



Woman's

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*Touching*  
EXCELLENCE

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2014 ANNUAL REPORT

*At Woman's, we call our approach to care the "Woman's Touch." It's the happiness our nurses share with families after their baby is born. It's holding a comforting hand before surgery. It's a guiding voice through cancer treatment.*

*This year's report is titled "Touching Excellence" because it showcases how our intangible qualities – compassion, character and values – led to substantial organizational successes that improved patients' experiences as well as set the foundation for our new vision:*

*By 2020, Woman's will be the national leader in women's and family-centered care, achieved through **innovation, evidence-based practices, and strategic partnerships.***

*INNOVATION – This past year, we bridged technology with the human touch. Woman's was one of only 40 hospitals nationwide to use a tablet-based, nurse "rounding" app to gain patient feedback to improve their inpatient experience. We sought to reduce patients' anxiety and stress through 3D mammography, which detects cancer at earlier stages with fewer call backs for additional screenings. Using live video streaming through FaceTime®, mothers who are too ill to visit their infants in our NICU can now experience the joy of watching their babies from their room.*

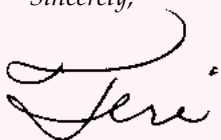
*EVIDENCE-BASED PRACTICES – The integration of research with clinical expertise and patient values defines evidence-based medicine at Woman's. Through enhanced patient and community education we have successfully reduced C-section rates and increased breastfeeding by new mothers. Our performance also exceeded all Louisiana and U.S. clinical benchmarks in surgical care, leading to better outcomes for women who undergo procedures at Woman's.*

*STRATEGIC PARTNERSHIPS – In 2014, Woman's launched an Adult Intensive Care Unit telemedicine program with Our Lady of the Lake Regional Medical Center to give critically ill patients access to medical specialists while being cared for at Woman's. Physicians and nurses provided insight and guidance to lawmakers on caring for victims of sexual assault.*

*We opened Health Centers for Women in Gonzales and Central, our staff invested thousands of hours supporting community events and programs, and the Foundation for Woman's was established to increase philanthropic support for our patients and their families.*

*2014 was a year of celebrating innovation, embracing change and making improvements, all while remaining who we are at heart.*

*Sincerely,*



*Teri G. Fontenot  
President/Chief Executive Officer*



*Although technology advances the provision of healthcare, the Woman's Touch focuses on continued excellence in individual patient experiences.*

*-TERI FONTENOT*



# EXCELLENCE *in Innovation*

Seeking and embracing new ideas, opinions and the most advanced technology to continuously improve our family-centered care.

## Joey Time

A young child made a big difference to Woman's Newborn and Infant Intensive Care Unit (NICU) patients and their families this past year. In 2014, 8-year-old Joey Roth, the child responsible for the Jar for Change project, presented a \$5,000 check to Woman's NICU. This gift funded a project called "Joey Time" that now connects NICU babies to their moms. The Joey Time program uses electronic tablets (iPads) and software such as FaceTime to make communication with nurses or baby visits possible when inpatient moms are unable to physically go into the NICU. The iPads may also be used during sibling classes, and to assist with non-medical language translation.

**Engage** • To occupy the attention or efforts of a person.

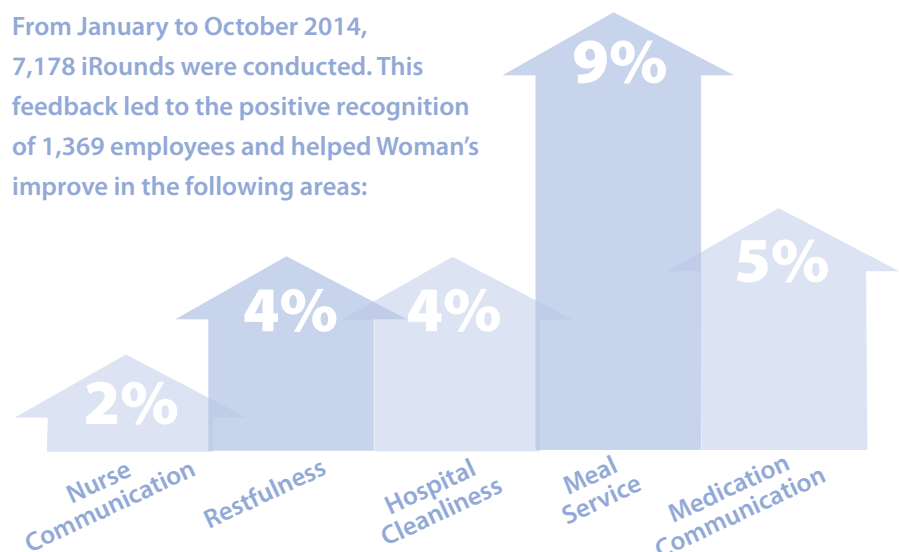
## Patient Rounding

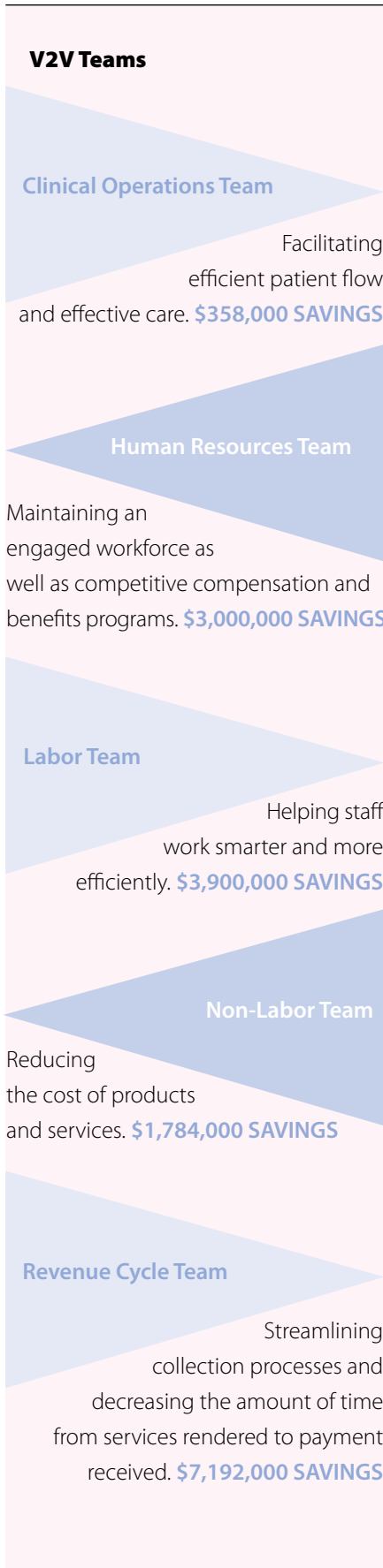
In January 2014, Woman's was one of only 40 hospitals nationwide to use a new technology designed to track a patient's satisfaction while still in the hospital. iRound is a web-based application (app) that allows nurse leaders to make rounds using an iPad and gain real-time actionable feedback from patients.

Rounding involves meeting individually with patients in their hospital rooms to learn their opinions of their stay. Questions range from communication and pain management to room cleanliness and meal service. Responses are then documented and shared with appropriate staff for immediate action.

An internal tracking tool identifies positive and negative trends and key opportunities for use in improving care and patient experience. Patient iRounding is utilized in Antepartum, Mother/Baby and Med-Surg/Oncology.

From January to October 2014, 7,178 iRounds were conducted. This feedback led to the positive recognition of 1,369 employees and helped Woman's improve in the following areas:





**Respond** • To react by taking a particular action.

## Volume-2-Value

Two years ago, Woman’s initiated a Volume-2-Value (V2V) strategy. The goal was to work more efficiently, reduce cost, and add value while maintaining best practices and patients’ experiences. What began as five teams focused on specific hospital functions quickly grew to include dozens of employees, hundreds of hours of work, thousands of great ideas and millions of dollars in savings.

