

CARING & PREPARING FOR GENERATIONS



About the Cover

Deeply rooted in the Baton Rouge community, four generations of the McCollister family are featured on this year's cover. (Left to right) Teeta McCollister and daughter Jeanne McCollister McNeil with son Caden, Dorothy "Dot" McCollister and granddaughter Elizabeth.



In 2013, words such as value, care, community and education took on very specific meanings for Woman's. Healthcare reform is transforming the way care is provided, so steps were taken to better position us for the future, while focusing on building a healthier community.

One of those steps included building an electronic health record that provides instantaneous patient information to all caregivers and is embedded with patient safety features. Woman's also looked internally for innovation by improving clinical outcomes and patient safety. Using "Volume-2-Value" teams, we are working more efficiently and cost effectively while still maintaining excellence in quality and services.

Quality of care is of the utmost importance. We placed stricter guidelines on elective inductions between 39 and 41 weeks of pregnancy to reduce cesarean deliveries, and implemented newborn heart screenings long before a state mandate – a measure that saved four babies' lives in 2013. Woman's exemplary surgical care was recognized as a Top Performer by the Joint Commission.

In building a community of wellness, education and outreach are critical. Woman's entered into a public-private partnership with LSU and the Louisiana Department of Health and Hospitals to provide obstetrical and gynecological care for underserved women in the region and to train future physicians. Our community outreach included education on the benefits of breastfeeding and the importance of breast cancer screenings.

Now, we take time to celebrate our accomplishments with you. In 2013, Woman's was named "Specialty Hospital of the Year," and our nursing team was recognized by the Louisiana State Nurses Association and Louisiana Nurses Foundation. For the sixth year in a row, our employees helped us become one of the "100 Best Places to Work in Healthcare," and the only Louisiana hospital to be named every year to this national list.

Finally, it was heartening to know that the original Woman's Hospital location will continue to serve our community as a public safety complex.

We know there are many changes in store for healthcare, and the Woman's team is built with expertise, compassion, vision and commitment to position us for a healthy future.

Sincerely,

A handwritten signature in dark ink, appearing to read "Teri".

*Teri G. Fontenot
President and CEO*

Charleen Beaulieu
Patient Services



Woman's compassion and commitment to the communities it serves has never been stronger. With this in mind, the hospital continues to look for ways to remain a strong organization. In 2013, Woman's implemented strategies to improve performance, reduce cost and prepare for changes in healthcare delivery.

A Different Way of Thinking

To better prepare for the rapidly changing healthcare marketplace, Woman's launched an initiative to reduce expenses by \$16 million annually. In the near future, hospitals will be paid on outcomes (value) rather than the number of patient days or procedures performed (volume).

Called V2V (Volume-2-Value), teams of Woman's employees looked for ways to work smarter, more efficiently and with added flexibility. The teams examined everything from how Woman's cares for patients to billing and collection processes.

V2V consists of five solution teams:

- Revenue Cycle
- Non-Labor
- Labor
- Human Resources
- Clinical Operations

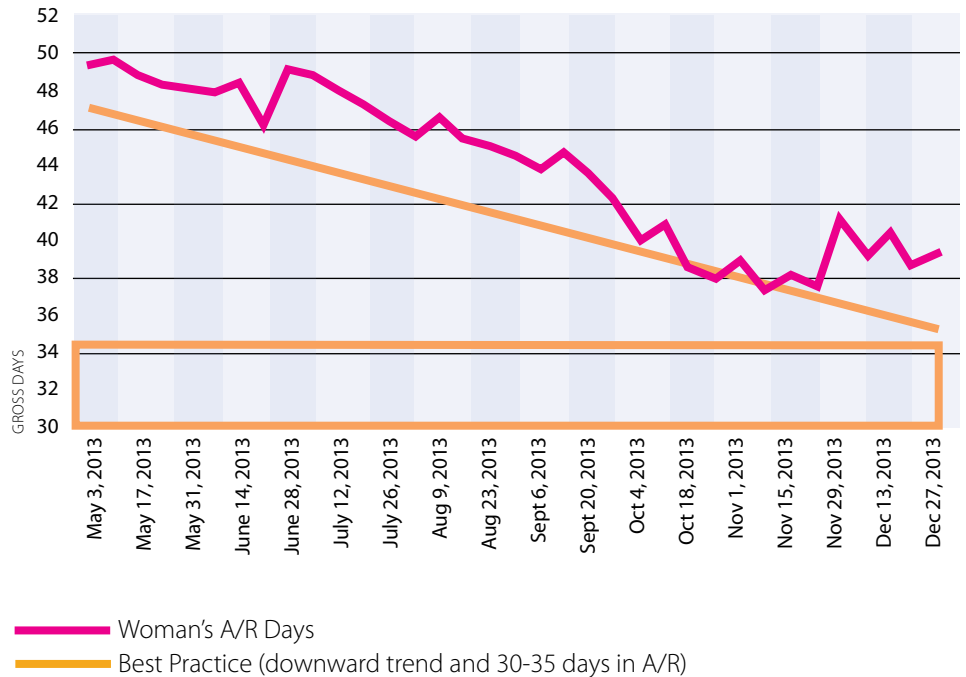
Results have exceeded expectations.



