

From Silos to Systems

New Approaches to Web Strategy

Today's Presenter

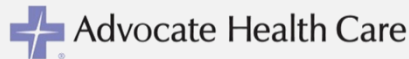


Ben Dillon, MBA | VP & eHealth Evangelist | Geonetric

Ben is a vice president at Geonetric. He writes and speaks extensively about healthcare technology trends, on everything from social media strategies to accountable care organizations. Ben is a SHSMD board member, a member of the HIMSS Personal Health Information Taskforce, chairs the eHealth Special Interest Group, is an inaugural judge of the Healthcare Internet Hall of Fame and has judged the eHealth Leadership Awards for the past ten years.

He's also a Twitter junkie – follow him at **@benatgeo**.

Geonetric Clients



About Geonetric

Geonetric develops the [VitalSite healthcare CMS](#), and provides [online marketing services](#) to hospitals, physician practices and health systems.

Video Of This Webinar

Watch the Video

Using healthcare examples, we explain how to build a website that makes it easy for consumers to access services across a system. You'll learn how to manage multiple online brands in a way that meets organizational goals while providing a seamless user experience every step of the way.

[Watch the webinar!](#)



New eBook Available



From Silos to Systems

New Approaches to Web Strategy

HEALTH SYSTEMS

EMPLOYED PHYSICIANS

MERGERS

CHANNEL CONFLICT

QUALITY INDICATORS

INTERNAL COMPETITION

BEST

EXPANDING REGIONALLY

INDEPENDENT PHYSICIANS

INDEPENDENCE

GEOGRAPHY

FOR PROFIT

NATIONAL FOOTPRINT

PROMOTION

INSTITUTES

COMPLEXITY

OWNERSHIP

ACQUISITIONS

NON-PROFIT

BOARD CERTIFIED

ACADEMIC

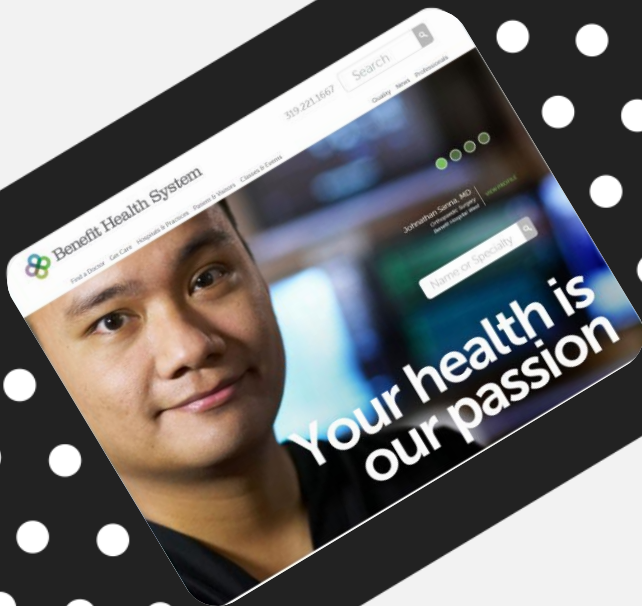
JUMBLE

CENTERS OF EXCELLENCE
PRIORITIZATION

BRANDS WITHIN BRANDS



Brand



Information Architecture

A Range of Possibilities



Picking the right answer for YOUR organization

Choosing Your Path



System Approach

- Presents system view
- Less duplication =
Less staff required
- More flexible
- Best at maximizing share of patient



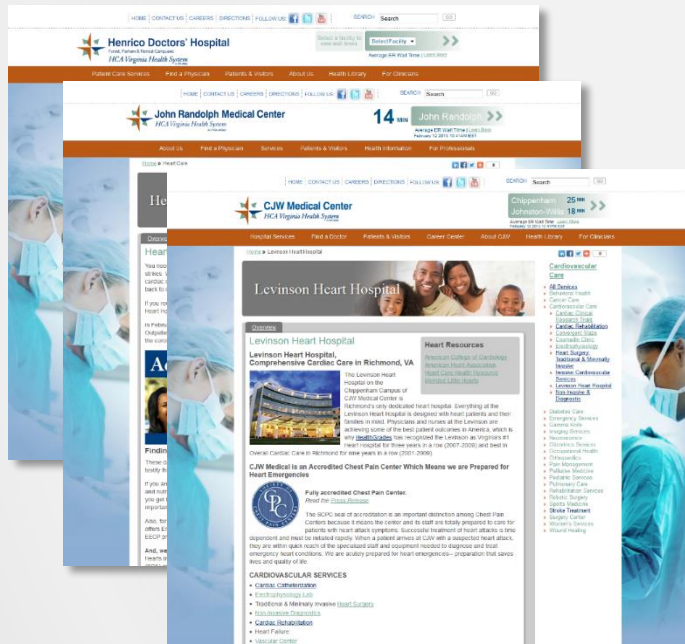
Facility Websites

- Each facility tells its own story
- Unique reflection of the brands of unique facilities
- Local control
- Politically easier

Efficiency

HCA Virginia

HCA Virginia



HCA Virginia

Orthopaedic Services

Overview

Orthopaedic Services

Our Strength...And Yours!



Advanced Orthopaedic Care

**Joint Pain. Sports Medicine.
Minimally Invasive Surgery.**

**John Randolph
Medical Center**
HCA Virginia Health System

800-242-5662

Whether you come to us because of an accident, a work-related injury, or because a diseased joint needs to be replaced, we provide the expert care you need to get better. At John Randolph Medical Center, you'll find experienced orthopaedic physicians who perform even the most complex procedures—joint replacements, hand surgeries, and others. Their surgical skill, and our staff expertise, have helped many patients return to active lifestyles.

In addition to top-flight diagnostic and medical/surgical capabilities, our rehabilitation services complete the picture—the final brush stroke for helping you resume an active lifestyle.

Accurate, Timely Diagnoses

Your treatment can be only as good as the diagnosis. Because we have invested in the latest in imaging capabilities, you'll be diagnosed more quickly and accurately than was possible before. That's important, especially when you're in pain or can't get around as well as you used to.

In addition to some of the area's most advanced digital radiographic capabilities, our orthopaedic staff has replaced the invasive arthrogram with MRI, a non-surgical tool that identifies tears and defects in joint spaces.

It's All About Getting Back On Your Feet

At John Randolph pre- and post-op rehabilitation services are offered. Or you might need us for physical therapy as a non-surgical treatment.

