly is what the spine program is all about."

ALTERNATIVES TO SURGERY

Non-surgical therapies and pain management techniques also help alleviate chronic back and neck pain for many people who may not be candidates for surgery, or who want to postpone surgery as long as possible. At the Holy Cross Hospital Pain Management Center, full-time, board-certified pain management physicians and nurse practitioners work closely with spine program surgeons to deliver options that maximize function while helping alleviate chronic pain.

Physical therapy before and after spine, back or neck surgery also plays a critical role in optimizing outcomes. Specially trained physical therapists focus on strengthening muscles and managing back pain before and after surgery. For surgical inpatients at Holy Cross Hospital and Holy Cross Germantown Hospital, physical and occupational therapy starts patients on the road to recovery immediately following surgery.

The Spine Center, in conjunction with Holy Cross Home Care, is also developing a unique pre-operative home assessment program in which a physical therapist is sent into a patient's home to identify any obstacles to recovery at home following spine surgery, often eliminating the need for discharge to a rehabilitation facility.

This is all standard operating procedure for an integrated and team-based spine care program designed to optimize outcomes.

A CENTER OF EXCELLENCE

"To be a center-of-excellence you have to have performed a certain number of surgeries to prove proficiency," says Dr. Schneider. "You have to have an integrated OR team; you have to perform complex spine surgeries; you have to have created protocols and algorithms of care management. We have done all these things, and we have done them for years.

"To physicians thinking of sending their spine patients to us, I would say there is a high probability your patients will have a good result. We measure our quality and outcomes, we have a dedicated staff, a dedicated unit, dedicated pain management and anesthesia, and dedicated protocols that make everything work together. We have a world-class program." ■

Meet Our Surgeons

Amin Amini, MD
Neurosurgeon, Holy Cross Hospital

Zachary Levine, MD, FAANS
Neurosurgeon; Medical Director, Neurosciences and Neurosurgery, Holy Cross Health; Chair of the Department of Surgery, Holy Cross Hospital

Sanjog Mathur, MD
Orthopedic Surgeon, Holy Cross Germantown Hospital

David Perim, MD
Orthopedic Surgeon, Holy Cross Hospital, Holy Cross Germantown Hospital

Jay Rhee, MD
Neurosurgeon, Holy Cross Hospital, Holy Cross Germantown Hospital

Philip Schneider, MD
Orthopedic Surgeon; Medical Director, Spine Center, Holy Cross Hospital

Navinder Sethi, MD
Orthopedic Surgeon, Holy Cross Germantown Hospital

TO LEARN MORE about Holy Cross Health's spine services and spine specialists visit: **HolyCrossHealth.org/Spine**

A Multidisciplinary Team + New Technologies =

EARLY LUNG CANCER DETECTION AND CURE

Ask any doctor connected with thoracic services at Holy Cross Hospital and Holy Cross Germantown Hospital about our system-wide continuum of care and they will tell you, it's all about the team.

"We have a lung cancer tumor board comprised of a team of thoracic surgeons, pulmonologists, nurse navigators, social workers, pharmacists, oncologists and radiation therapists that meet regularly to discuss patients seen in our system," says Pablo Gutman, MD, pathologist; medical director, Laboratory, Holy Cross Health; medical director, Holy Cross Health Cancer Institute. "This allows the patient to be seen in their totality, focusing not just on the disease but the patient as a whole."

Most patients coming to the hospital though the Emergency Department or by direct admission have some type of imaging study done, and it is not unusual that an incidental lung nodule or other abnormality appears. When this occurs the test results are shared with the Lung Nodule Review Group, which consists of thoracic surgeons, pulmonologists and radiologists.

"When a nodule is identified in these tests," says Barry Levin, MD, thoracic surgeon, "the group reviews the image and recommends further studies or follow-up as needed. It is not unusual that we diagnose an early lung cancer or some other problem which is curable. This additional review process assures that that these incidental but potentially serious problems are not overlooked."

"Our comprehensive thoracic program encompasses all the specialties involved in the diagnosis and treatment of thoracic oncology," says Sheela Modin, MD, radiation oncologist. "All the involved disciplines attend tumor board where patient cases are discussed in order to arrive at integrated and medically up-to-date treatment plans."

Each specialist brings to the table their unique professional perspective, and the patient benefits through open group discussion and exchange of collective insights. "Ten health care providers are better than just one when dealing with complex illnesses such as lung cancer," observes Dr. Gutman.