The Revenue Cycle Team

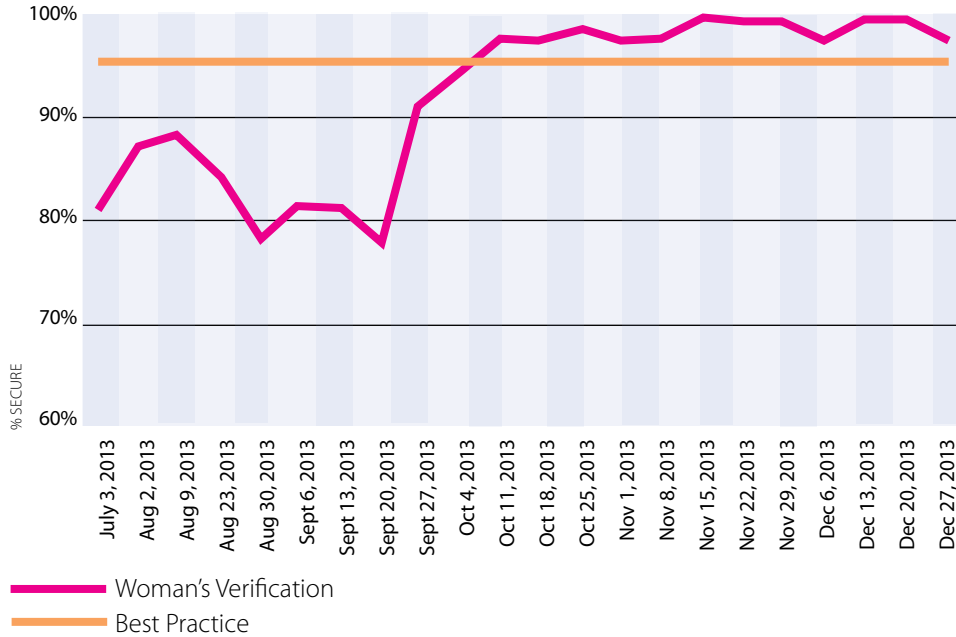
This V2V team focuses on streamlining collection processes and decreasing the amount of time from services rendered to payment received. The team's overall goal (benefit) of \$9 million annually and a one-time cash improvement of \$3.8 million was met sooner than anticipated.

Accounts Receivable Days



This team's most successful efforts have focused on increasing revenue recovery by utilizing new technology and restructuring staff duties. Installation of an electronic tool, TRAC/ONTRAC, resulted in a more than 18 percent reduction in accounts receivable days in 2013.

Verification of Patient Financial Responsibility



Prior to admission for a scheduled surgery or induction, insurance benefits are verified, the patient is advised of personal financial responsibility and payment is collected. This new process ensures the hospital is paid for services provided. Nearly 100 percent of admissions are now verified.

The Non-Labor Team

With a goal of reducing the cost of products and services, this team's members and initiatives span the organization. Subteams include Inpatient Care, Information Technology, Food/Environmental Services, Lab Services, Pharmacy, Perioperative and Purchased Services.

The Non-Labor Team has identified more than \$2.2 million in savings. A few examples include:

- Renegotiating information systems contracts, including one-time savings: \$240,000
- Reducing use of disposable materials: \$200,000+
- Improving linen utilization: \$123,000
- Bringing outsourced lab testing inhouse: \$75,000

The Labor Team

Woman's employees are the driving force behind the expert, compassionate care for which Woman's is known. The Labor Team's goal is to help staff work smarter and more efficiently. This team's efforts, which include implementing an enhanced process to fill hospital staff vacancies, will ensure that Woman's will continue to attract and retain talented staff. Initiatives include development of employee productivity standards and initiation of sustainable staffing levels. The Labor Team's current savings include a one-time benefit of \$2.86 million and \$1.98 million in recurring annual savings.

Keeping Staff Informed

Employees are updated on V2V accomplishments through Woman's Intranet, which provides staff education and training as well as a description of each V2V team, its goals and successes.

The Human Resources Team

The Human Resources Team focused its efforts on maintaining an engaged workforce as well as competitive compensation and benefits programs. The team analyzed salary and benefits programs to ensure that Woman's remains a top healthcare employer. By renegotiating contractual agreements with benefits providers, more than \$700,000 in savings has been achieved with no negative impact on employees. The Human Resources Team has exceeded its goal of \$2.5 million while strengthening its reputation as a great place to work.

The Clinical Operations Team

Focused on efficient patient flow, effective care and appropriate hospital payment, the Clinical Operations Team was launched in late fiscal year 2013. Targets include:

- Problem-solving as a care management group on high-risk or complex cases.
- Developing solutions to better anticipate daily patient volume fluctuations and periods of high census.
- Ensuring that Assessment Center and Maternal-Fetal Medicine patients have a single point of entry that appropriately categorizes their level of care.
- Appointing a physician advisor to coordinate care among clinical areas.

Woman's Goes on the Record

Electronic health records (EHR) provide a more seamless flow of patient information among physicians, hospitals and patients. This enhances the quality and usefulness of patient care, improves the accuracy of diagnoses and results in better health outcomes. In 2013, Woman's met the federal requirements for Stage 1, Year 1 of Meaningful Use for Medicare and Medicaid. Some of the objectives included drug-drug and drug-allergy interaction checks and computerized physician order entry (CPOE). The CPOE system, introduced in the Assessment Center, provides real-time access to patient information so clinical decisions can be made more quickly and orders can be submitted remotely. Ultimately, this improves quality, safety and care coordination.

In fiscal year 2013, \$2,668,374 was received from CMS to partially offset the cost of achieving Meaningful Use. In 2014, implementation of CPOE will extend to the entire medical staff to meet Stage 1, Year 2 Meaningful Use thresholds.



Programs for the Underserved

With generous philanthropic support, Woman's was able to provide many vital services in 2013:

- 30 premature and sick babies were nourished with 754 bottles of human donor milk
- 979 babies were treated in Woman's NICU
- 16,190 inpatient lactation visits were made to new mothers
- 55 percent of all known adult sexual assault victims who presented to a healthcare facility were treated at Woman's Assessment Center
- 5,342 women were screened in the mobile mammography coach that made 237 trips to 76 locations in 15 parishes
- 374 breast cancer patients and 447 gynecological cancer patients were visited by Woman's patient navigators. These specially trained social workers provide emotional support and help cancer patients manage every step of their cancer journey.