Whatever your reason, you have one thing in common with everyone who comes here: you need a place to get better.

You've Come To The Right Place

Our team of rehabilitation experts provide accomplished, compassionate care. We offer inpatient therapy, long-term and skilled nursing care, outpatient programs and therapy, cardiac rehab, and many

Orthopaedic Services

Overview

Orthopaedic Services

The Orthopaedic Hospital at Parham Doctors' Hospital

Whether you come to us because of an accident, a work-related injury, or because a diseased joint needs to be replaced, we provide the expert care you need to get better. At Parham Doctors' Hospital, you'll find experienced orthopaedic physicians who perform even the most complex procedures: joint replacements, hand surgeries, and others. We're the first hospital in the nation to perform the sigmoid notch implant for the wrist, a breakthrough procedure that helps patients with arthritic problems in the wrist.

Cutting-Edge Amenities at the Orthopaedic Hospital

In 2007, we welcomed the addition of our state-of-the-art Orthopaedic Hospital, located within the Parham Doctors' Hospital at 7700 E. Parham Road. The Orthopaedic Hospital includes a Joint and Spine Center featuring hotel-like suites, décor and amenities, as well as the latest technology to provide the best care to patients. Highlights also include a dedicated elective orthopaedics surgical unit, 20 private rooms, an on-floor dining facility, concierge services, integrated rehabilitation and group therapy, a consistent pain management program, a coach program (parent or friend), and available transportation.

In addition to top-flight diagnostic and medical/surgical capabilities, our rehabilitation services complete the picture; the final steps for helping you resume an active lifestyle.

Accurate, Timely Diagnoses

Your treatment can be only as good as the diagnosis. Because we have invested in the latest in imaging capabilities, you'll be diagnosed more quickly and accurately than was possible before. That's important, especially when you're in pain or can't get around as well as you used to.

In addition to some of the area's most advanced digital radiographic capabilities, our orthopaedic staff has replaced the invasive arthrogram with MRI, a non-surgical tool that identifies tears and defects in joint spaces.

Less Pain & Faster Recovery

We take care of patients following surgery for sports injuries, work-related accidents, hand surgeries, joint replacement and back surgeries, such as spinal fusions and laminectomies. We focus on the entire process following surgery, starting with pain management, then moving to physical therapy, so patients are up and about as soon as possible.



**Tell a
bigger,
more
resting
story**



PAY MY BILL

Orthopedic & Spine Care

Joint and spine conditions can be a pain-limiting the way you live your life. The human body has more than 200 bones and 200 connecting joints, and they can all develop problems that slow you down.



Your First Choice for Orthopedic & Spine Care

The joint and spine specialists at HCA Virginia are highly skilled at diagnosing and treating a wide range of conditions - from arthritis to herniated discs. We help more people get active and stay active than any other health system in Richmond. With our patient-centered approach to care, we're here to help you get back in the swing of things as quickly as possible with:

- Richmond's most respected joint replacement program
- Innovative, research-based treatments
- Dedicated hospital units for joint and spine surgeries
- Rehabilitation programs customized for your unique needs
- Complete pretreatment education for patients and their families to ensure a faster, more successful recovery

Learn more about our programs related to bone and joint care.

- [Conditions we treat](#)
- [Bone and joint services & treatments](#)
- [Spine care services & treatments](#)
- [Sports medicine](#)
- [Rehabilitation & therapy](#)

Getting You Back on Your Feet

At HCA Virginia, we offer a variety of inpatient and outpatient rehabilitation services at convenient, accessible locations. Having therapeutic resources close at hand after surgery has been shown to help speed recovery. We're nearby to help every step of the way.

Combined Joint & Spine Expertise

Orthopedic care often requires a multispecialty approach including, for instance, sports medicine for athletes and [neurology and neurosurgery](#) for certain types of spine care, and [pain management](#).

At HCA Virginia, we draw on the expertise of a range of professionals to make sure you receive the best possible care for the best results. A partnership of physicians, surgeons, therapists, educators, pharmacists, case managers and nurses are dedicated to making your experience as smooth and pain-free as possible.

Related Services

- [Hand & Foot Surgery](#)
- [Orthopedic & Spine Locations](#)
- [Orthopedic & Spine Education and Classes](#)
- [Bone, Joint & Spine Conditions We Treat](#)
- [Bone, Joint & Spine Services & Treatments](#)
- [Spine Services & Treatments](#)
- [Planning for Joint & Spine Surgery](#)
- [Our Orthopedic & Spine Team](#)

Related Sub Pages

- [Joint Surgery](#)
- [Spine Surgery](#)

Videos

Main Services

Related Physicians

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PIH Health

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**Plastic Surgery &
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To find a Bright Health Physicians doctor who meets the healthcare need
1.877.285.DOCS (3627).



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Whittier CA 90601
Phone: 562.947.8478 Ext. 82199

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Aesthetic Medicine Center**



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Presbyterian Intercommunity Hospital

12401 Washington Blvd.
Whittier, CA 90602
Phone: 562.698.0811

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BEFORE



MEDICAL
SERVICES

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LOCATION

PATIENTS
& VISITORS

WELLNESS
RESOURCES

EMERGENCY &
URGENT CARE



Urgent Care

Need medical attention right away? Get help at a nearby PIH Health [Urgent Care location](#).



Become a Patient

There are many benefits to becoming a PIH Health patient. [Learn more](#)



Family Medicine

Helping your entire family stay healthy and well

AFTER

I WANT TO



MEDICAL
SERVICES

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PATIENTS
& VISITORS

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EMERGENCY &
URGENT CARE

HOME > FIND A DOCTOR > PHYSICIAN PROFILE ADVANCED



Ingrid Hernandez MD

MAKE AN APPOINTMENT

562.789.5440



Physicians

View my video



OFFICE INFORMATION

12462 Putnam St #303
Whittier, California 90602

Main: 562.789.5440

Fax: 562.789.4440

Locate on Map

PROFILE

GENDER

Female

SPECIALTIES

OB/Gyn

LANGUAGES

Spanish

EDUCATION

Residency

LAC + USC Medical Center

MD

University of California School of
Medicine (Los Angeles)

BOARD CERTIFICATIONS

OB/Gyn



BECKER'S Hospital Review

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PIH Health Officially Acquires Downey Regional Medical Center

Written by Helen Adamopoulos ([Twitter](#) | [Google+](#)) | October 03, 2013

Whittier, Calif.-based PIH Health has officially acquired Downey (Calif.) Regional Medical Center, which will now be known as PIH Health Hospital-Downey, according to a [Whittier Daily News](#) report.