ADVANCED LUNG CANCER SCREENING

Highlighting Holy Cross Health's leadership in early lung cancer detection and treatment is its participation in the International Early Lung Cancer Action Program (I-ELCAP), an international, collaborative group consisting of experts on lung cancer and related issues from around the world that has championed life-saving, early lung cancer screening. I-ELCAP recently held its 34th international conference at the Holy Cross Health Conference Center.

Standardized diagnostic and treatment protocols developed through the collaborative approach of the tumor board, and through I-ELCAP participation, are used at Holy Cross Hospital and Holy Cross Germantown Hospital, with a commitment to bring thoracic patients the very best in care and treatment options.

MEMBERS OF HOLY CROSS HEALTH'S THORACIC TEAM

(l-r): Ari Fishman, MD, medical oncologist; Barry Levin, MD, thoracic surgeon; James Xu, MD, medical oncologist; Sheela Modin, MD, radiation oncologist, medical director, Holy Cross Radiation Treatment Center; Bryan Steinberg, MD, thoracic surgeon; Pablo Gutman, MD, pathologist, medical director, Laboratory, Holy Cross Health; medical director, Holy Cross Health Cancer Institute; Ram Trehan, MD, medical oncologist; Stephen Mitchell, MD, pathologist; Daya Sharma, MD, medical oncologist; Anil Narang, MD, vascular and interventional radiologist; Denise Holford, RN, oncology nurse navigator; Cheryl Aylesworth, MD, medical oncologist; Daniel Clark, MD, radiation oncologist; Linda Burrell, MD, medical oncologist. Not pictured: Kunda Biswas, MD, thoracic surgeon; Shaad Abdullah, MD, medical oncologist; William Kelly, MD, medical oncologist; Anu Gupta, MD, radiation oncologist (Holy Cross Germantown Hospital only); Lila Bahadori, MD, pulmonologist; Joseph Ball, MD, pulmonologist; Theodore Igwebe, MD, pulmonologist; Richard Mahon, MD, pulmonologist; Milai Yohannes, MD, pulmonologist.

Approximately 70 physicians and hospital personnel from 13 states and abroad recently converged for the 34th International Conference on Screening for Lung Cancer at the Holy Cross Health Conference Center. Hosted with the Icahn School of Medicine at Mount Sinai, the event shared the latest findings from the International Early Lung Cancer Action Program (I-ELCAP), a research study looking at the role of low-dose CT in the detection of nodules that may be cancer.

"Ultimately we want to understand and manipulate the biology of tumors. Until then, we have powerful tools to identify and remove lung cancers at earlier stages with great precision."

- Bryan Steinberg, MD, Thoracic Surgeon

ADVANCED SURGICAL TECHNOLOGIES

"Holy Cross Health is a leader in early adoption of advanced technologies," says Bryan Steinberg, MD, thoracic surgeon. "We are the only health system in Montgomery County that offers both endobronchial ultrasound (EBUS), and electromagnetic navigation bronchoscopy (ENB), and these make a huge difference to our patients and benefit the community." Both technologies are available at Holy Cross Hospital and Holy Cross Germantown Hospital.
"Using the *da Vinci*® surgical robot, we're the only health system in the area that has done a complete robotic lobectomy," continues Steinberg. "The very first robotic lobectomy was done at Holy Cross Germantown Hospital."

Dr. Steinberg emphasizes that a commitment to physicians, community and patients has kept Holy Cross Health on the forefront of medical advances.

"Some patients can be treated without surgery," says Anil Narang, MD, interventional radiologist. "Using image-guided treatment we can drain fluid from the lung, or drain a lung abscess, all through interventional radiology. We have our own niche when it comes to treating patients with lung disease."

NEW AND EMERGING TECHNOLOGIES

"We are not going with a single approach or modality of treatment for cancer," says Ram Trehan, MD, medical oncologist. "There are so many newer options—state-of-the-art diagnostic and therapeutic approaches."

"And to stay abreast of emerging technologies, we have an active research program to help enroll patients in regional and national trials," says Dr. Modin.
"This is a fast-evolving field with technologic advances in diagnosis and treatment, and we provide the latest in technology and options for clinical trial participation," says Cheryl Aylesworth, MD, medical oncologist. "This year was marked by advances in immunologic treatments, and we have a variety of trials in this space."

"Ultimately we want to understand and manipulate the biology of tumors," says Dr. Steinberg. "Until then, we have powerful tools to identify and remove lung cancers at earlier stages with great precision, often in a minimally invasive manner, the benefits of which are a faster return to full activity."

GUIDING, DIRECTING AND EMPOWERING PATIENTS

Bringing order to the complexities of this multifaceted, coordinated-care effort is the nurse navigator.

