

Campaign Case for Maryview Medical Center

The Reach Campaign

“There is no exercise better for the heart than reaching down and lifting people up.”

Maryview Medical Center is much more than buildings and equipment – it is a careful blend of high tech and high touch, implemented in a manner that responds to the needs of the community. Two particular needs have been identified as especially important to the service areas of Maryview and Harbour View – women’s health and cardiac services. To address these needs, we are embarking on an exciting, \$2.5-million capital campaign to greatly enhance our healthcare services in these areas. Our priorities are:

1. To fully outfit the Women’s Diagnostic and Wellness Centers at Harbour View and Maryview.

The National Cancer Institute reports that one of every eight women in the U.S. will develop breast cancer in their lifetime. Early diagnosis is key to surviving the disease, and having routine mammograms provides women with their best chance of discovering breast cancer. Yet, in Portsmouth, breast cancer is detected when the disease is more advanced, on average, than it is in the U.S. population at large.

Of all U.S. women who have breast cancer, 49 percent are diagnosed between ages 65 and 69. But in Portsmouth, only 40 percent are diagnosed in that age category, meaning many more wait until they are older for diagnosis and treatment. It is imperative that we reach women earlier with good outreach education and provide state-of-the art screening tools so that lives can be saved.

Bon Secours is committed to improving and expanding services for women in the Portsmouth area by providing the latest technology to detect and treat breast cancer. The Women’s Diagnostic and Wellness Center at Harbour View and Maryview will be enhanced with the addition of new bone density screening equipment, ultrasound, digital mammography and stereotactic biopsy equipment. This equipment will allow the centers to increase the number of screenings they can perform and will provide better diagnosis and treatment.

Digital mammography with computer aided detection (CAD) is the next “quantum leap” in mammography technology. This technology replaces the standard mammography film with a highly sensitive computerized image that can be stored electronically and easily retrieved for future comparisons. It provides a computerized “second look” for our radiologists while interpreting mammograms and helps to identify small calcifications and abnormalities within the breast image. Benefits include faster screening, a reduced need for second mammography screenings, and improved patient care and cancer detection.

But new equipment is not the only focus. Future plans provide for breast health coordinators at each center who will support patients from detection through treatment, managing the patients' care and assuring timely access to services.

Goal: To raise \$1 million for this priority to strengthen our services to women in the Portsmouth area.

2. To upgrade Maryview Medical Center's Heart Center to meet the increasing demand for cardiac services.

Heart disease is the number one killer of Americans, and it disables seven times more people than any other disease. The National Center for Health Statistics estimates that one-third of the American population will die from heart disease and that 20 percent under the age of 60 will develop symptoms.

The population in western Hampton Roads is, on average, the oldest in Hampton Roads and the most prone to cardiac disease. In addition, residents are at higher risk because of above average obesity and high blood pressure rates and other risk factors. While the state average for hypertension is 16 persons per 100,000, Portsmouth's is 37.4; for diabetes, the state average is 81.5, while Portsmouth's is 157.4; for asthma, the state average is 155.9 versus 311.7 in Portsmouth.

Because of its demographics and lifestyle, the Portsmouth-area population is at a 26-percent greater risk of death from heart disease than the overall population of Virginia. Maryview treats more patients for cardiac disease as a percentage of total, and its service area experiences more deaths from cardiac disease in absolute numbers than the City of Virginia Beach, which has three times the population.

Western Hampton Roads is one of the fastest growing populations in the region. This growth, along with health-related demographics, is driving double-digit increases in the number of patients using Bon Secours cardiac services.

In 2001, we performed 1,200 heart catheterizations than the prior year, a 58-percent increase. And in 2002 to date, we have performed 300 more catheterizations than during the same timeframe last year. Five hundred more diagnostic procedures, such as EKGs, stress tests and Holter monitor screenings, were performed in 2001 than in 2000.

Maryview cannot keep pace with the increased demand for cardiac services, resulting in testing delays of up to three and four weeks for some patients. In response to this need, our plan is to centralize and expand cardiac services and programs on the first floor of the Aston Pavilion at Maryview Medical Center, moving toward the creation of a "heart center." Our plan calls for adding new diagnostic equipment, including EKG, EEG, Holter monitoring, echocardiography and stress testing; nuclear stress testing; and a non-invasive vascular laboratory.

This will provide improved access for patients, patient privacy, cutting-edge equipment for a higher level of diagnostics and a vastly reduced waiting time for cardiac testing. Centralizing all cardiac services will allow us to cross-train our staff to ensure the highest quality care and efficiency.

Moreover, improving Maryview's heart services will save lives. In emergency situations, closer is better. Lives are lost from delayed treatment when transporting patient through the busy tunnels to Norfolk becomes necessary.

The average cardiac arrest survival rate in the U.S. is just 5 percent. Raising the survival rate to 20 percent could save 50,000 lives per year. Immediate action is required because brain death and permanent death start to occur in just four to six minutes following sudden cardiac arrest. It is, therefore, very important that the closest hospital offer the range of services that provide the essentials of the level of care needed.

To speed recovery, Maryview provides the highly praised Cardiac Wellness and Rehab program designed by Dr. Herbert Bensen of Harvard University. The program, the only one of its kind in Hampton Roads, employs a multidisciplinary approach including stress management, nutrition, coping, physical activity and smoking cessation. It aligns with Maryview's philosophy of holistic care, attending to the mind, body and spirit of each patient.

Goal: To raise \$1 million to meet the growing need for high quality cardiac services in the Portsmouth community.

3. To provide unrestricted and endowed gifts for new priorities.

Unrestricted gifts provide Maryview a pool of funds that are not dedicated to a specific purpose. These funds give us flexibility to support new priorities or provide seed money for new programs.

In the past, such funds have provided :

- Nursing education to attract, retain and advance nursing professionals;
- A seniors' van to transport the elderly to and from hospital;
- Electronic equipment allowing physicians rapid access to patient diagnostics;
- Training for caregivers;
- Expanded emergency department;
- Wheelchairs, beds and other durable equipment.

Goal: To raise \$500,000 in unrestricted funds for future needs.

TOTAL CAMPAIGN GOAL: \$2.5 million

Please consider a gift to Maryview Foundation's Capital Campaign to help us provide quality women's and cardiac services to Portsmouth and the surrounding area. Together, we can continue the Bon Secours mission of providing "good help to those in need." Your investment is truly without price.