3

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Wellness Center.

Who We Are.

1. Jan
17
Thu

1. 1:00 pm Massages by
appointment @
Rehabilitation and



BEFORE

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GEONETRIC®



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PATIENTS
& VISITORS

WELLNESS
RESOURCES

EMERGENCY &
URGENT CARE

I WANT TO



HOME > FIND A LOCATION

A A A

Find a Location

Urgent Care

Find a Location

Search by name, city, or ZIP code

Search

Page 1 of 6, showing locations 1-10 of 60

Next



PIH Health Hospital - Whittier

12401 Washington Blvd
Whittier, CA 90602

562.698.0811

[Get Driving Directions](#)



PIH Health Hospital - Downey

11500 Brookshire Ave.
Downey, CA 90241

562.904.5000

[Get Driving Directions](#)



Adult Day Healthcare - A Day Away

15060 Imperial Hwy.
La Mirada, CA 90638

562.902.5305

[Get Driving Directions](#)



After-Hours Care (Imperial Primary Care)

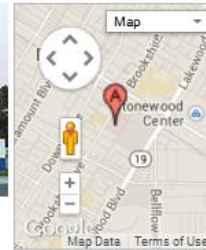
15625 Imperial Hwy.
La Mirada, CA 90638

562.902.3000

[Get Driving Directions](#)

[HOME](#) > [FIND A LOCATION](#) > [LOCATIONS PROFILE](#)[A](#) [A](#) [A](#)[Find a Location](#)[Urgent Care](#)[Return to Results](#)

PIH Health Hospital - Downey

[Expand Map](#)

PIH Health Hospital - Downey
11500 Brookshire Ave.
Downey, CA 90241

Main: 562.904.5000

[Get Driving Directions](#)

Make PIH Health your first choice for healthcare and hospital services. You'll find our two hospitals, 18 medical office buildings and hundreds of physician offices located close to where you live.

Visiting Hours & Guidelines

While your loved ones and friends stay with us at PIH Health Hospital - Downey, we encourage you to brighten their days with visits as often as possible.

General Visiting Hours & Guidelines

10 am to 8 pm

Seven days a week

Specific units, including the Anderson Critical Care Center, may have different guidelines, so be sure to check with the nurse who's caring for your loved one.

Two visitors at a time are permitted at the bedside. Children must be at least 16 years of age. Other visitors and younger children—accompanied by a parent or responsible adult—are invited to remain in our nearby waiting areas or in the

Access To Care

Wheaton Franciscan Healthcare

Spiritual care.

As important to healing
as physical care.

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Enter ZIP Miles

Find a Physician

Specialty

Hospital

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HEART HOSPITAL](#)

What's New

Concussions: Take Blows to the Head Seriously

6/4/2013

Our new Concussion Care Network offers free baseline testing.

Healthy Recipes for Memorial Day Weekend

5/26/2013

Make your holiday cookouts and picnics healthy ones!

Are You a Worry Wort?

5/20/2013

If anxiety is taking over your life, getting help is important.

[VIEW ALL WHEATON NEWS >](#)

Classes & Events

06/11 **Why Movement is Important to Your Health >**
FRANKLIN PUBLIC LIBRARY

06/12 **Common Knee Injuries >**
WHEATON FRANCISCAN
HEALTHCARE - ALL SAINTS
(SPRING ST.)

06/13 **Bariatric Surgery/Weight Loss Solutions Seminar >**
WHEATON FRANCISCAN -
ELMBROOK MEMORIAL CAMPUS

06/17 **Billing Consultations >**
WHEATON FRANCISCAN
HEALTHCARE - ALL SAINTS
(CARDIOVASCULAR INSTITUTE)

[VIEW ALL CLASSES & EVENTS >](#)

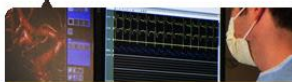
Easy Online Bill Pay



**MAKE A 1-TIME PAYMENT
OR CREATE AN ACCOUNT.**

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Quality & Patient Safety



OUR QUALITY. YOUR SAFETY.

[See how we compare. >](#)

Locations

Wheaton Home
All Saints
Elmbrook Memorial
Franklin
St. Francis
St. Joseph
Orthopedic Hospitals
Wisconsin Heart Hospital
Outpatient Centers
Transitional Care/Long-Term Care
Wheaton Franciscan Medical Group

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Important Phone Numbers
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Patient Feedback
Make a Donation

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Media Contacts
News Releases

Email Newsletter

Get all the health info you want,
none of what you don't

For Health Care Professionals

Physician Recruitment
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Agency and Allied Health
Student Clinical Placement

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BEFORE



Health Care Services

Your guide to health care services within the Wheaton Franciscan Healthcare system. Learn more about the wide range of services and the locations that offer them by choosing a topic below.

- Service offered at this location. Click dot for more information.
- Service offered at this location.

Find a Physician

[More Search Options](#)

Service Name	All Saints	Elmbrook Memorial	Franklin	St. Francis	St. Joseph	Midwest Orthopedic Specialty Hospital	The Wisconsin Heart Hospital	Brown Deer	Wauwatosa
Bariatrics									
Bladder Health (Urology)									
Cancer									
Clinical Trials/Research									
Concussion Care Network									
Diabetes									
Digestive Health (GI)									
Ear, Nose & Throat (ENT)									
Emergency Care									
Headache Care									
Heart & Vascular									
Home Health									
Hospice Care									

BEFORE



FIND A PHYSICIAN

HEALTH CARE SERVICES

LOCATIONS

HEALTH LIBRARY

ABOUT WHEATON

Making Our Community Stronger. Healthier. Better.

Discover 50 things you can do to make someone feel better.

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ALL SAINTS

ELMBROOK MEMORIAL

FRANKLIN

ST. FRANCIS

ST. JOSEPH

MIDWEST ORTHOPEDIC
SPECIALTY HOSPITAL

SPINE & HEART
HOSPITAL

What's New

Summer Backyard Safety Tips

June 23, 2014

Should You Get a Shingles Vaccination?

June 16, 2014

June is Men's Health Month: Celebrate with Us!