Initially, Woman’s underwent an assessment of operations, then began learning new techniques for process improvement; the organization has now transitioned these improvements into its everyday operations. Through the process, Woman’s management learned how to critically assess itself, explore opportunities and implement change.

## Electronic Infant Safety

Safety, especially for our smallest patients, is a priority at Woman’s. To further enhance existing infant security measures, the hospital added a new electronic system to provide an even greater level of infant monitoring throughout the hospital, and to ensure a secure environment for mothers and their infants.

Components of the program include infant bands that electronically monitor a baby’s location. Alarm sensors are installed to detect movement if the estimated time to transport an infant from one area of the hospital to another expires.

## Patient Cards

The Woman’s experience is defined by quality of care, compassion and caring. As an extension of this experience, antepartal and all inpatients are now mailed a card signed by her caregivers. This extra sentiment is a strong commitment to furthering an exceptional experience from hospital to home.

Woman’s “Thinking of You” cards are also mailed to families of Newborn and Infant Intensive Care Unit patients. Over the past year, more than 20,000 cards have been signed by Woman’s caregivers and mailed.

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**Adapt** • To adjust to different conditions and environments.

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## 3D Mammography

Woman's transformed regional breast cancer screening and detection by implementing 3D mammography, the most advanced technology in breast imaging. This advancement, also called digital breast tomosynthesis, produces a three-dimensional view of breast tissue that helps radiologists view inside the breast, layer-by-layer. The benefits are clearer, more precise images that allow doctors to identify abnormalities and diagnose breast cancer in its earliest stages.

3D mammography works by producing more than 120 one-millimeter-thin images of each breast – compared to four images with routine 2D mammography – using virtually the same low radiation dose as standard 2D mammography. These images allow for greater accuracy in pinpointing the size and location of abnormalities, and reduce the need for additional tests or unnecessary biopsies.

Woman's acquired 3D mammography in February 2014, and radiologists spent months mastering the technique to read these new images. The manufacturer recommends that radiologists read 250 3D mammograms to become proficient, and Woman's radiologists have interpreted more than 800. Woman's, which performs more than 45,000 mammograms a year, is already prepared for the future of breast cancer detection.

## Single-Site Hysterectomy

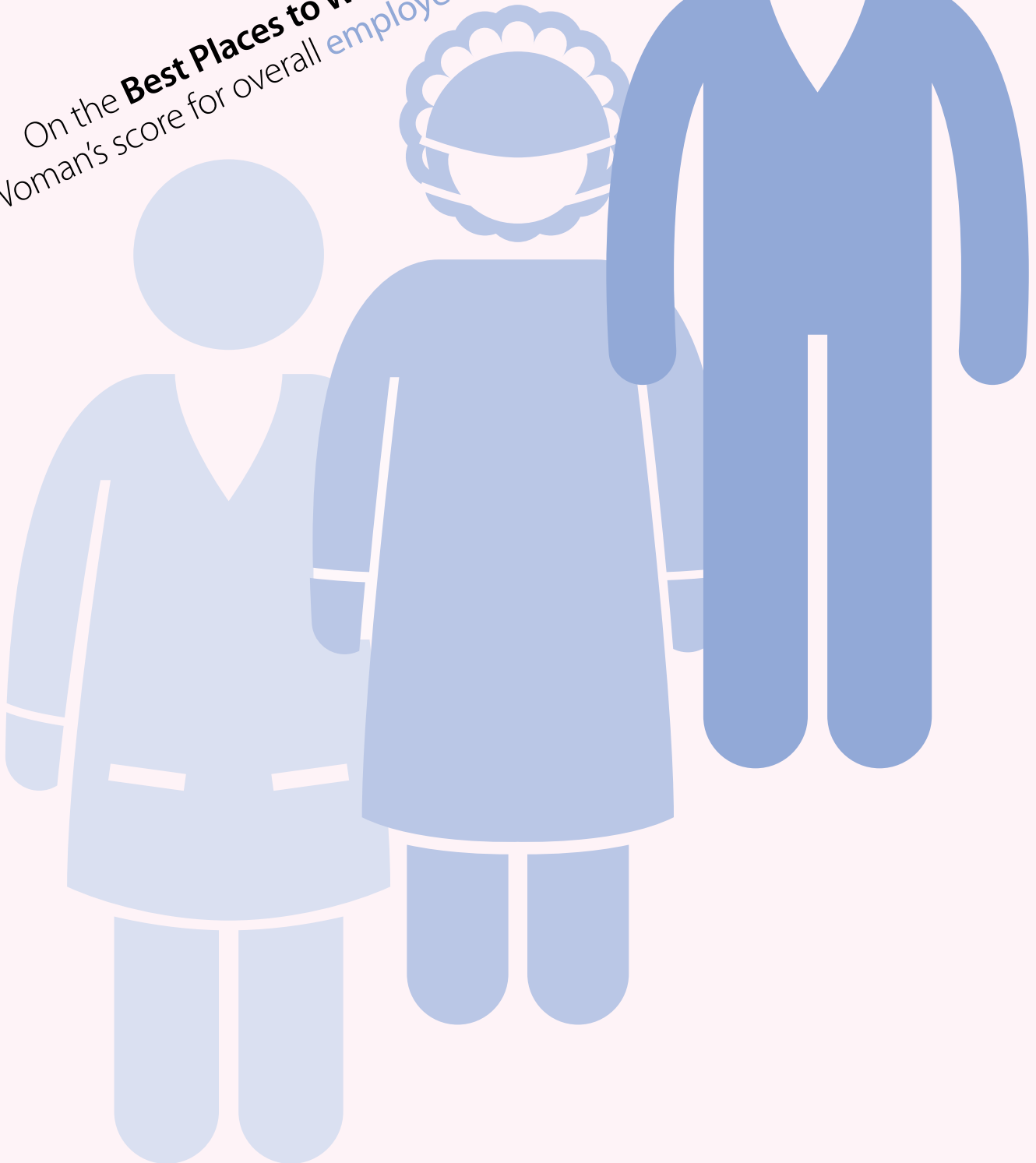
Woman's made history in January 2014 when Dr. Edward Schwartzenburg, a board-certified obstetrician and gynecologist, performed the region's first single-incision robotic hysterectomy. Now, patients will be left with a practically invisible scar within the natural folds of their navels. In addition to a single incision, the robotic surgical approach results in less blood loss, fewer complications and a quicker recovery.

## SPIDER Ligating Shears

In April 2014, Woman's connected weight loss surgery with the latest technology when Dr. Andrew Hargroder performed the first gastric sleeve bariatric surgery in the United States using Flexible Ligating Shears. This device allows the surgeon to easily reach abdominal spaces using a 360-degree radius. Its increased dexterity and use of thermal energy enables precise surgery while limiting impact to surrounding tissues, resulting in faster recovery.

On the **Best Places to Work** employee survey,  
Woman's score for overall **employee engagement** was

**95%**



### **Best Workplace**

Connecting with employees and responding to their concerns earned Woman's local and national recognition as a top workplace in 2014.

Becker's Healthcare named Woman's Hospital one of the "150 Great Places to Work in Healthcare" for providing an excellent employee work environment and outstanding benefits. Organizations were evaluated based on their benefits, workplace culture and professional development opportunities.

*Modern Healthcare* magazine recognized Woman's as one of the "100 Best Places to Work in Healthcare" for the seventh consecutive year. Woman's is the only hospital in the Baton Rouge area named and the only hospital in Louisiana to be recognized in the national list every year since its inception.