Bob and Alice Greer
*Philanthropist Circle
Donors. Bob also
served as 2013 Chair of
Woman's Board of
Directors.*

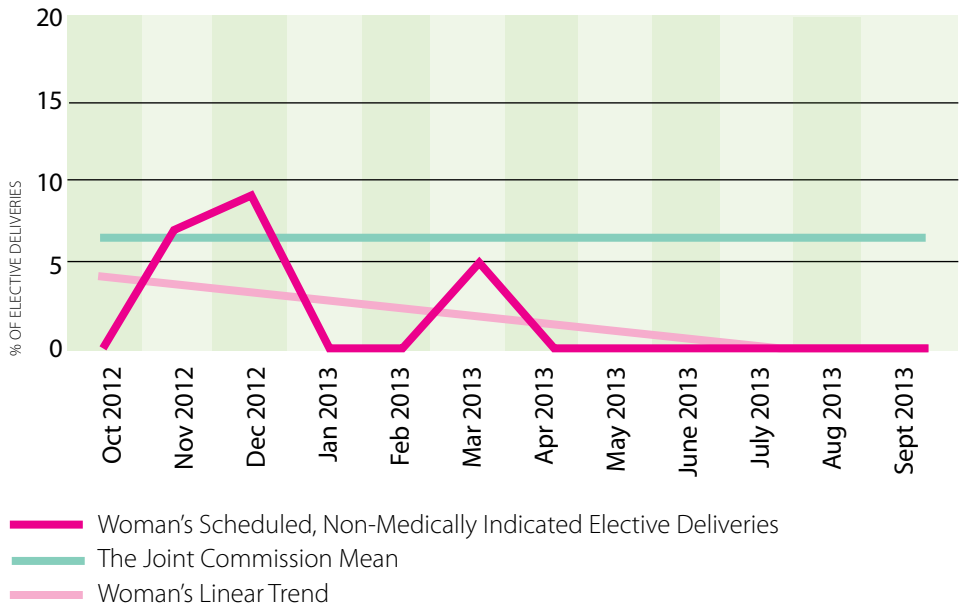


Quality is a priority and hallmark of Woman's. The hospital continuously strives to achieve and surpass industry goals by measuring itself against national and international standards.

Reinforcing Healthy Birth

According to the American Congress of Obstetricians and Gynecologists, labor should start on its own whenever possible. Overwhelming medical research confirms that inducing labor can lead to more complications for both mother and baby, and dramatically increase the risk for a cesarean section in some women. Woman's does not allow scheduled, non-medically indicated elective deliveries prior to 39 weeks and is well below the Joint Commission mean.

Reducing Elective Deliveries Less than 39 Weeks



CWISH at Woman's

The national Council of Women's and Infants' Specialty Hospitals (CWISH) got an up-close view of the new Woman's campus this past year as the host site for the organization's annual meeting. CWISH is a membership organization of nonprofit, non-competing hospitals that are leaders in providing services to women and infants. Its goal is to share financial and operational data to assist each organization in better serving patients. CWISH currently has 13 member hospitals, representing more than 113,000 deliveries annually.



Reducing Elective Inductions

Woman's does not allow scheduled elective, non-medically indicated inductions of labor or cesarean deliveries before 39 weeks, and in 2013, Woman's began requiring that the cervix is deemed "favorable" using the Bishop Score grading system before scheduling for elective inductions between 39 weeks 0 days and 41 weeks 0 days.

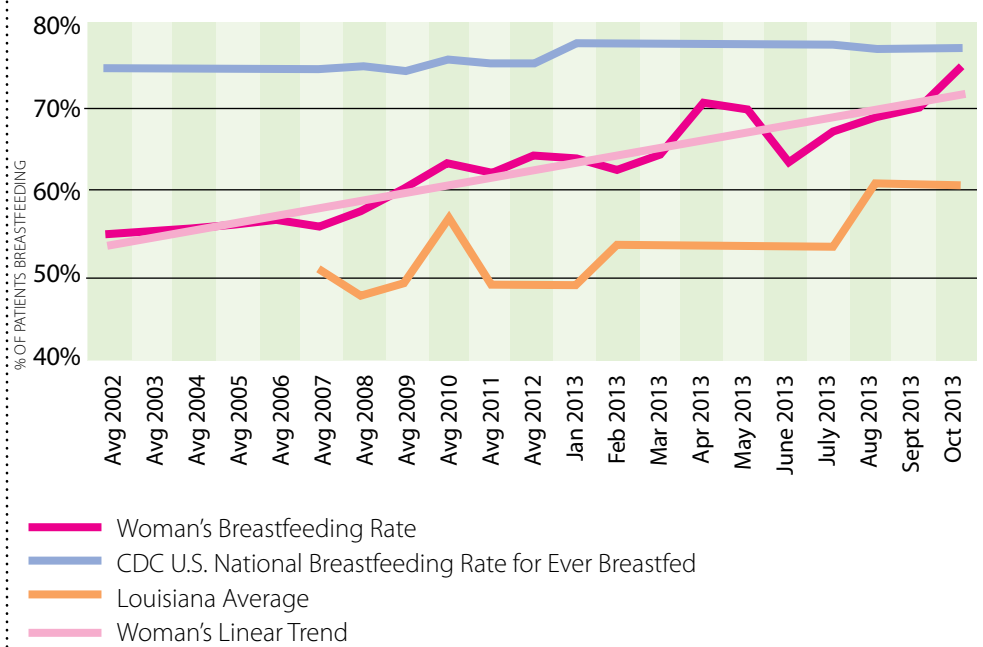
Choosing Wisely®

Always working to improve birth outcomes and give infants the best start in life, Woman's works closely with national and international medical teams to incorporate guidelines supported by medical research. Woman's embraced the Choosing Wisely® campaign, aimed at drawing national attention to the overuse and misuse of labor induction and encouraging informative conversations between physicians and patients.