June 10, 2014

Advance Your Career at a 2014 Top Workplace

June 9, 2014

Featured Physician



Nena Stanley, MD

Internal Medicine

"I believe that good healthcare starts with a team effort between the doctor and patient. I work with my patients to ensure that chronic and preventive care are optimally managed. My goal is to educate and motivate patients to participate in their health decisions with me. My patients can expect a close and trusting environment that focuses on a patient's individual health care needs and concerns."

For Our Community



HOW TO CHOOSE THE RIGHT DOCTOR

START WITH OUR HELPFUL GUIDE >

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AFTER



ALL SAINTS

3801 Spring Street, Racine, WI | 262-687-4011
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Emergency Care: 24/7, No Closed Hours
Walk-in Care: View Hours, Open 7 days a week

An Incision the Size of a Button Hole is the Next Big Thing in Surgery.

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ALL SAINTS

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- [For Visitors](#)
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FOLLOW ALL SAINTS



Racine is Where We Provide Outstanding Care

At Wheaton Franciscan Healthcare – All Saints, you'll find everything you would expect from a big city hospital right here in your own backyard.

Our physicians are experts in what they do, and they're also your neighbors. As your health care partner, All Saints brings you:

- Advanced treatments
- State-of-the-art technology
- Specialty services
- Comprehensive team approach to health care

This means you don't have to leave your community to get the care you deserve. All of this high-tech care is delivered with the high-touch compassion you would expect from All Saints' rich Wheaton Franciscan history.



ALL SAINTS

3801 Spring Street, Racine, WI | 262-687-4011
Maps & Directions | Contact Us

Emergency Care: 24/7, No Closed Hours
Walk-in Care: View Hours, Open 7 days a week

SERVICES AT ALL SAINTS

Emergency Care

FOLLOW ALL SAINTS



Services at All Saints

Wheaton Franciscan Healthcare - All Saints combines state-of-the-art technology and techniques with expertise, experience and compassion to provide premier health care services to residents of the greater Racine area.

We offer a wide range of inpatient, outpatient and physician services to care for individuals throughout their lifetime and perform the most advanced procedures, right here in Racine. Our physicians, health care services and programs have a history of being nationally recognized for clinical quality and patient satisfaction.

We have more than 170 primary care physicians and specialists with Wheaton Franciscan Medical Group - All Saints, and we are committed to providing exceptional and compassionate health care service. All Saints services and programs can meet whatever need you have, from simple to serious, right here in your own backyard.

Surgery

We're home to many "firsts," like single-site gallbladder surgery and other minimally invasive techniques.

[LEARN MORE >](#)

Heart & Vascular Care

We offer expert, specialized heart and vascular care, including technology not found anywhere else in the area.

[LEARN MORE >](#)

Key Health Care Services

- . Cancer
- . Clinical Trials and Research
- . Diabetes
- . Digestive Health (GI)
- . Ear, Nose and Throat
- . Emergency and Walk-in Care
- . Family Care Center
- . Headache
- . Heart and Vascular
- . Home Health
- . Hospice
- . Memory Care
- . Men's Health
- . Mental Health and Addiction
- . Nephrology and Kidney
- . Neurology and Neurosurgery
- . Orthopedics
- . Pain Management
- . Pediatrics
- . Physical Therapy and Rehabilitation
- . Pregnancy and Birthing
- . Pulmonary and Respiratory
- . Radiology
- . Senior Health
- . Skin and Laser
- . Sports Medicine
- . Surgery
- . Transitional and Long-Term Care
- . Urology and Bladder
- . Women's Health
- . Wound Care

Request an Orthopedic Appointment Online



Health Care Services

Your guide to health care services within the Wheaton Franciscan Healthcare system. Learn more about the wide range of services and the locations that offer them by choosing a topic below.

Orthopedics

Here you have access to the region's most accomplished orthopedic professionals with the latest technology.

[LEARN MORE >](#)

Surgery

We're home to many "firsts," like single-site gallbladder surgery and other minimally invasive techniques.

[LEARN MORE >](#)

Urgent Care

Urgent or walk-in care is a good choice for the treatment of minor injuries or illness when your regular doctor isn't available.

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- [Addiction Care](#)
- [Alcohol Abuse Treatment](#)
- [Allergy & Asthma](#)
- [Anemia Management](#)
- [Aromatherapy](#)
- [Athletic Training](#)
- [Audiology](#)

See: [Mental Health & Addiction Care](#)

See: [Mental Health & Addiction Care](#)

See Also: [Pulmonary & Respiratory Care](#)

See: [Sports Medicine](#)

See Also: [Ear, Nose & Throat](#)



Orthopedic Care

Orthopedics

- Orthopedic Services
- Back & Spine Care
- Foot & Ankle Care
- Hip & Knee Care
- Joint Replacement
- Shoulder Care
- Hand, Wrist & Elbow Care
- Sports Medicine
- Orthopedic Patient Resources
- Preparing for Orthopedic Surgery

When your body's framework is broken, painful or impairing your movement, you want the best orthopedic care available to get you back in motion. At Wheaton Franciscan Healthcare, you have access to the region's most accomplished orthopedic professionals with the latest technology at their disposal. We're dedicated to providing the best in bone, joint and spine care in the Midwest.

Why Choose Us?

- We perform more orthopedic surgeries than anyone else in Wisconsin. That's experience you can take comfort in.
- We're the only healthcare provider in Wisconsin with two specialty hospitals devoted exclusively to orthopedics: Midwest Orthopedic Specialty Hospital and Midwest Spine and Orthopedic Hospital.
- Our experienced physicians are among the region's top orthopedic and spine specialists, recognized among national leaders in orthopedic surgery and musculoskeletal research.
- We offer the latest options available for hip and knee joint replacement surgery.
- All Saints Hospital and Elmbrook Memorial Campus consistently receive highest ratings for joint replacement by Healthgrades[®], the leading independent health care ratings organization.

Specialized Care for Bones, Joints & Spine

The human body has more than 200 bones and hundreds of joints and muscles that connect them. At Wheaton, we understand the importance of specialized orthopedic care by experienced professionals who focus on the complexities of specific parts of the body. We'll work with you to find the right solution for your orthopedic concern.

Minimally Invasive Surgery

Using high level technology and treatment skills, most of our orthopedic procedures are performed using minimally invasive techniques resulting in faster healing, less pain and smaller scars.