The Greater Baton Rouge Business Report named Woman's to the inaugural list of the "Best Places to Work in Baton Rouge for 2014."

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**Connect** • To establish communication or a relationship.

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## Electronic Health Records

Digital technology has transformed our daily lives and the way we communicate in healthcare. With immediate access to patient information, physicians have improved their ability to make informed treatment decisions quickly and safely, resulting in more coordinated and improved quality of care.

In September 2014, Woman's launched the second phase of its electronic health record (EHR) system - Computerized Physician Order Entry (CPOE) and electronic physician documentation (P-Doc). It was successfully deployed in areas where physicians care for adult inpatients.

The benefits of EHRs are increased efficiency and immediate access to clinical information for all caregivers. The Medicare and Medicaid Electronic Health Care Record Incentive Programs provide incentive payments to eligible hospitals as they adopt, implement, upgrade or demonstrate meaningful use of certified EHR technology. Woman's is at Meaningful Use Stage 2 Year 1.

## Womans.org

How many times have you "googled" a medical term? Medical information is literally at everyone's fingertips. As the demand for easily accessible information continues to grow, Woman's staff searched for ways to communicate more effectively with patients.

A major redesign of the website, [womans.org](http://womans.org), was undertaken using a responsive format that adjusts to the user's device – smart phone, tablet or computer. Whether users are getting directions to the campus, signing up for a childbirth class, paying a bill, making a donation, or just asking a question – it is all available with the click of a mouse or the swipe of a screen.

Woman's new website is crafted to reflect the way users search for information using streamlined menus and simplified navigation to create a more intuitive user experience.





  
Mothers Milk Bank  
817-S10-0071  
Pasteurized  
Donor Human Milk  
20 cal/oz  
100ml

# EXCELLENCE *in* Evidence-Based Practices

Understanding the value of medical knowledge and always working toward improving our quality of care and our medical expertise.

## Human Donor Milk

One in eight babies born at Woman's is premature. Without breast milk, premature babies and infants with low birth weight are at 10 times the risk for necrotizing enterocolitis (NEC). NEC is a severe, sometimes fatal illness that can damage or destroy premature babies' small intestines. Woman's Human Donor Milk Program was developed to give premature infants a fighting chance at life.

Human donor milk is not covered by insurance or Medicaid, so Woman's program relies on philanthropic support and grants. In February 2014, Woman's Hospital Foundation received a \$10,000 grant for its Human Donor Milk Program from the William Edwin Montan Charitable Trust.

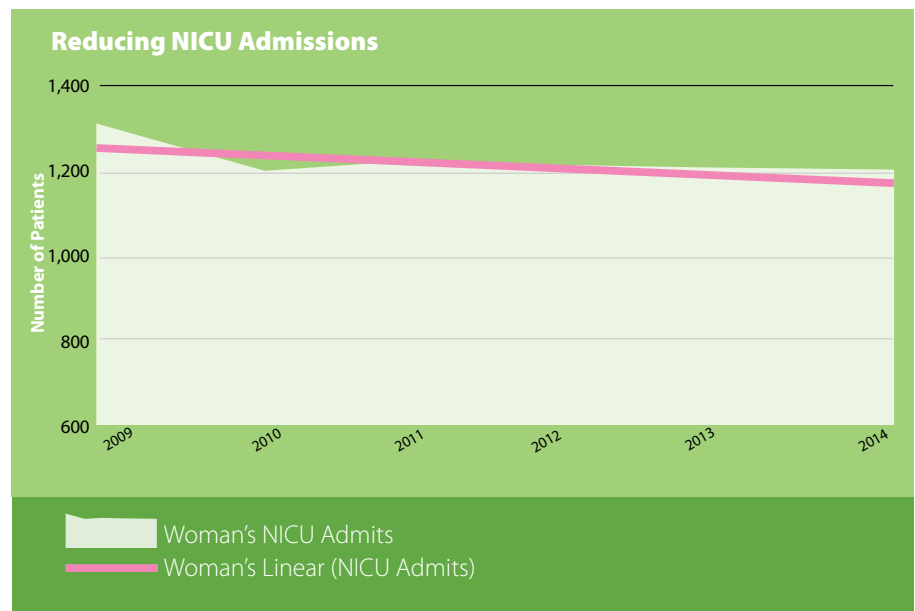
In 2014, Woman's used approximately 620, 3-ounce bottles of human donor breast milk. A single 3-ounce bottle costs \$15, and the average infant may need up to two or more bottles a day - approximately \$1,500 a month.

**Improve** • To bring into a more desirable or excellent condition.

## Newborn and Infant Intensive Care

A healthy newborn is the wish of every parent. Yet, when a baby faces a medical challenge, Woman's has one of the most advanced Newborn and Infant Intensive Care Units (NICU) in the nation. As a regional referral center, our NICU team cares for the sickest infants in the region.

NICU admissions in 2014 remained consistent; the unit is still experiencing a downward linear trend. Woman's continues to work toward reducing admissions by supporting community outreach and education with organizations such as the March of Dimes, and by following evidence-based guidelines that restrict elective inductions before 39 weeks unless medically indicated. Woman's also provides access to prenatal care for women in need and provides online and classroom education on proper nutrition and lifestyle throughout pregnancy.



### “Ban the Bags”

For discontinuing the distribution of formula to new mothers, Woman’s was named a “Ban the Bags Champion” by the Louisiana Breastfeeding Coalition. “Ban the Bags” is a national campaign to end formula company marketing in maternity hospitals and encourage breastfeeding.

The hospital earned the top award for its comprehensive breastfeeding education brochures, community education and one-on-one encouragement to new moms.

### Breastfeeding GIFT

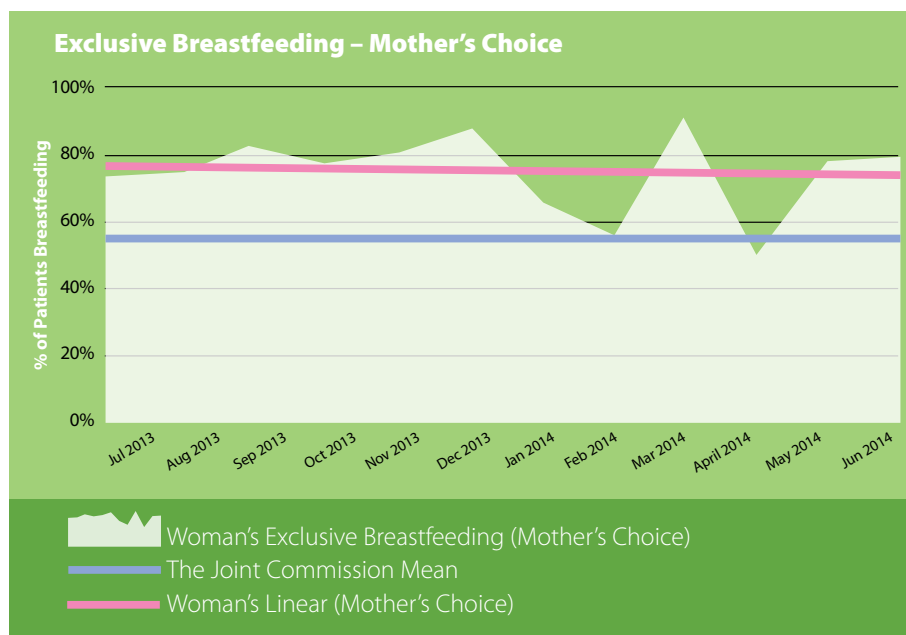
In recognition of Woman’s breastfeeding program, the Louisiana Department of Health and Hospitals awarded the hospital with a two-year Guided Infant Feeding Techniques (GIFT) re-certification. In November 2013, Woman’s was applauded for protecting, promoting and supporting breastfeeding.