"The navigator wears many hats: caregiver, educator, advocate and provider, to name just a few," says Denise Holford, RN, nurse navigator, Oncology Services. "We help guide, direct and empower the patient throughout their care continuum from screening, diagnosis, treatment, survivorship and even end-of-life."

"One of our crown jewels is the nurse navigator assigned to manage patients and ensure they are educated as to the management goals. She is the glue that holds it all together," concludes Dr. Aylesworth. ■

Free Lung Cancer Screening for Eligible Participants

Our free I-ELCAP screening program is open to participants who are:

- At least 40 years of age
- Have not undergone a chest CT in the past three years
- Are current smokers or former smokers
- Have a personal physician to follow up on the screening results

Anyone who meets these eligibility criteria can request an appointment by visiting **HolyCrossHealth.org/I-ELCAPAppointment** or calling **301-754-7695**.

Responding to Maryland's Opioid Epidemic

In the 24 years since James Del Vecchio, MD, has worked in the Emergency Center at Holy Cross Hospital, he's never seen anything like the current opioid epidemic. "We see 7,000 patients a month. A few years back we'd see maybe one heroin overdose a month. Now we're seeing two or three overdoses a week and sometimes several a day," says Dr. Del Vecchio, Medical Director, Emergency Department, Holy Cross Health.

The data supports his observations. According to the Centers for Disease Control and Prevention, since 1999 the number of overdose deaths involving prescription opioids and heroin have nearly quadrupled. Nearly half a million people died from drug overdoses nationwide between 2000 and 2014, and during that same period heroin-related deaths more than doubled in Maryland. From 2013 to 2014 Maryland also had the sixth highest drug overdose death rate increase in the country.

Another troubling statistic is that three-out-of-four new heroin users report abusing prescription opioids prior to using heroin. So how is Holy Cross Health responding to the epidemic?

The Maryland Hospital Association (MHA) has issued a set of Emergency Department Prescribing Guidelines for opioids for all Maryland hospitals (available at mhaonline.org/resources/opioid-resources-for-hospitals).

"We are implementing all MHA guidelines for opioid prescriptions at all our facilities," says Yancy Phillips, MD, chief quality officer, Holy Cross Health. "There is now a high awareness among the medical staff of the associated risks, and we have adjusted our use of opioids accordingly. Another way we are minimizing the use of opioids at our hospitals is by using non-opioid analgesics following certain surgical procedures like hip and knee replacements, as well as alternate therapies like relaxation, biofeedback, local anesthetics, cold or warm compresses, and physical therapy."

In addition to MHA guidelines, perhaps the most important tool Maryland health care providers have is the Prescription Drug Monitoring Program established by the Maryland Department of Health and Mental Hygiene, and available on Chesapeake Regional Information System for our Patients (CRISP), Maryland's health information exchange.

"Visiting the prescription monitoring website before prescribing opioids is now part of our protocol," says Dr. Del Vecchio. "We've integrated it into our electronic health record so we can check it quickly and easily, and have picked up quite a few cases when patients turn out to have been ER shopping and picking up narcotics along the way."

Dr. Del Vecchio's team has also begun monitoring every prescription written by Holy Cross Health emergency physicians for MHA guideline adherence, which includes avoidance of long-acting opioids such as OxyContin and fentanyl patches, and limiting quantities of narcotic pain medications to a three-day supply unless clinically indicated.

In accordance with the guidelines, Holy Cross Health's emergency department medical staff also do not prescribe for lost, destroyed or stolen controlled substances, and ensure that all patients are advised of the dangers and instructed on the proper use of these medications.

"In our first 30 days after going live with this program, we wrote thousands of prescriptions and saw zero usage of the inappropriate drugs and very few instances of prescriptions written for more than three days," says Dr. Del Vecchio. "And when we did exceed the three-day limit, the clinical justification was documented."

When asked about the effectiveness of the MHA guidelines, Dr. Del Vecchio observes that there is no data yet on the correlation between increased vigilance in the use of prescription opioids by hospitals, caregivers and health systems, and opioid addiction rates. "But with so many addicts starting out with prescription pain medication," he concludes, "I have to believe that it's better to limit the number of pain pills."

For more information on the opioid epidemic, visit CDC.gov/drugoverdose. ■

NEXUS MONTGOMERY

Reducing Avoidable Hospital Use

Nexus Montgomery is a collaboration among six Montgomery County hospitals (Holy Cross Germantown Hospital, Holy Cross Hospital, Medstar Montgomery Medical Center, Adventist Health Care Shady Grove Medical Center, Suburban Hospital and Washington Adventist Hospital) and a number of community-based organizations designed to reduce avoidable or unnecessary hospital use, including readmissions, by connecting people to timely and appropriate community-based care and support services.

