

24/7 365 days



Inova VIP 360°

Your Concierge Medical Practice

**Exceptional Healthcare.
Extraordinary Access.**



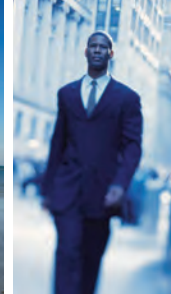
**INOVA™
360° INSTITUTE**

24/7 365 days

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Discover the connection that truly makes a difference in the quality of your health and well-being – **Inova VIP 360°**.

VIP Connections

Discover the connection that truly makes a difference in the quality of your health and well-being – **Inova VIP 360°**. Our premier concierge practice blends world-class care using the most sophisticated technologies available with healthcare integration services proven to enhance quality of care and clinical outcomes.

We provide **24/7** direct access to an **Inova VIP 360°** physician via telephone and email. Our physicians give you their undivided attention, superior preventive medical care and detailed education on wellness.

Inova VIP 360° is the ultimate in medical care. It is the connection you deserve.

24/7
365 days

“For me and my wife, relationships are the keystone of life. The Inova VIP 360° program is designed to provide both the patient and the physician time to build a strong and beneficial relationship. As a result, our Inova VIP 360° physician, Dr. Craig Cheifetz, is dedicated to the health of my whole-being – my physical and emotional health. Dr. Cheifetz is an exceptional individual, superbly trained and experienced with direct reach to specialists who make a difference in the health of their patients. His ability to diagnose problems and either treat these or to refer us to the right kind of medical help has been instrumental in keeping our quality of life at the highest level as we grow older and face the usual accompanying issues.”

Sudhakar Shenoy
Chairman and Chief Executive Officer
IMC, Inc.

The Inova VIP 360° Experience

Inova VIP 360° Services

From seamless navigation through the healthcare environment to coordination of appointments with specialists and follow-up care, we provide

- An extensive medical review and physical examination to include individualized wellness planning
- Same- or next-day appointments for non-urgent care
- **24/7** direct access to an **Inova VIP 360°** physician via telephone and email
- Dedicated case management – working together with patients, families and clinicians to coordinate seamless navigation through an increasingly complex healthcare system – to ensure superior outcomes for your particular healthcare needs
- Access to Inova's world-class healthcare services at your convenience, which includes physicians, research and follow-up on any information you request

Inova VIP 360° enrolls individuals 18-years of age or older, for an annual out-of-pocket fee of \$1,800. We bill your insurance company for clinical services; rules regarding co-pay and/or Medicare service and billing apply. Some services may not be covered by all insurance providers.

Located on the Inova Fairfax Hospital campus minutes from I-495 and Gallows Road, with free, designated parking adjacent to the **Inova 360° Institute**, our office and exclusive lounge provide a private atmosphere and easy accessibility.



Inova VIP 360°

Your Concierge Practice

Exceptional Care

- Superior preventive medical care
- Individualized wellness planning
- Dedicated case management

Extraordinary Access

- Direct physician access 24/7, 365 days
- Same- or next day appointments
- Most lab results same day

Personal Attention

- Low patient to physician ratio
- Concierge touch
- Free parking adjacent to office
- Exclusive lounge
- Private atmosphere

Commitment to Our Patients

“The Inova VIP 360° practice is a partnership in healthcare. Our team works together with members, families and clinicians to coordinate seamless navigation through an increasingly complex healthcare system - to ensure superior outcomes for your particular healthcare needs.

Our focus is to optimize the health of each member. Wherever you are in the healthcare continuum - needing first aid assistance or a specialized level of care - you have direct access to an Inova VIP 360° physician - 24/7, 365 days a year.

When dealing with a health situation, the last thing we want our members or their loved ones to be concerned about is effective communication between their doctors, nurses and other health care providers. So we step in. We ensure that members see experienced specialists and provide all critical information in an efficient and timely manner.

The preservation of wellness - through body, mind and spirit - is the goal of everything we do at Inova VIP 360°. As Medical Director, that is my promise and my commitment to each member.”