**Educate** • To develop the skills of a person by teaching, instructing or schooling.

## Breastfeeding

Woman’s strongly supports breastfeeding as it is the most natural path for improving the health of newborns in our community. The nutrients available in a mother’s breast milk are nearly a perfect mix of vitamins, protein and fat for a newborn. Additionally, skin-to-skin touching and eye contact help a mother and baby bond. Breastfeeding benefits for the mother include extra calorie burn and the release of the hormone oxytocin, which helps the uterus return to its pre-pregnancy size and can reduce uterine bleeding after birth. Breastfeeding also lowers a woman’s risk of breast and ovarian cancer.

Woman’s educates pregnant women and new mothers on these essential benefits through health fairs, one-on-one support, and online and social media outreach. Woman’s Lactation program and breastfeeding hotline are funded through private philanthropic support. Of the women who delivered at Woman’s in 2014, the hospital’s average exclusive breastfeeding rate was 78 percent, exceeding the Joint Commission mean of 58 percent.

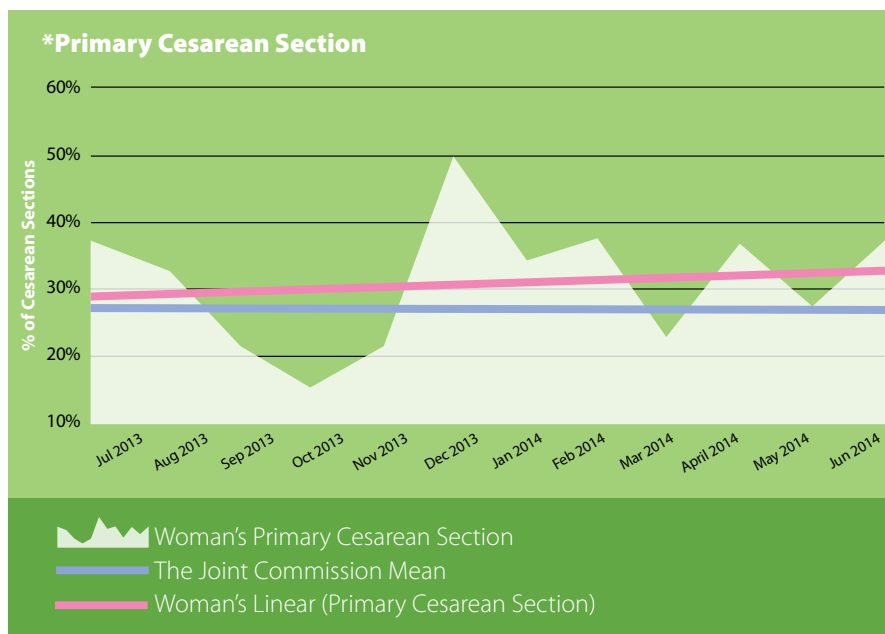


## Cesarean Section Delivery

A cesarean section (C-section) is performed when unexpected problems in pregnancy occur, such as the position or size of the baby, or signs of distress in the mother or baby. C-sections are more common in women expecting multiples.

In the United States, approximately one in four women have C-sections, despite the fact that the procedure is a major surgery with risks. The main drawbacks of a C-section are a longer recovery period and potential weak spots in the uterine wall. This type of delivery also results in a greater risk for subsequent C-section deliveries.

Woman's continues to work toward reducing first-time C-section rates. In 2014, the hospital was at or below the Joint Commission standard of 26.7 percent for nearly half the year. Efforts to reduce rates include increased medical staff and patient education.



\* A Primary Cesarean Section is a first-time mother who is pregnant with a single infant in the head-down position for delivery (nulliparous women with a live term singleton newborn in vertex presentation).

### Reducing Induction of Labor

In 2014, the Louisiana Chapter of the March of Dimes and the Louisiana Hospital Association recognized Woman's for its achievements in improving Louisiana birth outcomes by reducing non-medically indicated elective deliveries before 39 weeks of pregnancy.

### Strong Start Grant

For its efforts to prevent deliveries before 39 weeks, Woman's received a grant by the Strong Start for Mothers and Newborns initiative. This effort, by the Department of Health and Human Services, aims to reduce preterm births and improve newborn outcomes among pregnant women enrolled in Medicaid and Children's Health Insurance Program beneficiaries. Woman's was the only hospital in Baton Rouge and one of six in Louisiana to be recognized.

### Family Favorite Birthing Hospital

For more than 45 years, having a baby at Woman's has been a local family tradition. Baton Rouge Parents Magazine named Woman's as the Family Favorite Birthing Hospital of 2014. Each year, the magazine's readers nominate and choose the businesses they consider the best in Baton Rouge.

### Mobilab Safety Award

Woman's was recognized by the Louisiana Hospital Association for its inpatient Mobilab technology, which allows the hospital laboratory to improve the accuracy of patient identification, eliminate delays and decrease the need for specimen relabeling. The 2014 Safety Star award marks the second straight Safety Star Award for Woman's.

### Safety Award for Team STEPPS Training

Teamwork within the patient care setting is one of the most important ways in which a hospital can improve patient safety. In 2014, Woman's partnered with the Louisiana Hospital Association through TeamSTEPPS.

This is a system designed especially for healthcare professionals by the Agency for Healthcare Research and Quality and the Department of Defense to improve patient safety through evidence-based communication. Training included live classes using standardized multimedia formats that included vignettes of communication techniques and opportunities for interaction.

## Surgical Improvements

The Surgical Care Improvement Project (SCIP) is a national quality partnership focused on improving surgical care by significantly reducing complications. By comparing Woman's performance measures against state and national standards of care, the hospital continuously seeks to improve patient outcomes. In 2014, the hospital exceeded both state and national benchmarks.

### Surgical Care Improvement Projects (SCIP)

	Woman's	Louisiana	National
Prophylactic antibiotic received within one hour prior to surgical incision	100%	98%	98%
Outpatient prophylactic antibiotic within one hour of incision	100%	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	100%	96%	97%
Treatment to prevent blood clots received within 24 hours before or after selected surgeries	100%	97%	97%

Q3 2014

## Patient's Perspective of Care

Many patients use online sources to find information on the best care available. Woman's provides links to publicly reported quality measures on [womans.org](http://womans.org). One of the most consumer friendly resources is the Hospital Consumer Assessment of Healthcare Providers and Systems (HCAHPS), a national survey that measures patients' perspectives and experiences during their hospital stay. In 2014, Woman's scores exceeded state and national benchmarks in all categories.

### Hospital Consumer Assessment of Healthcare Providers and Systems

	Woman's	Louisiana	National
Communication about medicine	81%	65%	64%
Communication with doctors	95%	85%	81%
Communication with nurses	88%	82%	79%
Discharge information	95%	86%	86%
Pain control	85%	73%	71%
Responsiveness of hospital staff	80%	65%	67%
Room kept clean	77%	69%	74%
Room quiet at night	74%	68%	60%
Hospital overall rating	86%	73%	71%
Would recommend hospital	92%	75%	72%

Q3 2014

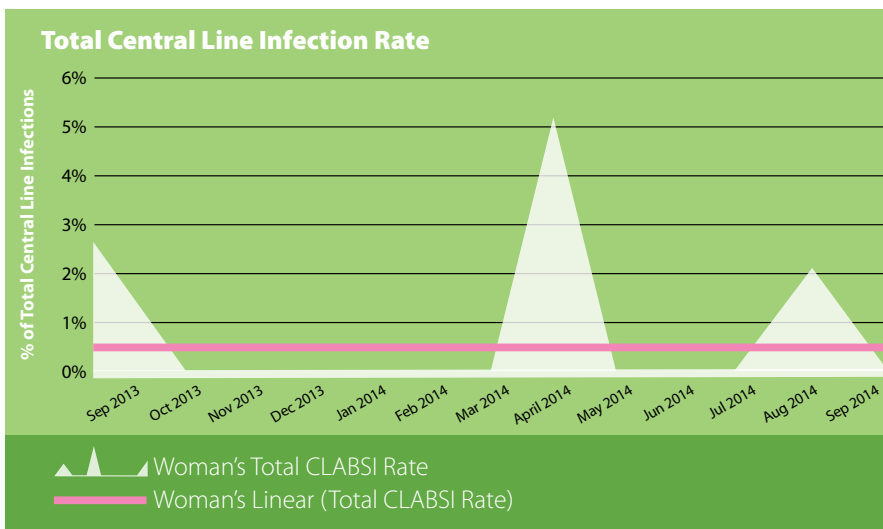
**Prevent** • To keep from occurring; avert.

