

Dallas/Fort Worth Edition

M.D. NEWS

A BUSINESS AND LIFESTYLE MAGAZINE FOR PHYSICIANS



**THE HEART HOSPITAL
Baylor Plano**

THE HEART HOSPITAL Baylor Plano

By Tina Cauler

When you think of a hospital, what comes to mind? For most of us, the word conjures up memories of antiseptic smells, tasteless food, beeping machines, overhead announcements and an atmosphere that generally lacks privacy, comfort or dignity. Being sick is bad enough — what about the cure? Studies show that healing is actually slowed by physical and emotional stress. Experts are beginning to realize that hospital environments are as critical to healing as good medical care.

In today's competitive medical marketplace, patients are customers who choose where they receive care. However, they are a special sort of customer — one who is already stressed, in pain and not happy to be in the position of consumer. They need an environment designed to relieve stress, not add to it. But in the traditional hospital setting, stress is as much an "institution" as the institution itself.

If the negative stereotype of a hospital stay is so widely acknowledged, why haven't improvements just evolved naturally, as quickly as the shortcomings are recognized? The wheels of change turn slowly in a traditional hospital culture, and some of the negative perceptions cited by patients have long been accepted as the norm. But what if you had the luxury of going back to the drawing board to design a whole

"We don't have visiting hours because we encourage visitors to come when it best fits their schedules. Patients have a more positive outlook on recovery with caring family and friends nearby. With loved ones at their side, a patient can visualize the eventual return to life outside the hospital. This holistic approach reduces stress and enhances the healing process," notes Mark Valentine, President of THE HEART HOSPITAL Baylor Plano.

Patient-centered care actually reduces costs in a variety of ways. Eliminating patient stressors, like noise, discomfort and isolation, speeds healing and lowers the cost of care. Putting patients in single-occupancy rooms also helps reduce secondary infections and other complications that impact costs. This hospital is designed to promote efficient, compassionate, high-quality medical care. The patient-centered concept is actually good for both patients and the bottom line.

— Mark Valentine, President

new concept in hospital care from scratch, rather than trying to retrofit solutions to longstanding problems?

THE HEART HOSPITAL Baylor Plano is the brainchild of David Brown, M.D., and Jeff Gladden, M.D., who shared the vision of starting an innovative heart hospital from a blank canvas. After doing some conceptual groundwork independently, the two like-minded doctors' paths crossed serendipitously. They began working to meld their visions, negotiating with a number of hospitals, physicians and private developers.

"Our ideas were born out of frustration with the hospital environment," recalls Dr. Gladden. "So, we were initially reluctant to involve a hospital in the plan. On the other hand, we recognized that partnering with the right hospital could create a synergy that would give us a competitive advantage, security and financing options that had broad appeal to a number of physicians. It was just a matter of finding the right hospital.

"From the beginning, the leadership of Baylor Health Care System agreed that physicians brought something important to the table," Dr. Gladden explains. "They shared our conviction that a joint venture with doctors was more cost effective and assured better patient care characteristics. It was truly exciting when we began to see a different paradigm for patient care emerge from our discussions."

Those discussions gave rise to THE HEART HOSPITAL Baylor Plano, created through a partnership between Baylor Regional Medical Center at Plano and 86 cardiovascu-



PHOTO BY STEVE GALLEGOS, LONESTAR PHOTOGRAPHY STUDIOS (214) 452-7780



"THE HEART HOSPITAL Baylor Plano is the first freestanding, full-service hospital in this region dedicated solely to heart and vascular health care with a focus on the delivery of safe, quality, compassionate care and five-star service," said David Brown, M.D.

lar physicians and surgeons practicing in north Texas. Award-winning architectural firm RTKL Associates, Inc. was engaged to design the spectacular \$100 million, 68-bed facility, which opened in January 2007. THE HEART HOSPITAL Baylor Plano is the first freestanding, full-service hospital in this region dedicated solely to heart and vascular health care with a focus on the delivery of safe, quality, compassionate care and five-star service. Designed from the start to support a healing atmosphere, it barely resembles a traditional hospital.

THE HEART HOSPITAL Baylor Plano is based on a patient-centered philosophy of care. Every aspect, from the hospital's facility to its employee culture, has been thoughtfully engineered to reflect the founders' commitment to their customers. The patient experience is as unique as the facility.

Guests and visitors arriving at THE HEART HOSPITAL Baylor Plano are greeted and parked by the valet service. There is also convenient multilevel covered parking available within easy walking distance of the door. When a "guest" arrives at the hospital, he or she is admitted and then settled in one of 68 private rooms.

And these are no ordinary hospital rooms. They are designed to combine high-quality medical care with the ambiance of a luxury hotel. Each spacious "family suite" features hardwood-style floors, upbeat artwork and contemporary floor-to-ceiling windows that fill the room with natural light. In the adjoining living area, family members will find cozy chairs, reading lamps and a large sofa that converts into a comfortable bed. The hospital's wireless environment enables convenient communication with friends, family or business associates.