The Best Newborn Nutrition

Breast milk provides the best source of nutrients for a newborn. Mother/Baby nurses led an interdisciplinary task force to promote and support breastfeeding. Of the total number of women who delivered at Woman's in FY13, the hospital's average breastfeeding rate was 74.2 percent, greatly exceeding the Louisiana average of 60.6 percent, based on the 2013 CDC Breastfeeding Report Card.

Improving Breastfeeding Rates (upon discharge)

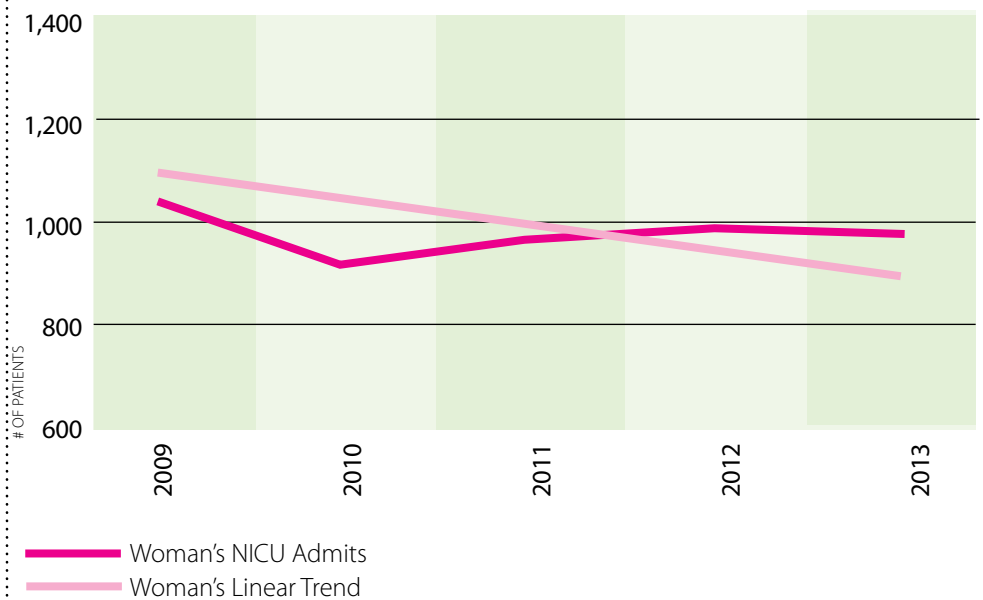


Increasing Healthy Births

In 2010, focused on preventing harm to infants, Woman's ceased non-medically necessary deliveries prior to 39 weeks gestation, and NICU admission rates dropped by 20 percent.

Simultaneously, hydroxyprogesterone, a man-made hormone of progestin, was approved by the FDA as a drug to reduce the risk of premature birth in selected at-risk patients. This medication is given to women who are pregnant with one baby and who have had a preterm delivery in the past. These two events have helped sustain Woman's success in reducing NICU admissions and increasing healthy births.

Reducing NICU Admissions



Medicaid and some commercial payors have tightened the admission criteria for obstetric patients who are at risk for preterm birth.

Getting Better All the Time

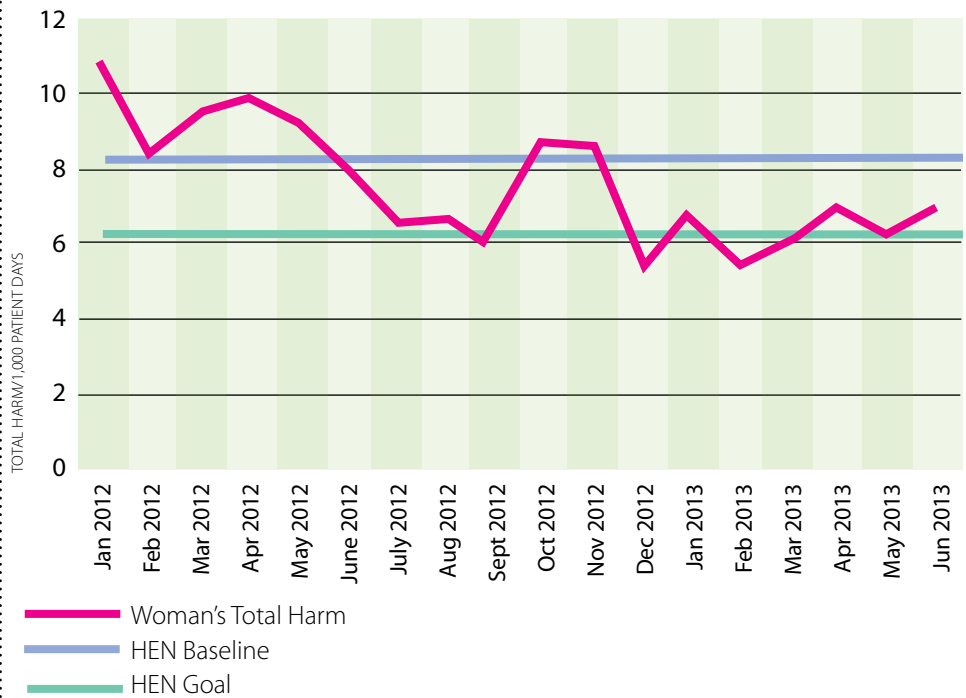
In 2011, Woman's joined nearly 1,500 hospitals and 31 state hospital associations across the U.S. to improve quality, clinical outcomes and patient safety. This project is called the Hospital Engagement Network (HEN), and it is part of a \$75 million Health Research and Educational Trust grant. Participating hospitals are sharing data and best practices to reduce patient harm by 40 percent and readmissions by 20 percent over two years. Other tracked measures include adverse drug effects, falls with injury, pressure ulcers, catheter-associated urinary tract infections, central line-associated bloodstream infections and surgical site infections. In the past 18 months, Woman's has made significant improvements in these areas as well. To date, 300 potential harms have been prevented for a savings to patients and payors of \$2.7 million.