## HIV Testing

Baton Rouge ranks fourth in the nation in HIV cases per capita based on the most recent data from the Centers for Disease Control and Prevention. In January 2014, Woman's began offering voluntary HIV testing to all patients in the Assessment Center as part of Baton Rouge's Healthy City Initiative. As of December 2014, 2,947 tests were administered at Woman's and nine new HIV cases were diagnosed as a result. Specially trained nurses offer care management and medication at no cost to HIV-positive pregnant patients.

## Central Line-Associated Bloodstream Infections

At Woman's, central line catheters are often used when administering chemotherapy, blood or platelet transfusions and antibiotic therapies, and in patients needing frequent blood draws. Patients receiving central line catheters are closely monitored for bloodstream infections and reported to the Centers for Disease Control and Prevention's National Healthcare Safety Network, the nation's most widely used healthcare-associated infection tracking system. In 2014, Woman's met its overall goal to reduce central line infections in adult and NICU patients to 0.5 percent.



## Sleep Safe Champion

Woman's efforts to reduce the rate of Sudden Infant Death Syndrome (SIDS) earned the hospital the title of "Sleep Safe Champion" by the Louisiana Department of Health and Hospitals. Approximately 80 babies die each year in Louisiana from SIDS. Woman's implemented new policies addressing positioning, bedding and bed sharing, as well as patient and staff education and increased community outreach.

## Diabetes Self-Management Education

With close to 500,000 Louisiana residents living with diabetes, Woman's has expanded community education through its Diabetes Self-Management Education program. The hospital was awarded a four-year ADA Education Recognition Certificate for programs that meet the national standards. As part of the program, patients are taught self-care skills to reduce unnecessary hospital admissions and prevent the acute and chronic complications of diabetes.

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## Women's Health Recognition

Becker's Hospital Review named Woman's to its list of "100 Hospitals with Great Women's Health Programs" for demonstrating clinical excellence and quality care in mammography, metabolic health, nutrition services, cancer care and surgery programs.

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**Learn** • To acquire knowledge by study, instruction or experience.

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## Fighting Cancer

Cancer is a journey no one expects. Woman's helps women successfully navigate the fight against breast and gynecologic cancers with comprehensive inpatient and outpatient diagnostics, surgical care and chemotherapy services. Registered dietitians provide nutrition guidance and dietary coping strategies to counter the side effects of treatment. Woman's Center for Wellness offers patients a broad spectrum of physical and occupational therapies, including lymphedema management and supervised exercise programs.

Facing cancer is more than a physical fight; it can also be an emotional roller coaster. Woman's supportive services include oncology social workers and navigators who help cancer patients manage every step of their journey.

## Cancer Accreditation and Recognition

Every day, Woman's joins women in their fight against cancer. In support of this journey, the hospital strives to provide the most advanced, evidence-based care available.

- The National Accreditation Program for Breast Centers surveyed Woman's on May 1, 2014, and granted the hospital a three-year full accreditation. Accreditation is only granted to centers that voluntarily commit to provide the best care to patients with breast diseases, and agree to undergo a rigorous on-site performance evaluation and review every three years.
- The American College of Surgeons' Commission on Cancer survey was conducted at Woman's on May 2, 2014. Woman's demonstrated compliance with all required standards and received a Silver Commendation rating. The Commission on Cancer encourages hospitals to improve their quality of patient care through a full continuum of care. To maintain this accreditation, Woman's must undergo an on-site evaluation every three years.

## 2013 Tumor Report Site Distribution

Analytic Cases Only

SITE Group	CLASS Analytic
All Sites	571
Breast	355
Corpus Uteri	94
Ovary	44
Cervix Uteri	42
Vulva	14
Vagina	2
Fallopian tube	2
Peritoneal	1
Thyroid	2
Non-Hodgkin's Lymphoma	1
Leukemia	3
Colon	2
Small Intestine	1
Rectum	1
Anus	1
Other Digestive	2
Bladder	2
Kidney and Renal Pelvis	1
Skin	1

2013 All Sites Distribution by Race

Race	Number of Cases	Percent
Caucasian	411	72
African American	150	26
Asian/Other	10	2
<b>Total</b>	<b>571</b>	<b>100</b>

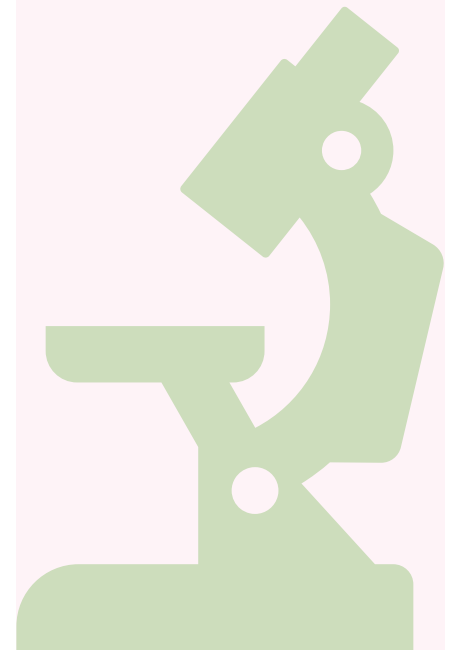
2013 All Sites Distribution by Age

Age at Diagnosis	Number of Cases	Percent
Under 20	0	0
20 - 29	8	1
30 - 39	25	4
40 - 49	94	16
50 - 59	173	31
60 - 69	159	28
70 - 79	84	15
80 - 89	22	4
90 - 99	6	1
<b>Total</b>	<b>571</b>	<b>100</b>

## Woman's Health Research

Founded in 1994, Woman's Health Research investigates the health of women with the goal of enhancing medical care and improving medical outcomes.

There were 43 active research studies in 2014 and grant awards totaled \$1,397,250. Woman's Health Research also assisted with nine studies performed by members of our nursing staff, and three additional studies were conducted in partnership with Pennington Biomedical Research Center and Louisiana State University.







**St. Mary's**  
If you are thinking it... ask it

TODAY'S DATE: \_\_\_\_\_ TODAY: Monday

CARE TEAM

NURSE: Amanda

NURSING ASST: Hope

DOCTOR: Pearson

PATIENT/FAMILY STAFF QUESTIONS

# EXCELLENCE *in Strategic Partnerships*

Joining together and supporting one another in order to continuously respond and effect change in our community's evolving medical needs and culture.

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**Advance** • To improve; further.

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## Adult Critical Care Telemedicine

In response to a nationwide shortage of intensivists, or specially trained critical care physicians, Woman's partnered with Our Lady of the Lake Regional Medical Center to provide around-the-clock, virtual monitoring of its Adult Intensive Care Unit.

Woman's telemedicine program does not remove personal contact between physician and patient; it simply provides faster access to specialized medical care. The end result is better patient outcomes.

