Jere D. Stocks
Senior Vice President, Adventist HealthCare
Chair, Next Century Health

Adventist HealthCare
1801 Research Boulevard
Rockville, MD 20850

www.nextcenturyhealth.org
www.adventisthealthcare.com
jstocks@ahr.com
001.240.672.3117
A Vision for the Future of Health

1) Our Core Foundation
2) A Unique Opportunity
3) The Vision Comes Alive
Our Core Foundation

A small body of determined spirits fired by an unquenchable faith in their mission can alter the course of history.

—Mahatma Gandhi
Early Adventist leaders saw a need for special health centers – a place where people received the best medical treatment of the day, and also a place where they could learn how to prevent disease through lifestyle changes such as nutrition, temperance, rest, and exercise based on a philosophy of **whole-person care**. These centers would be a place where each individual was valued as a creation of God. A place where caregivers would create a positive healing environment by providing extraordinary patient care.
Where Vision Became Reality: The Battle Creek Sanitarium

This vision became a reality in 1866 at Battle Creek, Michigan. At the height of its popularity, the Battle Creek Sanitarium was the health destination for America. It accommodated 1,500 patients and attracted the best-known people of the day. Henry Ford, Thomas Edison, J.C. Penny, Clara Barton, George Bernard Shaw, John D. Rockefeller, Jr., Dale Carnegie and Amelia Earhart are all listed on the patient rosters. They, and hundreds of others, came to Battle Creek to recuperate from the stress and intemperance of their busy lives.
One of the sanitarium’s biggest attractions was its charismatic medical director, Dr. John Harvey Kellogg. Dr. Kellogg was a skillful physician, an advocate of a healthy vegetarian diet, and a proponent of God’s principals of whole-person health. It was in Battle Creek that Kellogg and his brother, W.K. Kellogg, developed corn flakes as an alternative to the high-fat biscuit-gravy-bacon-and-egg breakfast that most Americans were eating. Dr. Kellogg traveled the world speaking on the **benefits of healthful living**, and searching for better approaches to healing. Dr. Kellogg studied surgery under some of the world’s leading physicians, and as anesthesia was perfected for use in surgery, he brought this new science to Battle Creek.
The success of the Battle Creek Sanitarium lead the Adventist leaders to develop additional medical facilities. From 1866 to 1886, the Adventists opened 40 facilities, including **hospitals and medical schools, around the world.** The success of those facilities, and the health focus of thousands of physicians, dentists, nurses, and other caregivers is attributed to Dr. Kellogg’s fundamental commitment to whole-person health and healing.
Leaders from the Adventist General Conference headquarters had come to Washington, DC, in 1903 in search of a new location for its world headquarters. They also wanted to build a sanitarium and a college.

Ellen White, an early Adventist leader who worked with Dr. Kellogg and shared his interest and deep understanding of nutrition, exercise, and healthy living, chose Takoma Park, Maryland (Sharing a Border with Washington, DC) as the best site for the new sanitarium. Proceeds from her book, “Ministry of Healing” purchased the land in Takoma Park in 1905.
The 40-bed Washington Sanitarium opened on **June 13, 1907** with a staff of 12. It was a gracious facility with spacious grounds, a variety of gardens, and was intended to be a homelike institution where special diet would be combined with instruction in healthful living in a friendly atmosphere.
A History of Leadership on Key Health Issues...

In 1864, Mrs. White spoke of tobacco as a “slow, insidious, but most malignant poison.” At the time Mrs. White gave her counsel, cigar smoke was used as a cure for lung disease!

It was not until 1957 that the American Cancer Society concluded that smoking was a factor in lung cancer. In 1964, the surgeon general’s report declared tobacco deadly.
...Resulting in Major Shifts in Perceptions and Behaviors

In 1950, over 50% of the population smoked. Today, it is less than 20%. Much of this success is attributed to the work of Adventist healthcare institutions.