Public's Right to Know

On womans.org, publicly reported measures on exceptional clinical performance and patient satisfaction such as the Surgical Care Improvement Projects (SCIP) and Hospital Consumer Assessment of Healthcare Providers and Systems (HCAHPS) are provided. Links to the Medicare Hospital Compare site are provided as well.

HCAHPS is a national survey to measure patients' perspectives and experiences during their hospital stay. Woman's scores met or exceeded state and national benchmarks in all categories.

Reducing Total Harm*



* Readmissions included

Hospital Consumer Assessment of Healthcare Providers and Systems (HCAHPS)

	Woman's*	LA	National
Communication about medicine	78%	68%	63%
Communication with doctors	92%	87%	81%
Communication with nurses	83%	83%	78%
Discharge information	94%	84%	84%
Pain control	81%	75%	71%
Rate hospital	82%	74%	70%
Responsiveness of hospital staff	77%	71%	67%
Room kept clean	75%	75%	73%
Room quiet at night	79%	73%	60%
Would recommend hospital	91%	75%	71%

* Q3 2013

Hospital Performance

Compliance with SCIP measures has been proven to result in better outcomes for patients. Woman's scores met or exceeded state and national benchmarks in all but one category.

Surgical Care Improvement Projects (SCIP)

	Woman's*	LA	National
Prophylactic antibiotic received within one hour prior to surgical incision	100%	98%	98%
Outpatient prophylactic antibiotic within one hour of incision	96%	96%	97%
Prophylactic antibiotic selection appropriate	100%	98%	99%
Outpatient prophylactic antibiotic selection appropriate	98%	97%	97%
Prophylactic antibiotic stopped within 24 hours after surgery	95%	96%	97%
Treatment to prevent blood clots received within 24 hours before or after selected surgeries	100%	97%	98%

*Q3 2013



VON at Woman's

In April, Woman's was proud to host the Vermont Oxford Network (VON) NICQ8 Respiratory Care ONSITE meeting. VON is a non-profit voluntary collaboration of more than 900 Neonatal Intensive Care Units from around the world.

NICU team members also participated in the annual VON Quality Congress in Chicago, which hosted members from around the world.



Joint Commission
on Accreditation of Healthcare Organizations

Woman's Hospital was named a Top Performer on Key Quality Measures by the Joint Commission, the leading healthcare organization accreditor in the nation. The Joint Commission recognized Woman's for its exemplary performance in surgery using evidence-based clinical processes that are shown to improve care. The hospital's achievement was noted in the Surgical Care Improvement Project (SCIP) measures.

Woman's composite rate for the 2012 Surgical Care Improvement Project measures was 99 percent, meaning the hospital provided evidence-based practice in 99 of 100 opportunities. Woman's is one of 1,099 hospitals across the country earning this distinction for attaining and sustaining excellence. This accomplishment was supported through a co-management agreement with Health Systems Improvement, LLC to improve surgical outcomes and provide more efficient care.

Woman's Cancer Care

Fighting cancer is a mental, emotional and physical battle. Woman's provides inpatient and outpatient diagnostic services and surgical care for women with breast, gynecologic and other cancers. State-of-the-art equipment and skilled staff provide sentinel lymph node biopsy, breast conservation surgery and minimally invasive surgery for gynecologic cancers. Additionally, inpatient and outpatient chemotherapy and symptom management are provided.

Supportive services include oncology social workers, who help breast cancer and gynecological cancer patients navigate every step of their journey. Registered dietitians ensure that patients receive adequate nutrition guidance, including developing a nutritional care plan and providing patients with coping strategies to deal with the possible side effects of treatments. Therapy services at Woman's Center for Wellness offer patients a broad spectrum of physical and occupational therapies, such as a comprehensive lymphedema management program and Forward Motion, a program which helps women successfully transition from therapy to independent exercise.

2012 Tumor Report Site Distribution

Analytic Cases Only

Site	Number of Cases
All Sites	565
Breast	383
Corpus Uteri	96
Ovary	36
Cervix Uteri	19
Vulva	11
Vagina	2
Other Female Genital	5
Peritoneum, Omentum, Mesentery	3
Non-Hodgkin's Lymphoma	3
Colon	2
Stomach	1
Small Intestine	1
Other Digestive	1
Melanoma of Skin	1
Kidney and Renal Pelvis	1

2012 All Sites Distribution by Age

Age at Diagnosis	Number of Cases	Percent
Under 20	1	<1
20 - 29	6	1
30 - 39	35	6
40 - 49	97	17
50 - 59	142	25
60 - 69	160	28
70 - 79	93	16
80 - 89	29	5
90 - 99	2	<3
Total	565	100

2012 All Sites Distribution by Race

Race	Number of Cases	Percent
Caucasian	381	67
African/American	181	32
Asian/Other	3	1
Total	565	100

Kristen Landry

*Registered Dietitian,
Nutritional Services*



Promoting wellness requires a strong, active presence outside the hospital. Woman's is committed to taking its message to south Louisiana residents where they live, work and play for a brighter and healthier future.

Caring for Women and Infants in Need

In April, the Louisiana Department of Health and Hospitals, Louisiana State University and Woman's announced a public-private partnership for Woman's to manage the outpatient women's clinic previously located at Earl K. Long Hospital, with the aim of improving access for impoverished women and enhancing medical education for OB/GYN residents. With four days' notice, a multidisciplinary task force of Woman's employees successfully transitioned the service. More than 100 patients receive care each day, and surveys indicate they are very satisfied, especially with recurring specific appointments that reduce wait times.



Breastfeeding Education and Outreach

Studies show that breast milk is the ideal nutrition for infants. To promote breastfeeding to new mothers, Woman's combined changes to inhouse guidelines and educational programs along with community-wide communication. In addition, complimentary formula bags are no longer provided, and formula companies are not allowed to participate in hospital events. The Louisiana Department of Health and Hospitals recognized Woman's as a "Bag Free" hospital by the Louisiana Breastfeeding Coalition as part of its "Ban the Bags, Louisiana!" campaign. Woman's also promoted breastfeeding at community education events, including the Mayor's Healthy City Initiative, "HealthyBRI!"