Through video-conferencing, Our Lady of the Lake's expert critical care staff has real time access to medical charts and vital signs. Doctors and nurses at each hospital can easily communicate to ensure the highest level of care without the time delay of a drive across Baton Rouge. By providing faster response time in urgent situations, lives can be saved and hospital stays shortened.

In recent years, patients have become more accepting of telemedicine technology as society in general has become more familiar and comfortable with video communication. By partnering with a large, local hospital, Woman's ensures continued expert care for patients.

## Woman's Health Centers

This year, Woman's expanded its reach beyond Baton Rouge in order to make healthcare more convenient with satellite locations in Gonzales and Central. Health Centers for Women provide local OB/GYNs with an office location, enabling them to expand their care into growing, outlying communities.

These clinics offer women a site in which to receive annual wellness visits and checkups during pregnancy without having to drive to Woman's main campus. OB/GYN doctors from Louisiana Women's Healthcare and Associates in Women's Health staff the two locations.

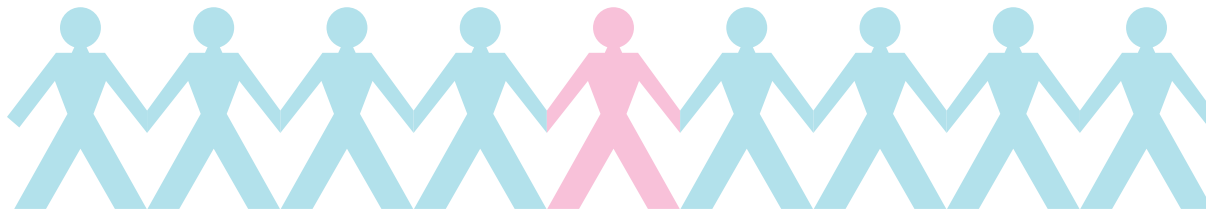


From events to stop breast cancer (**Komen Race for the Cure**) to curbing heart disease (**American Heart Walk** and **Go Red for Women**) to encouraging overall wellness (**Mayor's Family Fit Day** and **Pennington Wellness Day**) and giving babies a healthier start in life (**March of Dimes**), Woman's is helping guide the community to a better future.

As part of the **HealthyBR initiative**, Woman's nurses and dietitians frequently travel with **BREADA's mobile farmer's market** to promote healthy nutritional choices, including breastfeeding. Dietitians also help local restaurants redesign menu selections to offer healthier options for diners.

## Partnering to Improve Our Community

From healthy eating to preventive health screenings,  
Woman's partnerships with community wellness organizations  
have helped employees and patients adopt a healthier lifestyle.



### October 2013 and December 2013

Woman's teamed up with Red Stick Farmers Market to offer easy access to fresh produce, locally canned items and fresh meats on the hospital campus.

### October 2013 – April 2014

Woman's tightened its belt when it joined the Louisiana Hospital Association's Geaux Lite Weight Loss Challenge. Patients and employees collectively dropped more than 7,500 pounds in six months.

### June – July 2014

A grant from the Robert F. and Ruth S. Nichols Memorial Endowment through the Baton Rouge Area Foundation helped create the Woman's Center for Wellness Arthritis Assistance Program for physical therapy graduates with low income.

### July 2014

For the third year in a row, Woman's was recognized as a Gold Fit-Friendly Worksite by the American Heart Association for its emphasis on nutrition and exercise, a physical environment that supports wellness and its comprehensive employee wellness program.

### July 2014

Woman's teamed up with the Louisiana Department of Health and Hospitals and other Louisiana hospitals in the Perinatal Guidelines subcommittee to set standards and quality measures for NICUs and obstetrics units around the state.

### August 2014

As part of a 12-city tour aimed at facilitating conversations about the realities of sexual violence, the Baton Rouge Sexual Trauma Awareness and Response Center brought the Monument Quilt to Baton Rouge. Woman's added a square in support.

### September 2014

Woman's joined with area hospitals and Mayor Kip Holden to make flu shots mandatory for healthcare professionals throughout the city. More than 97 percent of Woman's employees received the flu vaccine.

### August – December 2014

Woman's participated in the city's MedBR collaborative to assess community health needs and create unified plans to improve the health of Baton Rouge residents.



## Programs for the Underserved

With generous philanthropic support, Woman's was able to provide many vital services in 2014.



**30** premature and sick babies were nourished with **620** bottles of human donor milk.



**55%** of all known adult sexual assault victims who presented to a healthcare facility in Baton Rouge were treated at Woman's.



**1,206** breast cancer and **1,407** gynecological cancer patient visits were conducted by Woman's patient navigators, specially trained providers who help patients manage every step of their cancer journey.



**5,349** women were screened in the Mobile Mammography Coach throughout **15** parishes.



**17,641** inpatient lactation visits were made to new mothers.

### Foundation for Woman's

In October 2014, Foundation for Woman's was created to raise and manage private financial support for Woman's Hospital. The formation of the foundation creates a transparent separation of private philanthropic support from other funds generated by the hospital.

The foundation also provides the community with an additional way to become involved in supporting Woman's Hospital. An independent volunteer Board of Trustees directs Foundation for Woman's and makes recommendations, with final governance resting with the Woman's Hospital Foundation Board of Directors. As a private supporting foundation, the Foundation for Woman's is accountable to the donors, patients, staff and trustees of Woman's Hospital.

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**Support** • To sustain under hardship or assist.

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## Sexual Assault Care

Sexual assault is one of the most violent acts a woman can endure. For the past three decades, Woman's has cared for and comforted women during their darkest hour. In 2014, 41 women were treated with dignity and respect through the hospital's Care for Victims of Sexual Assault program.

Woman's OB/GYN hospitalists and Assessment Center nurses are specially trained in the collection of forensic evidence. The hospital continuously works with the District Attorney's office to put assailants behind bars, and with the Baton Rouge Sexual Trauma Awareness and Response (STAR) Center to advocate for women who are victims.

**At Woman's, a victim will receive the privacy she needs. Woman's has a private waiting area and a designated sexual assault exam room.**

- She will not go home in a hospital gown when she must leave her clothes for evidence; Woman's provides her with a fresh set of clothing.
- She will not have to wait until she gets home to shower; Woman's provides toiletries and a place to shower.
- She will share her account of the assault in Woman's private consult room designed specifically for sexual assault victims.

No sexual assault victim will receive a bill from Woman's to pay for her exam, clothing or care. These services are paid in part by Woman's own employees as part of the hospital's annual Employee Giving Campaign and other philanthropic support.

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## Palliative Care

There are times when Woman's NICU families face incredibly difficult decisions, such as a newborn with life-limiting conditions. In response to this need, Woman's Perinatal Palliative Care program offers support and home care training for parents to ensure the best quality of life for their child – whether it's for months, days or only hours.

In 2014, Woman's expanded its palliative care outreach. If parents choose to return home with their child, the hospital's relationship with pastoral services at Our Lady of the Lake Regional Medical Center now bridges patient care to their children's hospital.

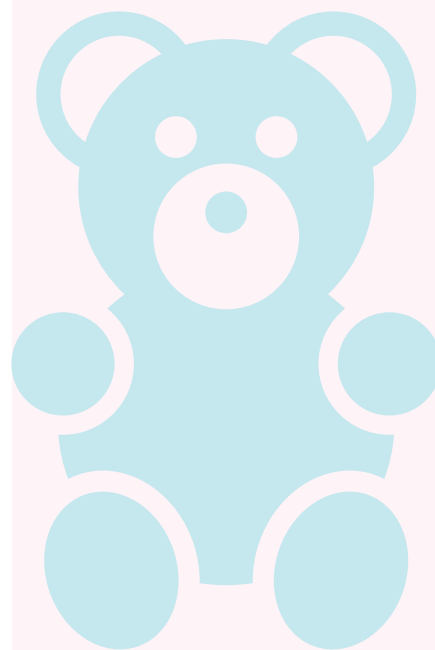
Palliative care includes symptom relief and pain management for the infant and supportive care for the parents. Individual care is based on parents' wishes as well as spiritual and cultural beliefs. At Woman's, physicians, nurses, social workers, pharmacists, nutritionists, chaplains and more work together to support patients and their families.