In the early 1960s, the “Five-Day Plan to Stop Smoking” (a program developed by the Washington Sanitarium) classes were presented in the State Department, Department of Health Education and Welfare, and World Health Organization, among others.
The “San” Focused on Rest and Relaxation...

The Washington Post wrote: “It would be difficult to find a better place for quiet and rest.”
...It was the Region’s Health & Well-being Center of the 20th Century...

Takoma Park was a quiet resort community where Washingtonians came to escape city life and long-term patients played croquet on the front lawn.
...With an Early Reputation of Innovation and Advancement

Dr. Henry Miller joined the staff in 1908. During WWII, his soybean research led to the development of soymilk and vegetarian protein products – years ahead of their time.

In 1962, Dr. Kenneth Cruze performed the Washington area’s first cardiac surgery at the hospital. It was a mission and a vision driven by innovation.
Washington Adventist Hospital in 2011

Today...

- State-of-the-art acute-care facility serving over 150,000 people each year in culturally diverse urban communities.
- Nearly 1,700 employees, more than 600 physicians, and 281 licensed beds.
- Offers comprehensive, tertiary health care services including: cardiovascular care and research, a busy emergency department, women’s services, mental health services, cancer care, Orthopedics, pain management, radiology, laboratory, and Diagnostic Services, and health and wellness programs and services.
Washington Adventist Hospital is Part of Adventist HealthCare…
Today, the Adventists operate more than 500 hospitals, clinics, and healthcare centers around the world. Each is committed to provide the finest health care in the spirit of compassion and whole-person health and healing.
A Unique Opportunity
Convergence: Projects & Environment

Projects

- Development of a 21st century replacement hospital centered around our history of whole-person care – mind, body and spirit (**WAH**).
- Re-development of the Takoma Park Campus as the Village of Education, Health & Well-being (**VEHW**).
- Consolidation of the U.S. Food & Drug Administration at the Federal Research Center (**FDA at the FRC**).
- Creation of the East County Center for Science and Technology (**ECCST**).
- Creation of the LifeSci Village (**LSV**).

Environment

- Health care reform.
- Burgeoning Maryland-based biotech/life sciences economy.
- Designation of the Science Corridor.
- Next to the nation’s capital.
The International “Port of Entry” to Health and Well-being

- **WAH** – Washington Adventist Hospital.
- **VEHW** – Village of Education, Health & Well-being.
- **FDA** – U.S. Food & Drug Administration.
- **LSV** – LifeSci Village.
- **ECCST** – East County Center for Science & Technology.
**Vision Partners**

**The International “Port of Entry” to Health and Well-being**

- **WAH** – Washington Adventist Hospital.
- **VEHW** – Village of Education, Health & Well-being.
- **FDA** – U.S. Food & Drug Administration.
- **LSV** – LifeSci Village.
- **ECCST** – East County Center for Science & Technology.
The New Washington Adventist Hospital White Oak Campus

- Full replacement hospital* – 603K square feet (Phase I).
- All private beds – 288; site can expand to 360.
- Medical office building capacity – 400K+ square feet.
- Center for Spiritual Life and Healing (and Conference Ctr.)
- Enhanced out-patient and ambulatory care infrastructure.
- Ample parking – 2,100+ spaces.
- Lakeside walking trails and healing gardens.

*Including the Center for Spiritual Life and Healing
Key Design Principles

◆ Evidence Based Design
   ▪ Enhances patient safety
   ▪ Reduces stress

◆ Green Design
   ▪ Certified level LEED (Leadership in Energy & Environmental Design)
   ▪ Sustainable and environmentally sensitive

◆ Planetree
   ▪ Enhances patient control & privacy
   ▪ Focus on family participation
   ▪ Healing environments
Campus will employ ~3,000 people.

One million square feet of facilities.

Hospital expandable to 360 beds.

Main Hospital = 568K sq. ft.

CSLH = 40K sq. ft.

MOB 1 = 140K sq. ft.

MOB 2 = 100K sq. ft.