Find A Physician

Visit Our Health Library



FIND A DOCTOR
FOR YOU
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CARE LOCATIONS

MIDWEST ORTHOPEDIC S
MIDWEST SPINE & ORTHO
WHEATON FRANCISCAN - EL
WHEATON FRANCISCAN HEALTHCARE - ALL SAINTS (SPRING STREET CAMPUS)
WHEATON FRANCISCAN HEALTHCARE - ST. FRANCIS

CARE LOCATIONS

MIDWEST ORTHOPEDIC SPECIALTY HOSPITAL
MIDWEST SPINE & ORTHOPEDIC HOSPITAL/WISCONSIN HEART HOSPITAL CAMPUS
WHEATON FRANCISCAN - ELMBROOK MEMORIAL CAMPUS
WHEATON FRANCISCAN HEALTHCARE - ALL SAINTS (SPRING STREET CAMPUS)
WHEATON FRANCISCAN HEALTHCARE - ST. FRANCIS

A wide-angle photograph of a paved road that curves gently through a vast, flat green field. The road is light gray and leads the eye from the bottom center towards the horizon. The field is a vibrant green, and the sky above is a deep blue with wispy white clouds. The overall mood is one of openness and forward movement.

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IT
OUTLINES
YOUR JOURNEY



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Abington Videos



00:00 | 03:19

daVinci Prostatectomy Video

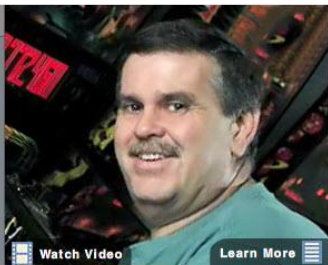
Deep Brain Stimulation

Colon Cancer Awareness

Prostate Cancer Awareness

[Visit the Multimedia Center](#)

Social Media



Watch Video

Learn More

Heart

Cancer

Bone

Brain

"...It's such a beautiful hospital with beautiful people, and they really do a heck of a job..."

John O'Connor

AMH Now Offering Calypso's 'GPS for the Body'

For Men Undergoing Radiation Therapy for Prostate Cancer

Abington Memorial Hospital announced the installation of a Calypso® System at its Rosenfeld Cancer Center, a leading cancer center in suburban Philadelphia. Calypso will provide prostate cancer patients with the benefits of accurate, precise, real-time tumor tracking during external beam radiation therapy delivery. —[Read More...](#)

Highland Building Renamed Buerger Building

In recognition of a major gift from the Buerger Family Foundation, the Highland Building is undergoing a major change, and will now be known as the Buerger Building. It's a fitting testament to a family with a long history at the hospital.

"Our care at Abington has spanned generations," says Alan Buerger, who grew up in Cheltenham and now lives in Chestnut Hill – in a house designed by the same architect who designed the hospital's first building.

—[Read More](#)

Introducing the Abington Health Orthopaedic & Spine Institute

WHAT'S YOUR SORE SCORE?
Take our pain assessment now >>

Abington Health proudly presents the opening of the [Orthopaedic & Spine Institute \(OSI\)](#), a premier diagnostic, medical/surgical treatment and rehabilitation center with convenient locations at both Abington Memorial Hospital and Lansdale Hospital. This marks the first Abington Health service line to be located at both hospital campuses. —[Read More...](#)

Quick Links

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- [Clinical Trials](#)
- [Education](#)

Our Clinical Commitment

Patient Safety & Quality



Phila. Inquirer Series

Pulitzer Prize-winning journalist Michael Vitez [reports](#) from inside Abington Memorial Hospital.

Online Practice Requests

AMH is starting to use an [online form](#) to submit non-urgent requests to our physician practices. Is your practice online? If not, check back soon, we're regularly adding more!

BEFORE



Primary Care

Diagnosing, treating and managing health care for all members of the family from prevention to complex illnesses.

Primary care services



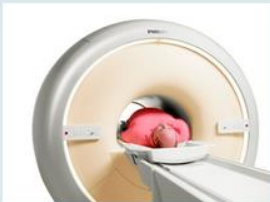
Quality



Clinical Trials



Academic Programs



Abington Memorial Hospital Adds Breakthrough MRI Scanner

Abington Memorial Hospital today announced they've installed a new MRI scanner that boosts image clarity, exam speed and patient comfort. - [Read More](#)



Abington Health Opens Urgent Care Center in Flourtown

Abington Health is pleased to announce the opening of a new Urgent Care Center at 1929 Bethlehem Pike.

Schedule a
Test



Pay Your Bill
Online



AFTER



Find a Location

Find a Physician

[Search our directory](#)

215-481- MEDI (6334)

8 AM - 4:30 PM, weekdays

[Abington Health Physicians](#)

Hospitals



Abington Memorial Hospital

With more than a century of service, AMH is a 665-bed regional referral center and teaching hospital in Abington, PA.



Lansdale Hospital

LH is a 135-bed, acute care hospital providing a comprehensive range of inpatient and outpatient healthcare services in Lansdale, PA.

Abington Health Centers



Abington Health Center -
Blue Bell



Abington Health Center -
Montgomeryville



Abington Health Center -
Schilling (Willow Grove)



Abington Health Center -
Warminster



Find A Location

► Abington Memorial Hospital

[Services & Specialties](#)[Find a Physician](#)[Location & Parking Guide Map](#)

1200 Old York Rd.
Abington, PA 19001
215-481-2000

Get Your
Flu Shot



Important
Phone Numbers



Directions

From Center City Philadelphia
Take Route I-95 north to exit for Route 73 (Cottman Avenue). Follow Route 73 (which becomes Township Line Road) and turn right when you reach Old York Road (Route 611 north). AMH is a few minutes further north on your left.

From the Pennsylvania Turnpike
Take exit 343, Willow Grove. Go south on

About Abington Memorial Hospital

Abington Memorial Hospital (AMH) is a 665-bed, regional referral center and teaching hospital, which has been providing comprehensive, high-quality services for people in Montgomery, Bucks and Philadelphia counties for more than 90 years. AMH employs over 5,500 employees, making AMH one of the largest employers in Montgomery County. The hospital's medical staff consists of over 1,100 physicians, including primary care, medical and surgical specialists. More than 1,100 volunteers give their time and talents to support this not-for-profit hospital, and AMH provides more than \$45 million in free care to our community each year.



Why Choose Us

With about 42,000 inpatient admissions and well over 500,000 outpatient visits annually, AMH is a major regional referral center for cancer care, cardiac care, and surgery, including orthopaedic surgery and neurosurgery, and has the only Level-2 trauma center in Montgomery County, with approximately 105,000 visits annually. For a complete list of all AMH services, please refer to the [A-Z Listing of All Services](#).