*Craig Cheifetz, MD, FACP
Medical Director
Inova VIP 360°*

Before You Join

We at **Inova VIP 360°** believe that a positive patient – physician relationship is a key source of your good health. So we invite prospective members to start building that relationship even before they become members. After speaking with you about your particular needs, we will schedule a consultation for you to meet one of our **Inova VIP 360°** physicians at no cost to you. Spending time with your future partner in health will enable you to discuss your goals and concerns, and learn about your physician's medical expertise and philosophy.

Consult with an Inova VIP 360° physician for FREE before you join.



“My husband, John, and I joined Inova VIP 360° because we were impressed with the preventative benefits. I tend to put off making doctor appointments. Having the Inova VIP 360° staff remind me to see the doctor and schedule all of the appointments in one day was a big plus in our joining the practice. Little did I know how important preventative care and expert medical advice would be when John went in for a routine examination and a tumor was found. Surgery was performed the following week. The tumor was removed before spreading.”

Mona Oswald

“The tumor was tiny when it was found - only 3 centimeters! Learning that the tumor would have metastasized if it had not been removed was shocking. I am so very fortunate to have a doctor who persisted in taking follow up tests. I have my life back and enjoy good health. Mona and I are grateful for the excellent medical care, personal attention and emotional support we received every step of the way from the Inova VIP 360° team.”

John Oswald

“Many encounters with the healthcare system are routine, but when faced with a significant healthcare issue or a concern about the results of medical tests, patients can be understandably scared. As a doctor and a patient, I have seen how significant it is for me to impart valuable information, to listen and to be wholly present with my patients. Research shows that quality healthcare means taking an active role in decisions about your care. As your Inova VIP 360° physician, I am your guide and partner in helping you make the best decisions for your health and well-being. Our practice maintains a low patient to physician ratio. This enables me to give my patients the benefit of my expertise and the personal attention they deserve.”

John Pace, MD, Inova VIP 360°

www.inova.org/VIP360 | 703-776-7005



24/7
365 days

When You Join...

Members receive an **Inova VIP 360°** membership card imprinted with contact numbers and emergency directions to make getting in touch with your health care team easy, **24/7**, as well as a portfolio containing **Inova VIP 360°** forms to complete before your first appointment. These include:

- Medical history form
- Nutritional diary
- Scope of services and patient agreement
- HIPAA/privacy notices

Your **Inova VIP 360°** concierge team helps facilitate the transfer of your health care records and provides assistance with completing forms. We schedule your first appointment at a time that is convenient for you and speak with you about how to prepare for the appointment.

The Inova VIP 360° Experience

“With no general practitioner and without a check up in five years, the head-to-toe examination brought a potentially serious problem to light. My doctor’s expertise coupled with a real concern for my holistic well-being enabled me to make pivotal decisions about my health with knowledge and assurance. I felt like my doctor and the staff always had the time for me.

And...I am doing fine!”

Phoebe Peterson

“The extensive amount of time we spend with our members allows us to make specific, meaningful healthcare recommendations to each member.”

*Maggie Hayford, RN
Clinical Manager*



Your First Appointment...

Before you even walk in our door, we are taking steps to prepare for your examination. You will receive an instructional packet well in advance of the appointment.

Our team of dedicated medical professionals is reserved entirely for you during your half-day examination. We invite you to dress comfortably and enjoy our undivided attention. Rest assured that the **Inova VIP 360°** concierge touch will ensure seamless service throughout the day.

Your comprehensive annual exam provides a baseline assessment of your overall health status and detailed information to help your **Inova VIP 360°** physician guide you on ways to optimize your total well-being. This evidence-based exam includes a history and physical, as well as thorough blood work and testing tailored to your specific needs or health concerns.

The exam also includes an annual session with a certified personal trainer to provide individualized exercise recommendations based on your goals, health status and lifestyle needs. Our trainers also incorporate a follow-up session to ensure that you are getting the most from our recommendations.

Additional testing, such as mammography, bone density scanning, colonoscopy, and abdominal ultrasound, may be ordered in alignment with evidence-based guidelines and your specific health needs. We only order tests that you need, as medically indicated by the most up-to-date clinical research.