Building A = 178K sq. ft.

South Parking Garage = 1,000+ spaces

North Parking Garage = 1,000+ spaces
Key Programs/Services
Whole-Person Care Platform

- Cancer Center
- Pain & Palliative Care Center
- Geriatric Health Center
- Multi-faith Center
- Conference Facilities
- Educational Facilities
- Healthy Life Education Center (focus on nutrition, obesity, tobacco)
- Fitness Center
- Daycare Center
- Diabetes/Hypertension Center
- Wound Center
- Cardiovascular Center
- Women’s Center
- Behavioral Health Center
- Neurosciences Center
- COPD Center
- Surgical specialties
- Internal medicine sub-specialties
- Outpatient Cardiac/Pulmonary Rehab
- Express testing
View of Lake Looking South
View of Lake Looking West as Seen from Cafeteria
Aerial View of White Oak Site
Front View of Hospital
View of Front Entrance
View of Drive-up / Walk-up Entrance
View of South Entrance from Parking Garage
View of Lake from West to East
View of Healing Gardens
View of Center for Spiritual Life and Healing (and Conference Center)
View Along Back Looking North
Aerial View of Campus
The International “Port of Entry” to Health and Well-being

- **WAH** – Washington Adventist Hospital.
- **VEHW** – Village of Education, Health & Well-being.
- **FDA** – U.S. Food & Drug Administration.
- **LSV** – LifeSci Village.
- **ECCST** – East County Center for Science & Technology.
A Vision for the Village

Vision...The Re-development of the Takoma Park Campus...

...the Takoma Park Campus will be a vibrant center for our community’s health and well-being with services and spaces focused on health, fitness, education, research, non-profit support, and community improvement.
The Future of the Takoma Park Campus

Creating the Village...
The Future of the Takoma Park Campus

Creating the Village...

Washington Adventist University

Washington Adventist Hospital
The Future of the Takoma Park Campus

Creating the Village...

Village of Education, Health and Well-being
Components of the Village

◆ Healthcare Services
  ▪ Medical Home
    o Primary Care Center (phase I start in 2011)
    o Urgent Care Center
  ▪ Maternity Partnership Prenatal Clinic
  ▪ Primary and Specialty Physician Services
  ▪ Integrative Medicine
  ▪ Inpatient and Outpatient Rehabilitation Services
  ▪ Outpatient Diagnostic Services
  ▪ Behavioral Health Services
  ▪ Dialysis
  ▪ Sleep Lab

◆ Health & Wellness
  ▪ Disease Prevention and Wellness Education
  ▪ Chronic Disease Management Services
  ▪ Senior Health Services
  ▪ Fitness / Gymnasium / Aquatics Center
  ▪ Other services may include: birthing center, center for newly arrived immigrants, classes for English as a second language, among others

◆ Education
  ▪ Washington Adventist University – School of Health Professions, Science and Wellness
  ▪ University Library
  ▪ University Learning Center
  ▪ Cafeteria (also open to public)

◆ Research
  ▪ Center on Health Disparities
  ▪ Washington Adventist University
  ▪ Clinical Trial Beds
  ▪ FDA

◆ Other
  ▪ Non-Profit Activities
Fitness Center at the Village

- Healthcare Clinic
- Health Science Classrooms
- Gymnasium
- Racquet Courts
- Cardio Machines
- Weight and Resistance Machines
- Sports Medicine
- Swimming Pool
- Therapeutic Pool
- Locker Rooms
- Offices
Becoming the “International Port of Entry” for Health and Well-being

A world-class epicenter for...

- Live – work – play environment
- Industry
- Scientific organizations
- Healthcare
- Wellness
- Academia
- Research
- Government

...adjacent to the FDA where regulators, researchers, professors, students and medical professionals can meet and share ideas, research and information that will lead to continuing technological, scientific and medical advances.
Next Century Health

You don’t just stumble into the future, you create the future.

—Roger Smith

Next CENTURY Health