Comprehensive, High-level Specialty Care

Abington Memorial Hospital offers comprehensive healthcare services at a level not often found in a community hospital, as well as the most advanced robotic and minimally invasive surgical techniques and neurovascular care. Some of our key services include: [The Heart and Vascular Institute](#), [The Rosenfeld Cancer Center](#), [Orthopaedic & Spine Institute](#), [Pennock Emergency Trauma Center](#), [Diamond Stroke Center](#), [Neurosciences Institute](#), [Muller Institute for Senior Health](#), and the [Institute for Metabolic and Bariatric Surgery](#).

Education at Abington Memorial Hospital

Abington Memorial Hospital was founded as a teaching hospital and currently sponsors five [residency programs](#) for physicians in family medicine, internal medicine, obstetrics/gynecology, general surgery and dentistry. The hospital operates the Abington Memorial Hospital Dixon School of Nursing. Numerous health education classes, screenings, helplines and support groups are available at little or no cost to the community.

Services & Specialties

> Cancer

- [Cancers We Treat](#)
- [Treatments](#)
- [Programs & Support](#)
- [Clinical Trials](#)
- [Patient Stories](#)
- [Our Cancer Team](#)
- [Genetic Counseling & Testing](#)
- [Rehabilitation](#)

Find a Physician or Cancer Navigator

800-405-HELP

Meet The Doctors



Mitchell Alden



Willard G. Andrews III



Cynthia Bertram



Cancer

The Rosenfeld Cancer Center

Dedicated to a better choice for cancer treatment

When facing cancer, you may think your choice is between receiving the newest treatment at an impersonal institution miles away or getting less-expert care nearby.

As one of the most trusted cancer centers in the Philadelphia area, we are committed to a better choice. At The Rosenfeld Cancer Center at Abington Health, we deliver nationally honored cancer treatment excellence in a modern and friendly place.

Our doctors are highly experienced with advanced technologies and latest treatments, including robotic-assisted surgery and intensity-modulated radiation therapy (IMRT). They participate in cancer [clinical trials](#), bringing innovations to our communities. You receive personalized care from our entire team – physicians, specialists and supportive [cancer navigators](#).

Come talk with us and discover the better choice: exceptional cancer care, close to home.

A photograph of a calm river or stream. A series of large, flat, rectangular stones are laid out in a line across the water, creating a path that leads from the foreground towards the background. The water is still, reflecting the surrounding greenery and the sky. On the left bank, there is a dense thicket of trees and bushes. On the right bank, there is a concrete path that leads up a small hill, surrounded by more greenery. The overall scene is peaceful and natural.

A Gradual Transition

Adventist Healthcare


[About Us](#) | [Maps & Directions](#) | [Contact Us](#) | [For Healthcare Professionals](#)
[Our Locations](#) | [Our Services](#) | [Find a Doctor](#) | [Health & Wellness](#) | [Ways to Give](#) | [Careers](#) | [myHealthCare Manager](#)


Meet the da Vinci.

A state-of-the-art robotic surgical system that performs minimally invasive surgeries in incisions the size of a dime.



QuickLinks

- Pre-register for Services
- Pay My Bill
- Make a Donation
- Send a Cheer Card
- Volunteer

[Spotlight](#) | [Media](#) | [Events & Classes](#) | [Health Month](#)


As part of our Vision for Expanded Access initiative, Washington Adventist Hospital is proposing to relocate to a new 21st century facility in White Oak, that together with the health, wellness and education programs provided on our current Takoma Park campus, will continue our 100-year history of strengthening the region's health-care infrastructure and expanding access to care for all.

News Releases

**Washington Adventist Hospital
Teams with Walgreens**

11 hours ago

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Play Video

Understanding Heart Surgery

00:00 02:22

► PLAY

Cardiac



Understanding Heart ...
Dr. Paul Massimiano, heart surgeon and program director of cardiac surgery at Washin...



Minimally Invasive He...
Dr. Paul Massimiano, cardiac surgeon and director of cardiac surgery at Washingt...

Find a Location

Hospitals & Emergency Centers

Washington Adventist Hospital
Shady Grove Adventist Hospital
Hackettsstown Regional Medical Center
Clarksburg Community Hospital (Planned)
Shady Grove Adventist Emergency Center

Specialty Care

Adventist Behavioral Health
Adventist Rehabilitation Hospital of MD
Reginald S. Lourie Center for Infants and Young Children
Adventist Home Care Services
[View All Locations >>](#)



Rewarding Career Opportunities

We offer countless careers opportunities throughout the spectrum of health-care. Whether clinical or non-clinical, we encourage you to explore your continued professional growth with us today.



To be successful...

We must be valued as a faith-based organization.

1 of 6 ►



Need a Physician for Your Family?

We can help! Our physician referral program is a FREE service dedicated to matching you with a doctor that's just right for you. Find physicians based on your insurance, location and more.



Adventist HealthCare • 301-315-3030 • 1801 Research BLVD, Suite 400, Rockville, MD 20850



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BEFORE



GET CARE CHOOSE A DOCTOR FIND A LOCATION IMPROVE YOUR HEALTH

Site search



Patients Find Strength in Our Approach to Care

For over 100 years we have been dedicated to bringing health to the community and the community into health.

Heart & Vascular Care



Cancer Care



Orthopedic Care



Search for an Adventist HealthCare service



or Browse All Services



Nichole & Baby Calvin
Silver Spring, MD

Adventist HealthCare, founded in 1907, is the first and largest health-care network based in Montgomery County and the largest provider of charity care and community benefits.

Classes & Events



Search for classes & events



Jun 22 Sun Infant Safety & CPR for Parents (Shady Grove Adventist Hospital)
10:00 AM - 12:00 PM

Jun 22 Sun Weight Loss Surgery Seminar
5:00 PM - 7:00 PM

AHC & You Blog



Enter email to subscribe



Celery and Tarragon Smoothie

Jun 20, 2014

"Near Drowning" in Children

Jun 19, 2014

Health Library



Search our health library



Use our extensive health library to find resources to help make informed decisions to improve your family's health.