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Family members can enlist the services of one of the privately contracted concierge staff on every guest floor if they need anything from hotel reservations to directions.

Rather than being moved from place to place in the hospital, guests remain in the same suite throughout their stay, except for surgery or a trip to the cardiac catheterization lab or the electrophysiology lab. Instead of waiting anxiously through a procedure, family and friends can stay apprised of the patient's progress from pre-op to recovery on a large flat screen in the waiting room, in much the same way passengers can check the status of a flight in an airline terminal. Each patient is tracked according to a confidential code to protect patient privacy. At THE HEART HOSPITAL Baylor Plano, family members

are considered an integral part of patient care, and planners have taken extensive measures to make sure they are cared for as well.

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Although THE HEART HOSPITAL Baylor Plano's designers have clearly taken a cue from the hotel industry, they have also incorporated the latest in medical technology. Practicing an advanced universal bed care model, the suites can be quickly transformed into an intensive care environment should a guest's medical needs change suddenly.

In every suite, there is a flat screen television on which guests and visitors can view their favorite show in high-tech style. When needed, the screens double as critically important communication tools.

According to Dr. Gladden, "In the traditional setting, I would be trying to explain a procedure to the family on a piece of paper in a waiting room full of people. Later, I would explain it again to the guest after he or she was moved from recovery. Depending on my artistic skill, a lot could be lost in the translation. The in-suite screens at THE HEART HOSPITAL Baylor Plano allow me to simultaneously show the guest and family members video images of the findings during their procedure, as well as the surgical treatment. Communication is much more direct and effective. Discussion takes place in a confidential setting that

encourages openness and preserves dignity and privacy. This is a powerful dynamic that creates a therapeutic alliance between the guest, the family and the physician."

Each floor has an identical layout, with a unique bow-tie shape that enables caregivers to maintain a clear line of sight to almost every suite from the nursing station. The curved shape of the hallways provides guests with a separate area for ambulation that can be visu-



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ally monitored by nursing staff and is out of the way of carts, equipment and other foot traffic. The entire floor, guest suites and individual guest's vital signs are also monitored electronically by around-the-clock staff in a central area on each floor, providing caregivers another set of eyes to back up patient care.

THE HEART HOSPITAL Baylor Plano's planners didn't leave a single stone unturned. After addressing privacy, dignity and efficiency, they completely reinvented the approach to dining. From the menu, guests and visitors can order meals in the comfort of their suite. All menu options, whether destined for a guest suite or the dining room, are prepared by an executive chef with extensive culinary experience. Guest meals are prepared according to individual dietary needs, with heart-healthy suggestions when indicated. Room service deliveries are made within 30 minutes by attentive, tuxedo-attired wait staff. Each attractively plated meal is served on fine china accompanied by elegant silverware.

Guests and visitors can also enjoy a meal in the ground floor dining area, which has a two-story glass wall that floods the space with light and gives diners a beautiful view of the outdoors. On the first floor, guests can enjoy breakfast or lunch in the company of family and friends at The Heart Rock Café, or stop in at the Plano Parkway and Gift Shop, which serves Starbucks coffee. The third-floor terrace features an outdoor sitting area that provides an opportunity to sample the sunshine and fresh air while relaxing with a good book or conversing with a loved one.

Guests can return for cardiac rehabilitation in THE HEART HOSPITAL Baylor Plano's exercise and rehabilitation center, which is supervised by experienced nursing staff.

If you're thinking that all these extra amenities must come at a five-star sticker price, you'll be pleasantly surprised. "Patient-centered care actually reduces costs in a variety of ways," notes Mark Valentine. "Eliminating patient stressors, like noise, discomfort and isolation, speeds healing and lowers the cost of care. Putting patients in single-occupancy rooms also helps reduce secondary infections and

other complications that impact costs. This hospital is designed to promote efficient, compassionate, high-quality medical care. The patient-centered concept is actually good for both patients and the bottom line."

Hospital planners have also used technology to buffer the costs of care. THE HEART HOSPITAL Baylor Plano incorporated an RFID-enabled inventory management system to store, track and manage their utilization of high-cost cardiovascular devices and supplies. This technology automates device and supply utilization processes and eliminates manual approaches, such as paper documentation, stickers, bar coding or button pushing. The RFID system enables more accurate charge capture, improves security and retrieval of stored items, and enhances the management of time-sensitive products.

With its patient-centered concept of care, THE HEART HOSPITAL Baylor Plano has recruited the best and brightest nursing and support staff from around the country, and a waiting list of interested candidates has formed. Many members of the nursing staff have advanced training and can provide any level of nursing care. New employees are trained to provide the highest standard of customer service, and attend orientation and continuing education in a spacious instructional area outfitted with computer stations. The hospital auditorium seats 100 people, and is a versatile, multipurpose venue for events ranging from health fairs to cardiovascular grand rounds for the hospital's 68 physicians.