Woman's GIFT Recertification

A statewide initiative by the Louisiana Department of Health and Hospitals' Maternal and Child Health Program, GIFT (*Guided Infant Feeding Techniques*) certification gives infants a healthy start in life by encouraging mothers to breastfeed. The goal is to improve the health of mothers and babies by protecting, promoting and supporting breastfeeding. GIFT-certified facilities must demonstrate that they follow the evidence-based practices in the program's "Ten Steps to a Healthy, Breastfed Baby" to establish breastfeeding by educating new parents and staff members on breastfeeding techniques, the importance of breastfeeding and support for breastfeeding decisions. In 2013, Woman's received recertification.

Newborn Heart Screening

Pulse oximetry is a non-invasive method for detecting low oxygen levels in the blood—a significant indicator of heart issues in babies. Woman's implemented this screening in 2012 prior to it becoming a state mandate in 2013. The hospital tested 9,816 newborns between March 2012 and August 2013, during which four newborns were found to have insufficient oxygen. Pulse oximetry testing and Woman's quick reaction saved these infants' lives.



Infant Palliative Care Program

Woman's Palliative Care Program offers support and education for families facing difficult decisions when expecting a newborn with life-limiting conditions. Perinatal palliative care can begin at diagnosis and may continue through delivery and last months, days or only hours. This approach to care includes symptom relief and pain management for the infant and supportive care for parents. Individual

care is based on parents' wishes as well as spiritual and cultural beliefs. Palliative care may be the main focus or combined with cure-oriented care. Woman's team includes maternal-fetal medicine specialists, neonatologists and social workers, alongside nursing staff from Labor & Delivery and the NICU. Other professionals include pharmacists, nutritionists, case managers and chaplains.

Hello and Goodbye

- On August 5, 2012, the hospital relocated from its campus of 44 years to 100 Woman’s Way.
- In December 2012, the Mayor’s Office announced that the City-Parish would purchase the hospital’s former campus to be used for a public safety complex, including a headquarters for the Baton Rouge Police Department.
- On July 12, 2013, the sale of the former campus was completed for \$10 million.



Truly, the Birthplace of Baton Rouge

Woman’s welcomed its 300,000th baby into the world on January 10, 2013, at 5:58 AM, and it was a boy! Liam Ray Guitreau was delivered by Curtis Solar, MD. The hospital celebrated this special milestone by asking everyone who was born or had a baby at Woman’s over the past 44 years to share its 300,000 Babies Badge on Facebook.



Woman’s delivered its first baby in November 1968, its 100,000th baby in August 1985 and its 200,000th baby in September 2000.



Healing Mission, Healing Arts

From women on bed rest in Antepartum to babies in the NICU, many patients and their families call Woman’s home for extended periods of time. Woman’s launched a Healing Arts Program in mid-2013 to enhance the hospital experience for these patients and their families through participation in music, poetry, dance and art. Woman’s strives to be the leader in designing arts medicine programs that contribute to the emotional and physical well-being of patients, staff and the community. Projects include monthly progressive concerts, scrapbooking for NICU parents and art activities for cancer patients while receiving infusions.



Community Fundraising Events

Woman's was quite active this year fundraising in the community. The team was literally on the move, holding a half marathon, 10K and 5K races, participating in the March of Dimes' March for Babies and hitting the airwaves.

With more than \$47,000 raised and 430 walkers, Woman's participation in the 2013 March for Babies was nothing short of phenomenal. From silent auctions to raffles to popcorn sales and more, funds raised by the Woman's teams will assist the March of Dimes in preventing birth defects, premature births and infant mortality through research, community service, education and advocacy.

More than 1,200 participants signed up for the second annual Woman's Half Marathon and raised \$22,993 for women and babies in our community. Despite the cold and rainy conditions on race day, it was heartwarming to see hundreds of runners brave the conditions for Woman's patients.





Swim Strong

Swim Strong is a program designed to assist local boys and girls with decreased strength, endurance and motor control. Using water games and toys to create a fun atmosphere in the pool at Woman's Center for Wellness, this class helps children ages five to 18 transition from physical/occupational therapy to traditional swim lessons

or to the use of a community pool. In addition to working with a trained community volunteer, each child is instructed by a pediatric physical therapist and physical therapy assistant. Through community contributions and time donated by committed volunteers, more than 30 children participated in the June 2013 Swim Strong Program.

Online and On-Air Education

With support from Guaranty Broadcasting, community sponsors and Woman's volunteers, Woman's first-ever radiothon raised \$42,000. This successful event was the brainchild of members of the Individual Division of the Annual Giving Campaign.

Woman's began offering an online "Understanding Birth" e-class for expectant parents who are unable to attend an on-site childbirth class due to work schedules, time constraints or medical conditions.

To showcase Woman's expertise in managing multiple births, the hospital produced the documentary "Miracle Multiples." This film followed three local women who were pregnant with triplets throughout their journey at Woman's. It aired on WAFB-TV and can be viewed online at womans.org/triplets.



Herlissa Wright*Health Information Management*

Every day, Woman's works to achieve great experiences and exceptional outcomes for its patients. Woman's appreciates recognition by its peers and celebrates the satisfaction that comes with accomplishing new ways to show its level of care.

2013 Specialty Hospital of the Year

The Louisiana State Nurses Association and Louisiana Nurses Foundation honored Woman's for its exceptional specialized care at the 2013 Nightingale Awards Gala. Woman's is the first hospital to receive the new "Specialty Hospital of the Year" award. It was also named "Hospital of the Year" in 2007 and 2012.