Browse Health Library from A-Z

AFTER

GEONETRIC®



[GET CARE](#)
[CHOOSE A DOCTOR](#)
[FIND A LOCATION](#)
[IMPROVE YOUR HEALTH](#)

[Home / Find a Location](#)

Adventist HealthCare Locations

As the first, largest and only not-for-profit health system headquartered in Montgomery County, Maryland, Adventist HealthCare has more than a century-long tradition of serving the community. Browse or search below to locate a location near you.

LOCATIONS MAP

Hospital and Emergency Care
 Specialty Care
 Physician
 Other

Hospital and Emergency Care

Washington Adventist Hospital
7600 Carroll Avenue
Takoma Park, MD 20912

Shady Grove Adventist Hospital
9901 Medical Center Drive
Rockville, MD 20850

Shady Grove Adventist Emergency Center
19731 Germantown Road
Germantown, MD 20874

Specialty Care

Adventist Rehabilitation Hospital of Maryland
9909 Medical Center Drive
Rockville, MD 20850

Page 1 of 3, showing locations 1-10 of 22

Washington Adventist Hospital
7600 Carroll Avenue
Takoma Park, MD 20912

301-891-7600
[Get Driving Directions](#)

Washington Adventist Hospital

[Return to Results](#)

[Expand Map](#)

Washington Adventist Hospital
7600 Carroll Avenue
Takoma Park, MD 20912

Main: 301-891-7600

[View Map](#)
[Get Driving Directions](#)
[Visit Website](#)

Washington Adventist Hospital is an acute-care facility located in Takoma Park, Maryland. Opened in 1907, the hospital is Montgomery County's first cardiac center, performing hundreds of open-heart surgeries and thousands of heart catheterizations each year.

LEADING EDGE, STATE-OF-THE-ART PROCEDURES

Washington Adventist Hospital has provided the Washington D.C. region with the most advanced, least invasive cardiac and vascular procedures with skill, compassion and experience for more than 50 years. The hospital was the first in the D.C. area to perform open heart surgery, numerous cardiac procedures, including mitral valvuloplasty, and the first in the mid-Atlantic to perform a revolutionary type of surgery called Mini-Maze that can correct atrial fibrillation (AF), a common form of heart rhythm abnormality and a major cause of stroke.

100 YEARS OF CARING FOR THE COMMUNITY...AND COUNTING!

In 2007, Washington Adventist Hospital celebrated 100 years of providing care to the communities it serves. As the hospital did a hundred years ago, it continues to strive to remain ahead. For this reason, the hospital is in the process of seeking state approval to build a relocated hospital on a 48-acre parcel of land near White Oak, about six miles from our current location and within the hospital's service area. The White Oak hospital, along with medical services retained in Takoma Park, will strengthen health care in our region and ensure continuity of care for the community it serves in Montgomery and Prince George's Counties.

QUICK LINKS

- [Get Care](#)
- [Choose a Doctor](#)
- [About Us](#)

PATIENT RESOURCES

- [Bill Pay](#)

VISITOR RESOURCES

- [Maps & Directions](#)
- [Visitor Hours](#)
- [Hotels & Lodging](#)
- [Cheer Cards](#)



CHOOSE A DOCTOR

Find an Adventist HealthCare affiliated doctor by calling our **FREE** physician referral service at 1-800-642-0101 or by searching our online physician directory.

[CHOOSE A DOCTOR](#)

CLASSES & EVENTS

Find health-related activities near you!



Adventist HealthCare Walking Club
8:00 AM - 9:30 AM

Adventist HealthCare and Westfield Montgomery Mall have teamed up to promote healthy and active lifestyles in our community via our Adventist HealthCare Walking Club.



The Latch Clinic - T.L.C. for Breastfeeding Moms
12:30 PM - 2:00 PM

Need help with breastfeeding? Bring your baby to Washington Adventist Hospital and join other new moms for The Latch Clinic.



Cholesterol, Heart Health & Other Screenings
8:00 AM - 10:00 AM

We will be offering comprehensive screenings for cancer, cholesterol, heart disease, diabetes and body fat.

[More Events >>](#)

GET CARE

CHOOSE A DOCTOR

FIND A LOCATION

IMPROVE YOUR HEALTH

Site search



Washington Adventist Hospital

Your Trusted Name in Health Care...Providing leading edge, state-of-the-art health care with skill, compassion and experience for over 100 years.

Patient Information



Visitor Information



About Washington Adventist Hospital



Harry Gordon with Daughter Caitlin of Montgomery County Minimally Invasive Heart Valve Surgery Patient

Get Care • Choose a Doctor • Patients & Visitors • Pay My Bill
News & Media • Ways to Give • Maps & Directions • About Us

Classes & Events



Search for classes & events



- Adventist HealthCare Walking Club**
8:00 AM - 9:30 AM
- The Latch Clinic - T.L.C. for Breastfeeding Moms**
12:30 PM - 2:00 PM
- Cholesterol, Heart Health & Other Screenings**
8:00 AM - 10:00 AM
- Childbirth & Baby Care Course at Washington Adventist Hospital**
10:00 AM - 5:00 PM

[More Events >>](#)

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- Celery and Tarragon Smoothie**
Jun 20, 2014
- "Near Drowning" in Children**
Jun 19, 2014
- Ask the Dietitian: Sleep and Nutrition**
Jun 18, 2014
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Health Library



Search our health library



Use our extensive health library to find resources to help make informed decisions to improve your family's health.

Browse Health Library from A-Z





Washington Adventist Hospital

GET CARE CHOOSE A DOCTOR FIND A LOCATION IMPROVE YOUR HEALTH

Site search

Home / Find a Location / Washington Adventist Hospital / Get Care / Heart & Vascular

Heart & Vascular Care in Takoma Park, MD

While you are sitting there...learn your risk for heart disease FREE!



Learn Your Heart Risk!

Learn your heart age and risk for heart disease with our quick and easy heart risk assessment. Review your results with a registered nurse. Your journey to heart health starts here!

LEARN YOUR HEART AGE!

GET CARE

Emergency Care

Heart & Vascular

- Heart & Vascular Care
- Heart & Vascular Research
- 50 Years of Cardiac Care
- Awards & Accreditations
- Patient Stories
- Heart Library
- Heart Kit

Cancer Care

Maternity

Mental Health

Joint Replacement Center

Surgical Services

COMPREHENSIVE, AWARD-WINNING HEART CARE

Since our first heart surgery was performed in 1962, Washington Adventist Hospital has been recognized as a trusted leader in cardiac surgery and for providing a full range of cardiac care in the Washington D.C. region.