Reflecting an egalitarian approach to leadership, the hospital's "team" is remarkably unstratified and united in the effort to provide and support patient-centered care. "We have attracted the highest caliber of candidates and have hired to the culture," notes Mark Valentine. "Our staff bring energy and excitement to their work, and take immense pride in their role on the team. We play softball together and enjoy developing working relationships and friendships." Valentine himself is an atypical administrator, with a modest office and an open door policy that invites idea sharing. The traditional mahogany and Ming vase décor is notably absent. Instead, the office accommodates comfortable discussion at a round table — and its message speaks volumes.

THE HEART HOSPITAL Baylor Plano's Board of Managers is involved, integrated, engaged and aligned with the mission of the hospital. Together, the partners behind THE HEART HOSPITAL Baylor Plano will continue to refine and improve nursing and IT protocols, as well as developing centers of excellence in vascular medicine, valvular medicine, women and heart disease, and atrial fibrillation.

THE HEART HOSPITAL Baylor Plano is located at 1100 Allied Drive adjacent to Baylor Regional Medical Center at Plano, with easy access between campuses via a skybridge. To receive a fact sheet about THE HEART HOSPITAL Baylor Plano, please call Randy Johnson, Director of Marketing, at (469) 814-3510. THE HEART HOSPITAL Baylor Plano can be found on the Web at www.baylorhealth.com. ■



**MEDICAL EXCELLENCE.
FIVE-STAR SERVICE.**

STATISTICS

- \$100 million facility
- 4.9 acre site
- 68 beds
- 400 employees
- 4 floors
- 3 cardiac catheterization labs
- 3 electrophysiology labs
- 3 operating rooms
- 1 endovascular suite
- 1 vascular lab
- 8-bed Post Anesthesia Care Unit
- Chapel
- 100-seat auditorium
- Wireless environment
- Wellness, rehabilitation and prevention services
- The Heart Rock Café dining venue
- Plano Parkway & Gift Shop
- In-suite dining
- Valet parking (complimentary)
- Concierge service
- On-site, multi-level parking facility (complimentary)
- Shared heliport with Baylor Regional Medical Center at Plano

FOR MORE INFORMATION, CONTACT:

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THE HEART HOSPITAL Baylor Plano

THE HEART HOSPITAL Baylor Plano is the first and only freestanding, full-service hospital in this region dedicated solely to heart and vascular health care. The \$100 million, 68-bed hospital opened January 22, 2007, and has been designed to maximize the delivery of safe, quality, compassionate health care. THE HEART HOSPITAL Baylor Plano was created through a partnership between Baylor Regional Medical Center at Plano and 86 cardiovascular physicians and surgeons practicing in North Texas.

THE HEART HOSPITAL Baylor Plano is licensed as a general acute care hospital providing inpatient and outpatient cardiovascular care. An expansive portfolio of heart and vascular services are available to consumers in this hospital, including:

- cardiovascular outpatient care
- non-invasive cardiovascular testing
- open heart surgery
- cardiac and vascular interventions
- arrhythmia management and treatment
- heart failure services
- advanced imaging technology
- cardiac rehabilitation
- emergency care
- interventional and surgical services
- cardiac catheterization
- peripheral angiography
- electrophysiology testing and device implants
- atrial fibrillation services
- advanced cardiac and vascular ultrasound
- vascular surgery
- wellness and prevention services
- research center

The hospital site is located on the Baylor Plano health campus and is adjacent to Baylor Regional Medical Center at Plano. The hospital has been thoughtfully designed with the guest's needs in mind, beginning with the facility's unique bow-tie design. This new design positions decentralized nurses' stations near the guest's suite and uses the curved shape of the hallways to enable caregivers to have a direct sightline to almost every guest suite.

Each guest suite incorporates floor-to-ceiling windows, wood laminate floors, comfortable furniture and a separate living area for family members wishing to stay overnight. The amenities and finish-out may remind guests more of a luxurious hotel room than a hospital setting. Dining options have been updated, too. Menu items are prepared in compliance with each guest's dietary restrictions. Guests or family members may order from the comfort of their suite. Room service deliveries will be made within 45 minutes. Staying in touch with friends, family or business associates will be easy since the hospital offers a wireless environment. Although these amenities create a comfortable environment, every guest suite can be quickly converted into an intensive care environment if necessary.

The first floor offers additional locations to enjoy the company of families and friends. The Heart Rock Café offers breakfast and lunch while the Plano Parkway & Gift Shop proudly brews Starbucks® Coffee and houses a small gift shop. A third-level outdoor terrace sitting area will entice guests and families to enjoy Texas' hearty sunlight. Questions about general hospital services or services outside the hospital can be directed to concierge desks on every guest floor. Guests and visitors may also enjoy free valet parking in front of THE HEART HOSPITAL Baylor Plano or park themselves in the multi-story, covered parking facility adjacent to, and within easy walking distance of, the hospital.

THE HEART HOSPITAL Baylor Plano is Baylor Health Care System's second dedicated heart hospital.

LEADERSHIP



Mark Valentine
President
THE HEART HOSPITAL Baylor Plano

LOCATION MAP



THE HEART HOSPITAL Baylor Plano

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FOR A PHYSICIAN REFERRAL:
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