Woman's Nurses Honored

Woman's prides itself on an experienced, caring and forward-thinking nursing staff, and the Louisiana nursing community agrees. Three of Woman's registered nurses received top honors at the prestigious Louisiana State Nurses Association's Nightingale Awards. Individual honors were awarded to the following Woman's nurses:

- Lori Denstel, MBA, BSN, RNC-OB, Director, Nursing Administration - 2013 Nurse Administrator of the Year
- Amye Reeves, BSN, RNC-OB, Nurse Manager, Labor and Delivery - 2013 Registered Nurse Mentor of the Year
- Alicia Plumer, RN, BSN, Nurse Manager, PACU/AICU - 2013 Registered Nurse of the Year

It's a Positive Trend!

For the sixth year in a row, *Modern Healthcare* magazine named Woman's as one of the "100 Best Places to Work in Healthcare." Woman's is one of only six organizations nationwide to receive this distinction for six consecutive years. It is also the only hospital in the Baton Rouge area and the only hospital in Louisiana to be named to the national list every year since its inception.

Modern Healthcare's "Best Places to Work in Healthcare" program identifies and recognizes healthcare organizations that have successfully built workplace excellence and enabled employees to perform at their optimal level.



Woman's Expertise

- Woman's is currently the 17th largest delivery system in the nation and the only nonprofit, freestanding specialty hospital for women.
- Woman's was the first area hospital to achieve Nursing Magnet® status and the first to be re-designated.
- Woman's has the Joint Commission's Gold Seal of Approval and is one of south Louisiana's Breast Imaging Centers of Excellence.
- The National Accreditation Program for Breast Centers granted Woman's a full three-year accreditation designation.
- Since its inception in 2003, the American Association for Respiratory Care has honored Woman's for providing the highest quality of respiratory care services. Only 15 percent of U.S. hospitals receive this recognition.
- WomenCertified® named Woman's as one of the Top 100 Hospitals for Patient Experience.

Woman's is a nonprofit organization that opened in 1968 and was founded by obstetricians and gynecologists who envisioned a hospital that specialized in medical care for women and infants. The members of Woman's Hospital Foundation include physicians and community leaders who are dedicated to preserving the hospital's mission.

WOMAN'S HOSPITAL FOUNDATION

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William C. Haile, MD

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Support Services

Jeffrey Breaux, MD

Chief of Anesthesiology

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High Risk OB

Marshall St. Amant, MD

Chief of Medicine

Kellie Schmeackle, MD

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Cynthia Voelker, MD

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Thomas Gautreau

Child Development Center

Hope Juge

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Joan Ellis, PhD, RNC, CNS

Environmental Services

Dustin Beasley

Financial Services

April Chaisson

Food and Nutrition Services

Margie Ricks

Gynecology/Oncology/PACU/AICU

Mary Ann Smith, RN, BSN, OCN

Health Information Management/UM

Danielle Berthelot

Human Resources

Dusty Ourso

Imaging Services

Cynthia Rabalais, RT(M)

Information Systems

Rhett Roy

Laboratory/Pathology

Brett Schelin

Managed Care

Sherry Poss

Marketing and Public Relations

Merri Alessi

Materials Management

Phillip Bateman

Mother/Baby

Dana Vidrine, RNC-MNN, BSN

Newborn and Infant

Intensive Care Unit

Laurel Kitto, BSN, RNC-NIC

Nursing Administration

Lori Denstel, MBA, RNC-OB

Obstetrical Services

Amye Reeves, BSN, RNC-OB

Patient Services

Monica Parish

Perioperative Services/Surgical Care

Zinda LeBlanc, RN, BSN, MBA,

NE-BC, CNOR

Pharmacy

Peggy Dean

Physician Practice Management

Tom Baggett

Respiratory Services

Danette Legendre, RCP, CRT-NPS

Retail Services/Birthplace Photos

Lisa Garland

Social Services/Outpatient Clinics

Beth Manning, LCSW-BACS

Wellness Services

Brooke Bramlett

PERFORMANCE

Woman's had a very successful 2013 while stabilizing hospital operations at the new campus. Patients, physicians, staff, visitors and vendors became familiar with the new campus and the location of services in the hospital and Physician Office Building. In addition to the stabilization work performed by hospital staff, Woman's also assumed management functions of the outpatient women's clinic previously operated at Earl K. Long in April.

Through all the challenges of 2013, the hospital had a positive net income

from operations in the year following the move – very unique in the health-care industry!

Total operating revenues were \$237.2 million, compared to \$231.9 million in 2012. The hospital received \$8.2 million in supplemental payments from the state's Low Income Needy Care Collaborative (LINCC). Operating expenses were \$230.7 million, compared to \$207.3 million in 2012, and include \$18.5 million in interest payments on the bonds.

Woman's operating margin at 2.8 percent and excess margin at 10.6 percent compare favorably to Moody's A3-rated hospitals. Payor mix continued to be favorable, with commercial insurance representing 51.8 percent of gross patient revenue.

The management and staff continued their commitment to ensuring the financial stability of the hospital so that it is here for women and infants for generations.