QUALITY HEART & VASCULAR CARE

Washington Adventist Hospital has been continually recognized as a regional leader in high-quality cardiac care.

TELL YOUR DOCTOR TO TRUST YOUR HEART CARE TO WASHINGTON ADVENTIST HOSPITAL

To speak with a heart or vascular doctor or to schedule an appointment with a member of Washington Adventist Hospital's experienced heart team, [find a doctor](#) online or call 1-800-642-0101.

MEET OUR HEART TEAM

Learn how our patient-centered team provides the latest treatments with

MEET OUR PATIENTS

MINUTES MATTER

Calling 9-1-1 is the fastest way to get treatment when experiencing

CHEST PAIN CENTER

TRUSTED HEART CARE



Awarded 3-Star Ranking by Leapfrog Thoracic Surgeons, plan surgery programs.



Ranked 7th in the DC area



Shady Grove Adventist Hospital

GET CARE CHOOSE A DOCTOR FIND A LOCATION IMPROVE YOUR HEALTH

Site search

Home / Find a Location / Shady Grove Adventist Hospital / Get Care / Heart & Vascular

Heart & Vascular Services



Learn Your Heart Age!

Complete our FREE heart health risk assessment to compare your actual age to your heart's biological age and calculate your risk of developing cardiovascular disease.

Breathing A Sigh Of Relief



GET CARE

Bariatric Surgery

Cancer Care

Center for Fitness & Health

Heart & Vascular

- Chest Pain Center
- Cardiac Rehabilitation
- Heart Library

Emergency Care

Pediatrics

Maternity

Joint Replacement Center

Primary Stroke Center

Shady Grove Adventist Hospital Offers a Full-Range of Cardiac & Vascular Services.

At Shady Grove Adventist Hospital, patients with cardiac and vascular disease are restored to health everyday through innovative care and targeted treatment. Our patients receive top quality care from life saving emergency procedures to comprehensive cardiac rehabilitation.

Our board certified cardiologists, electrophysiologists, interventional radiologists and vascular surgeons work cohesively to provide the best of cardiac and vascular care.

HEART & VASCULAR SERVICES

- ECG, holter monitoring, stress testing
- Vascular ultrasound
- Nuclear medicine
- Magnetic resonance angiography (MRA)
- CT imaging
- Angiography

AT RISK FOR BLOOD CLOTS?

Deep Vein Thrombosis (DVT) or blood clots can form in the deep veins in your legs.

DVT RISK ASSESSMENT



CLASSES & EVENTS

- Diabetes Education Outpatient Program
- Adventist HealthCare Walking Club
- Deep Vein Thrombosis (DVT) & Pulmonary Embolism (PE) Support Group
- Cholesterol, Heart Health & Other Screenings
- AHA CPR & AED



GET CARE

CHOOSE A DOCTOR

FIND A LOCATION

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Heart & Vascular

While you are sitting there...learn your *risk* for heart disease FREE!



Learn Your Heart Risk!

Complete our FREE heart health risk assessment to compare your actual age to your heart's biological age and calculate your risk of developing cardiovascular disease.

HEART & VASCULAR CARE

Accredited Chest Pain Centers with PCI

Heart & Vascular Diagnosis & Testing

Heart & Vascular Services & Treatments

Cardiac Rehabilitation, Recovery & Support

Heart & Vascular Research & Clinical Trials

Heart Library

Welcome back, Casey Hansen!

Your last login was 88 minutes ago.

Trust your heart and vascular care to the experienced medical professionals at Adventist HealthCare. From diagnosing chest pain and abnormal heart rhythms to opening blocked arteries and more, you'll find the expert [cardiovascular services and treatments](#) you need close to home.

CONDITIONS WE TREAT

No matter where you live in the Washington, DC metro area—Rockville to Takoma Park and across the Beltway—you can rely on Adventist HealthCare to treat the full range of heart and vascular conditions, such as:

- **Acute coronary syndrome (ACS)** – Chest pain and obstruction of coronary arteries, which may lead to heart attack
- **Atrial fibrillation and arrhythmias** – Heart rhythm disorders
- **Congestive heart failure** – Inability of the heart to maintain adequate blood flow throughout the body
- **Heart tumor** – Unusual growths in the heart
- **Heart valve conditions** – Malfunctions of the aortic, mitral or tricuspid valves that regulate the flow of blood through the heart
- **Vascular blockages and conditions** that affect circulation in arteries, veins and blood vessels

SERVICES WE OFFER

Expect top-quality care for your heart and circulation system at Adventist HealthCare. Our board-certified cardiologists, electrophysiologists, interventional radiologists and cardiothoracic/vascular surgeons work together to deliver comprehensive, award-winning heart and vascular care that includes:

MINUTES MATTER!

If you or a loved one experience chest pain, call 9-1-1 now. That's the fastest way to get lifesaving treatment at an Adventist HealthCare Accredited Chest Pain Center.

HEART & VASCULAR CARE LOCATIONS

Adventist HealthCare heart and vascular care locations include:



Washington Adventist Hospital
Takoma Park, MD



Shady Grove Adventist Hospital
Rockville, MD

[View All Locations](#)

CLASSES & EVENTS

- Deep Vein Thrombosis (DVT) & Pulmonary Embolism (PE) Support Group
- Cholesterol, Heart Health & Other Screenings
- AHA CPR & AED
- Adventist HealthCare Walking Club

RELATED HEALTH LIBRARY CONTENT:

- 2-hour Postprandial Blood Sugar Test Medical Test
- 2-hour Postprandial Blood Sugar Test Medical Test
- ABO Blood Typing Medical Test
- Acquired Aplastic Anemia National Organization for Rare Disorders
- Acquired Hemophilia National Organization for Rare Disorders

[View More....](#)

AFTER

Where do we go from here?

Where Do We Go From Here?

- Assemble brand and marketing documentation
- Some of the tools you may need:
 - Analytics “deep dive”
 - Content audit
 - Usability study
- Web governance committee
- Develop a plan of attack!

Results From Wheaton Franciscan Healthcare

Contact Us Submissions: **-74%**

Physician Views: **+248%**

Appointment Requests: **+196%**

Questions?

Contact Ben:

800.589.1171

Ben.Dillon@geonetric.com

www.Geonetric.com

Geovoices.com

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[Pinterest.com/benatgeo](https://www.pinterest.com/benatgeo)



New eBook Available