Nexus Montgomery has launched four programs focused on four specific populations:

- **Hospital Care Transitions** programs aim to reduce the rates of 30-day readmissions by expanding the care transitions programs already operated by each hospital.
- **Wellness and Independence for Seniors at Home (WISH)** provides free risk assessments and support services for people age 65+ living independently in the community. WISH aims to reduce avoidable hospital use by connecting older adults to the services they need before their health declines. WISH is actively enrolling clients and providing needed care coordination and health coaching.
- **Capacity Building for the Severely Mentally Ill** initiatives include the addition of an eight-bed crisis house and an Assertive Community Treatment (ACT) team through a partnership with Cornerstone Montgomery. The ACT team, which uses an evidence-based model to treat severely mentally ill patients, is operational. The crisis house, which is currently under renovation, is expected to open in March 2017.
- **The Uninsured in Need of Specialty Care.** Nexus Montgomery will provide funds for uninsured people at risk of hospitalization, or who have recently been hospitalized, to receive needed specialty care. The Project Access program, operated by the Primary Care Coalition (PCC), will coordinate specialty care referrals from hospitals and community-based health centers and support patients with case management.

For more information, please contact Jeff Goldman, director, Nexus Montgomery Regional Partnership, at jeff_goldman@primarycarecoalition.org. ■

THE MEDICAL OFFICE BUILDING at Holy Cross Germantown Hospital

The Medical Office Building at Holy Cross Germantown Hospital provides outpatient medical services to the community from tenants such as The Blue Door Pharmacy, in partnership with Holy Cross Health; Capital Women's Care; Community Radiology Associates Women's Imaging Center at Germantown; Evolution Oral Surgery; LabCorp; Metropolitan Women's Group; Potomac Valley Orthopaedic Associates; SMART Pain Management; and Fresenius Kidney Care (coming soon). With limited space still available in the building, physicians can take advantage of referral opportunities on the hospital campus and improve their productivity and patient flow with a custom suite.

To explore leasing opportunities visit: www.nexcoregroup.com/MOBinGermantown or contact: Amy Andresen at amy.andresen@nexcoregroup.com or 443-687-8076. ■

PHYSICIAN NEWS

Holy Cross Health
1500 Forest Glen Road
Silver Spring, MD 20910-1484

WHY I GIVE: Pablo D. Gutman, MD

"Holy Cross has been an ideal practice setting for me. Here you can see on a daily basis the impact a hospital system like ours has on all the members of our community. Holy Cross Health's commitment to help those in greatest need is inspirational, and worth contributing to."

— Pablo D. Gutman, MD

For Pablo D. Gutman, MD, the practice of medicine is above all a way to serve the community. And for nearly 20 years he has served the Holy Cross Health community, where he is currently medical director of Holy Cross Health's clinical laboratories, and medical director of the Holy Cross Health Cancer Institute.

"I've been very fortunate from a career perspective, being able to develop professionally at Holy Cross Health," says Dr. Gutman. "Donating to the hospital is a way to give back to the organization that has given so much to me, and at the same time give to the community we serve."

In his role as medical director of the Cancer Institute, Dr. Gutman sees the positive effects the hospital and all its health care providers have on very ill patients, including many economically disadvantaged patients who could not otherwise afford treatment.

Physician News aims to provide useful information to physicians about the programs and services offered by Holy Cross Health.

Norvell V. Coots, MD, President and CEO, Holy Cross Health
Judith Rogers, President, Holy Cross Hospital
Doug Ryder, President, Holy Cross Germantown Hospital
Annice Cody, President, Holy Cross Health Network
Blair Eig, MD, Chief Medical Officer, Holy Cross Health
Kristin Feliciano, Chief Strategy Officer, Holy Cross Health
Elizabeth Dooley, Director, Marketing
Mead Notkin, Senior Marketing Communications Specialist, Managing Editor

To be added to the mailing list, email Mead.Notkin@holycrosshealth.org.

HOLY CROSS HOSPITAL | HOLY CROSS GERMANTOWN HOSPITAL

Holy Cross Health is a Catholic, not-for-profit health system dedicated to improving the health of our community. Holy Cross Hospital is one of the largest hospitals in Maryland. Holy Cross Germantown Hospital is the first new hospital in Montgomery County in 35 years. Holy Cross Health Network operates Holy Cross Health Centers in Aspen Hill, Gaithersburg, Germantown and Silver Spring; offers a wide range of health and wellness programs; and builds and manages relationships with physicians and insurers.