Statistics

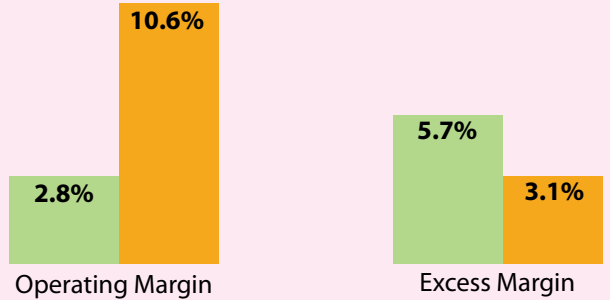
	2013	2012	2011	2010	2009
Adult Admissions	10,952	11,585	11,454	11,473	11,893
Adult Average Length of Stay	2.77 days	2.73 days	2.65 days	2.68 days	2.70 days
Adult Patient Days	30,301	31,658	30,453	30,786	32,105
Births	8,490	8,486	7,953	7,951	8,245
NICU Admissions	1,208	1,207	1,210	1,201	1,367
NICU Average Length of Stay	15.80 days	16.22 days	15.28 days	14.40 days	14.52 days
NICU Patient Days	19,086	19,582	18,485	17,295	19,850
Neonatal Transports	98	58	63	55	76
Maternal-Fetal Medicine Visits	16,486	16,214	16,143	15,902	15,200
Surgeries	7,044	7,049	7,014	6,915	7,282
Pap Smears	60,771	77,355	85,230	86,907	94,493
Breast Procedures (<i>Mammography, sentinel node biopsy, stereotactic breast biopsy, breast ultrasound, ultrasound-guided breast biopsy</i>)	47,327	47,107	47,314	46,644	49,372
Outpatient Services	557,324	586,447	561,444	560,940	576,440



Operating Margin and Excess Margin as a Percent of Revenue

The median operating margin and excess margin is 1.9 percent and 4.2 percent, respectively, for A3-rated hospitals.

Source: Moody's Investors Services

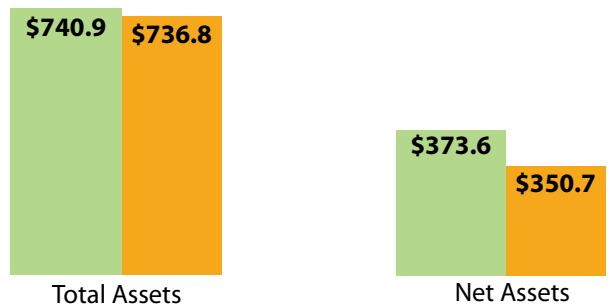


Total Assets and Net Unrestricted Assets

(in millions)

The median value of net assets of A3-rated hospitals is \$252.2 million.

Source: Moody's Investors Services

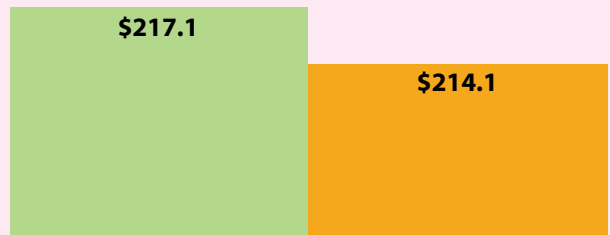


Net Patient Service Revenue

(in millions)

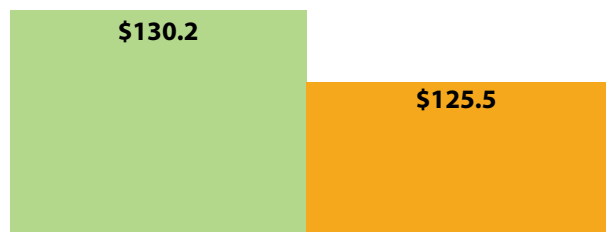
The median value of net patient service revenues of A3-rated hospitals is \$391.9 million.

Source: Moody's Investors Services



Salaries and Benefits Paid to Hospital Staff

(in millions)

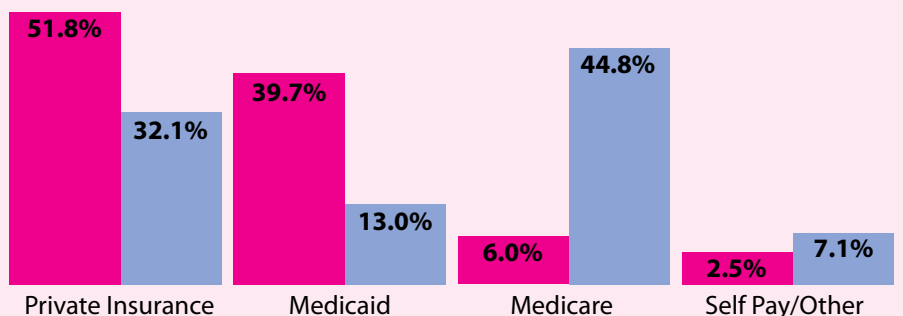


Payor Mix of Gross Patient Revenue

(in millions)

The A3-rated hospital medians are shown for comparison to the payor mix for Woman's Hospital.

Source: Moody's Investors Services



Community Benefit Programs

Providing Benefits for Persons Living in the Community and State and Living in Poverty

	2013
Charity Care	\$ 2,345,000
Unreimbursed Cost of Care to Medicaid Recipients	27,527,000
Subsidized Health Services	
Emergency Services and Clinical Consultation	1,706,000
Lactation Services	598,000
HIV Case Management	176,000
Sub-specialty Clinics	371,000
Unreimbursed Cost for Hospitalists	2,543,000
Community Health Education	322,000
Support of Community Service Organizations	
Susan G. Komen Breast Cancer Foundation	5,000
March of Dimes	5,000
Printing Services	22,000
Other Grants and Awards to Service Organizations	80,000
Care for Sexual Assault Victims	61,000
Un-sponsored Research	302,000
Total Financial Support	\$ 36,063,000

2013 Audited Financial Statements.

Mission

To improve the health of women and infants

Vision

Together we are building a patient-centered community of extraordinary people and exceptional care

Values

Excellence

Continually improving everything we do

Commitment

Showing pride in, loyalty to, and ownership of our mission

Innovation

Securing our future through creating new dimensions of performance

Mutual Respect

Doing unto others as you would have them do unto you

Stewardship

Carefully and responsibly managing our resources

Sound Judgment

Making timely decisions based on the information available

100 Woman's Way
Baton Rouge, LA 70817
225-927-1300
womans.org



Woman's exceptional care, centered on you

Founded in 1968, Woman's is a nonprofit organization, governed by a board of community volunteers, providing medical care and services in order to improve the health of women and infants, including community education, research and outreach.