Inova VIP 360° provides the time and attention you deserve.



After Your First Appointment...the Connection Continues

The **Inova VIP 360°** commitment to you and to preventive care, combined with Inova's leading edge technology, forms the foundation of our world-class program that provides a comprehensive approach to disease prevention and health management.

Our physicians provide full documentation and interpretation of the results. We schedule a follow-up appointment with your physician 4-6 weeks after your comprehensive examination.

A personal health portfolio, detailing your examination results is sent to you in advance of the meeting. The follow-up, which can be in-person or remote, provides time for you and your physician to discuss the personal health portfolio together, as well as recommendations to optimize your health.

After your first appointment, your **Inova VIP 360°** physician is available for any healthcare need – strains, sprains, sick visits. Should the need arise, you also have complete access to world-class Inova Health System physicians.

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The Inova VIP 360° Experience

Additional Services* – Customized for You

Nutrition and exercise form two integral components of a healthy lifestyle. Your **Inova VIP 360°** physician will partner with registered dietitians and exercise specialists to oversee scientifically-based programs that dovetail with your health status. The integrity of these connections truly makes a difference in the quality of your health and well-being.

Nutrition Services

Inova VIP 360° offers three nutritional services that will be tailored to your particular needs. Our registered dietitians are certified, experienced professionals who use the most updated nutrition evidence to support your wellness and longevity. They are committed to helping you develop a new perspective on eating well.

- **Comprehensive Nutritional and Metabolic Assessment** - Invest a small amount of time to learn a lot about the essential needs of your body. Included are the following:
 - Complete nutritional review using pertinent medical history, any relevant conditions and current health status, as well as food preferences, eating habits and exercise regimen
 - Personalized meal plan that includes examples and recommendations to aid you in making the behavioral changes necessary for improving your diet
 - Body composition assessment using an advanced, non-invasive approach that gives accurate baseline measurements of lean body mass
 - Resting metabolic rate analysis used to tailor our nutritional recommendations to specific physiological requirements

“My life was changed and, by my example, so were the lives of my colleagues. During my physical examination, I noticed Maggie Hayford, RN, clinical manager, check off ‘obese’ on my chart. I never thought of myself as obese. I started comparing myself to others and realized that I actually had a problem. From Day 1, Maggie’s attitude impressed me. She motivated me to use my dog-walking responsibility to de-stress and get the exercise I needed. My dog-walking eventually increased from less than one block to 3 miles. Combined with a healthy eating plan of foods I enjoy, I have lost 20 pounds. I feel great! The results of my efforts influenced my company to introduce similar lifestyle changing and life-saving health programs at work.”

Emory Peters
Chief Financial Officer
Peterson Companies

* Detailed information about customized programs available at **703-776-7005**.



- **Nutrition Boot Camp** - A six-week counseling program that includes the Comprehensive Nutritional and Metabolic Assessment service and the following:
 - Weekly coaching sessions via phone or at a location convenient to you
 - Access to a registered dietician via email to address any questions or concerns
 - Detailed meal plans and guidelines that take into account your health status, conditions, goals and food preferences
 - Access to a website that allows you to take control of your diet, track your habits and enable our registered dietician to provide you with near-term feedback
- **The Wellness Kitchen** - Fresh, nutritious food and fine dining come together in the Wellness Kitchen – right in your own home. Led by a registered dietician chef, prepared meals will be stocked in your refrigerator or freezer. Appropriately portioned and including all key nutrition information, the meals and snacks you choose are crafted to your exact specifications.

Fitness

Whether you are new to exercise or a seasoned fitness enthusiast, your consultation with our exercise specialist will help you set goals and receive the essential tools to establish a comprehensive fitness routine or take your current routine to the next level. Our experts can design an individual exercise plan and partner with you to create a blueprint for fitness that helps you achieve your personal goals.

Well Woman Services

With **Inova VIP 360°** you'll benefit from a concierge practice with **Well Woman Services**, including:

- Complete physical
- Mammogram
- Thyroid-stimulating Hormone (TSH) test
- Pap test
- Cholesterol screening
- Bone density scan
- Time to talk

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