Adult cancer patients at Woman's may also receive palliative care. The team focuses on improving the patient's quality of life by relieving symptoms, pain and distress. The emphasis is on the person, rather than the disease.

### **Circle of Life Palliative Care**

In 2014, Woman's Perinatal Palliative Care staff were privileged to offer support to the families of 62 babies.

The staff's commitment to provide all families with end-of-life care became stronger with additional training and certifications in Perinatal Loss and Advanced Certified Hospice and Palliative Care. Perinatal members also underwent extensive team training at Children's Hospital of Minnesota.





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## Woman's Hospital Foundation

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*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.*

### Founder

William Haile, MD

### Voting

Mathew Abrams, Jr., MD

Sandra Adams

Ramon Aizpurua, MD

Timothy Andrus, MD

Jill Bader, MD

Debra Baehr, MD

Phillip Barksdale, MD

W. Dore Binder, MD

Allyson Boudreaux, MD

David Boudreaux, MD

Rebecca Boudreaux, MD

Frank Breaux, MD

Jeffrey Breaux, MD

Randall Brown, MD

Joseph Broyles, MD

Elizabeth Buchert, MD

Deborah Cavalier, MD

Kristen Chapman, MD

Nicole Chauvin, MD

Erin Christensen, MD

Chester Coles, Jr., MD

Michael Coogan, MD

Gary Cox, MD

Sarah Davis, MD

John Dean, MD

Robert diBenedetto, MD

Ryan Dickerson, MD

Steven Feigley, MD

M. Giles Fort, III, MD

Lisa Gautreau, MD

Greg Gelpi, MD

Geoffrey Gillen, MD

Marcia Gremillion, MD

Charles Gruenwald, Jr., MD

Kathy Guidry, MD

Faith Hansbrough, MD

Renée Harris, MD

Francis Henderson, MD

Gregory Heroman, MD

Jack Holden, MD

Wendy Holden-Parker, MD

Nicolle Hollier, MD

Shawn Kleinpeter, MD

Ann Lafranca, MD

Charles Lawler, MD

Sharon Lee, MD

Michael Leggio, MD

Frederick Lind, Jr., MD

Cecil William Lovell, Jr., MD

Julie Martin, MD

Frank McArthur, II

Fritz McCameron, PhD

Markham McKnight

Merritt Melker, III, MD

Jamar Melton, MD

F. A. Moore, III, MD

Julius Mullins, Jr., MD

Beverly Ogden, MD

Amanda Pearson, MD

Jane Peek, MD

Michael Perniciaro, MD

N. LaRon Phillips

Karl Pizzolatto, MD

Susan Puyau, MD

Nancy Richmond

Carol Ridenour, MD

Kirk Rousset, MD

James Ruiz, MD

Donna Saurage

Michael Schexnayder, MD

Cheree Schwartzburg, MD

Clifford Schwartzburg, MD

Edward Schwartzburg, MD

Ellis Schwartzburg, MD

George Schwartzburg, MD

Curtis Solar, MD

Steven Sotile, MD

Steven Spedale, MD

James Stenhouse, MD

Robert Stuart, Jr.

Marvin Stuckey, MD

Richard Tannehill, MD

Yolunda Taylor, MD

Michael Teague, MD

Terrie Thomas, MD

Arthur Tribou, MD

David Walker

Kyle Waters

Bobby Webster, MD

Laurie Whitaker, MD

Sunshine Willett, MD

Elizabeth Gay Winters, MD

### Emeritus

Charles Aycock, MD

Hoyt Ayres, MD

John Bateman

Jan Benanti, MD

Edwin Bowman, Jr., MD

Malton Bullock, Jr., MD

Stephen Chatelain, MD

Diana Dell, MD

Barbara Deming, MD

Margaret Womack Hart

Evelyn Hayes, MD

Jeffery Janies, Jr., MD

Sharon Knight

Mary Laville, MD

C. Brent McCoy

Sterling Sightler, MD

Lydia Sims, MD

J. Noland Singletary

Thomas Sparks, MD

Gerald Stack, MD

Fahimeh Tahvildari, MD

Rosemary Haas Williams

### Deceased in 2014

Jerry Affolter, Jr.

D. Wade Hollensworth, MD

Mary Jane Mayfield

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## Woman's Leadership

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### **Board of Directors**

#### **Chair**

Frank Breaux, MD

#### **Chair-Elect**

Christel Slaughter, PhD

#### **Secretary-Treasurer**

Edward Schwartzburg, MD

#### **President/CEO**

Teri Fontenot

Steven Feigley, MD

Donna Fraiche

Robert Greer, Jr.

Renée Harris, MD

Tom Hawkins, Jr.

