

STANFORD HOSPITAL & CLINICS INTRODUCES PROACTIVE APPROACH TO LIFELONG HEALTH

Barbara Ralston knows about innovation in healthcare. As Vice President of Guest Services and International Medicine at Stanford Hospital & Clinics, her mission is to continuously develop new ways to deliver the highest-quality patient care possible. And for Ralston, exceptional quality means embracing personalized and high-touch service. Stanford Executive Health, the hospital's innovative wellness offering, reflects her philosophy and vision for Stanford. Ralston shares her insights on how the program may benefit prospective patients.

Q: What is Stanford Executive Health?

A: Stanford Executive Health is a blended personalized assessment and management program that empowers patients to take control of their own health. It includes comprehensive health and wellness

services; private consultations with our team of world-renowned physicians; a personal "action plan" with step-by-step guidance for the year ahead; and access to 24/7 healthcare management resources and global support wherever our patients may travel.

Q: How is Stanford Executive Health different from other specialized health programs?

A: Most healthcare today is reactive. Stanford Executive Health is different because it enables patients to be proactive by giving them the care, tools and information they need to manage their health. We leverage our acclaimed innovation and cutting-edge medicine to reinforce our belief that lifelong health isn't something that happens on its own. It's achieved through ongoing attention; therefore, Executive Health includes

resources that support our patients' unique needs throughout the year. We're focused on the totality of a patient's experience. We pay attention to every detail to ensure comfort, convenience and privacy. We offer amenities that provide a pleasant experience, like healthy food and concierge-style services. It's really a new way of providing healthcare.

Q: How does a patient get started?

A: It's easy, and one of the best parts of the program: Contact our team via phone or e-mail, and our knowledgeable concierge staff will handle everything, from answering questions about the program and enrollment to coordinating details of a patient's visit to Stanford Hospital & Clinics. We know our patients' lives are busy and stressful, so we are committed to making all arrangements easy, accommodating and convenient.

Give the gift of good health.

Introducing Stanford Executive Health, a personalized health assessment & management program from Stanford Hospital & Clinics.

We make it simple and convenient to take control and manage your health.

Give the gift of a lifetime.

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