Ben Marmande

Jamar Melton, MD

Mike Polito

Cheree Schwartzburg, MD

Mike Wampold

### **Administration**

#### **Executive Vice President/Chief Operating Officer**

Stephanie Anderson

#### **Senior Vice President, Medical Staff Services and Quality**

Nancy Crawford

#### **Senior Vice President, Patient Care/Chief Nursing Officer**

Patricia Johnson

#### **Senior Vice President, Planning, Development and Construction**

Stan Shelton

#### **Chief Medical Officer**

Susan Puyau, MD

#### **Chief Quality Officer**

W. Dore Binder, MD

#### **Vice President/Chief Financial Officer**

Greg Smith

#### **Vice President, Employee/Wellness Services**

Donna Bodin

#### **Vice President/Chief Information Officer**

Paul Kirk

#### **Vice President/Ancillary Services**

Kurt Scott

#### **Vice President, Infant/Pediatric Services**

Staci Sullivan

#### **Vice President, Perinatal Services**

Cheri Johnson

#### **President, Foundation for Woman's**

Beverly Brooks Thompson

### **Medical Staff Leadership**

#### **Chief of Staff**

Cheree Schwartzburg, MD

#### **Vice Chief of Staff**

Jeffrey Breaux, MD

#### **Secretary-Treasurer**

Shawn Kleinpeter, MD

#### **Chief of Anesthesiology**

Timothy Maher, MD

#### **Chief of Department of Clinical and Support Services**

Sarah Davis, MD

#### **Chief of Maternal-Fetal Medicine/High Risk OB**

Marshall St. Amant, MD

#### **Chief of Medicine**

Lalitha Chalasani, MD

#### **Chief of Neonatology**

Steven Spedale, MD

#### **Chief of OB/GYN**

Julie Martin, MD

#### **Chief of Pathology**

Beverly Ogden, MD

#### **Chief of Pediatrics**

Samantha Gulino, MD

#### **Chief of Radiology**

Marcia Gremillion, MD

#### **Chief of Surgery**

Alec Hirsch, MD

#### **Chief of Urology**

Henry Hollier, MD

### **Directors**

#### **Building Operations**

Tommy Gautreau

#### **Child Development Center**

Hope Juge

#### **Educational Services**

Joan Ellis

#### **Environmental Services**

Johnathan Landor

#### **Financial Services**

April Chaisson

#### **Food and Nutrition Services**

Margie Ricks

#### **Gynecology/Oncology/PACU/AICU**

Mary Ann Smith

#### **Health Information Management/UM**

Danielle Berthelot

#### **Human Resources**

Dusty Ourso

#### **Imaging Services**

Cynthia Rabalais

#### **Information Systems**

Rhett Roy

#### **Laboratory/Pathology**

Brett Schelin

#### **Managed Care**

Sherry Poss

#### **Marketing and Public Affairs**

Amiee Goforth

#### **Materials Management**

Phillip Bateman

#### **Mother/Baby**

Dana Vidrine

#### **Newborn and Infant Intensive Care Unit**

Laurel Kitto

#### **Nursing Administration**

Wendy Singleton

#### **Obstetrical Services**

Amye Reeves

#### **Patient Services**

Monica Parish

#### **Perioperative Services/Surgical Care**

Zinda LeBlanc

#### **Pharmacy**

Peggy Dean

#### **Quality/Risk Management**

Cathy Maher-Griffiths

#### **Respiratory Services**

Danette Legendre

#### **Retail Services/Birthplace Photos**

Lisa Garland

#### **Social Services/Outpatient Clinics**

Beth Manning

#### **Wellness Center**

Brooke Bramlett

## Performance

Fiscal year 2014 financial results were exceptional due to consistently higher than expected patient volume and significant effort by employees to improve processes and efficiency to better position Woman's Hospital for future success. Deliveries, surgeries, and Newborn and Infant Intensive Care Unit (NICU) patient days approached the historical peaks experienced in the years immediately following Hurricane Katrina. Additionally, fiscal year 2014 included the full annual impact of the Volume-2-Value (V2V) initiative that kicked off in fiscal year 2013. That initiative focused on improving reimbursement for existing patient services, reducing operating costs and improving efficiency to eliminate waste. All levels of staff were involved in the V2V implementation and the goals of the initiative were exceeded.

Net patient service revenues were \$236.2 million, compared to \$220.6 million in fiscal year 2013. Woman's operating margin of 6.2% and excess margin of 10.6% compare very favorably to those of Moody's A3-rated hospitals.

Woman's continued to have a favorable payor mix, with commercial insurance representing 50.13% of gross patient revenue. The hospital received \$3.3 million in supplemental payments related to the state's Low Income Needy Care Collaborative (LINCC) program.

## Statistics

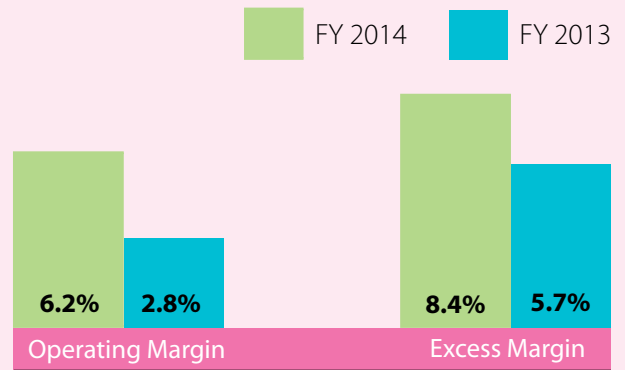
	2014	2013	2012	2011	2010	2009
Adult Admissions	11,012	10,952	11,585	11,454	11,473	11,893
Adult Average Length of Stay	2.69 days	2.77 days	2.73 days	2.65 days	2.68 days	2.70 days
Adult Patient Days	29,673	30,301	31,658	30,453	30,786	32,105
Births	8,802	8,490	8,486	7,953	7,951	8,245
NICU Admissions	1,205	1,208	1,207	1,210	1,201	1,367
NICU Average Length of Stay	17.71 days	15.80 days	16.22 days	15.28 days	14.40 days	14.52 days
NICU Patient Days	21,343	19,086	19,582	18,485	17,295	19,850
Neonatal Transports	73	98	58	63	55	76
Maternal-Fetal Medicine Visits	15,661	17,559	16,214	16,143	15,902	15,200
Surgeries	7,429	7,044	7,049	7,014	6,915	7,282
Pap Smears	51,577	60,771	77,355	85,230	86,907	94,493
Breast Procedures*	46,206	47,327	47,107	47,314	46,644	49,372
Outpatient Services	596,627	557,324	586,447	561,444	560,940	576,440

\* Mammography, sentinel node biopsy, stereotactic breast biopsy, breast ultrasound-guided breast biopsy

**Operating Margin and Excess Margin  
as a Percent of Revenue**

The median operating margin and excess margin is 2.1 percent and 5.7 percent, respectively, for A3-rated hospitals.

Source: Moody's Investors Services

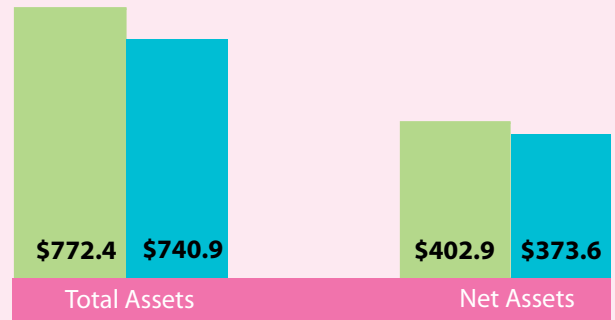


**Total Assets and Net Unrestricted Assets**

(in millions)

The median value of net assets of A3-rated hospitals is \$295.7 million.

Source: Moody's Investors Services

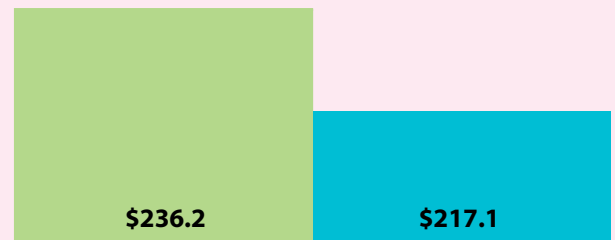


**Net Patient Service Revenue**

(in millions)

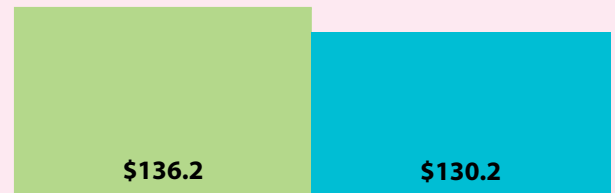
The median value of net patient service revenues of A3-rated hospitals is \$415.4 million.

Source: Moody's Investors Services



**Salaries and Benefits Paid to Hospital Staff**

(in millions)

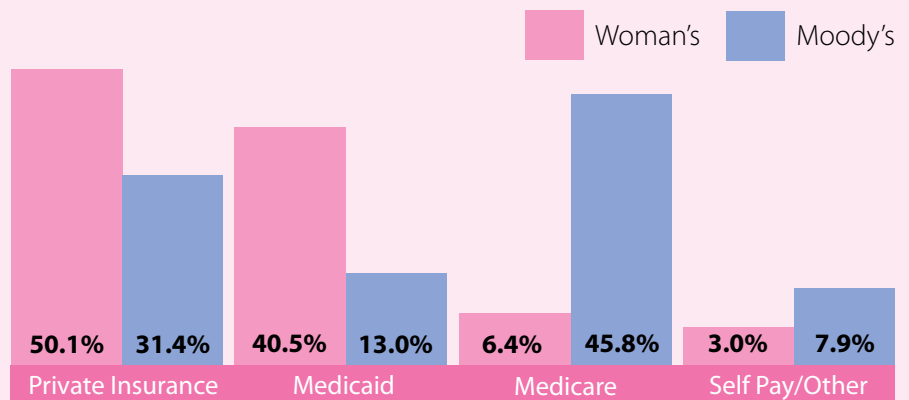


**Payor Mix of Gross Patient Revenue**

(in millions)

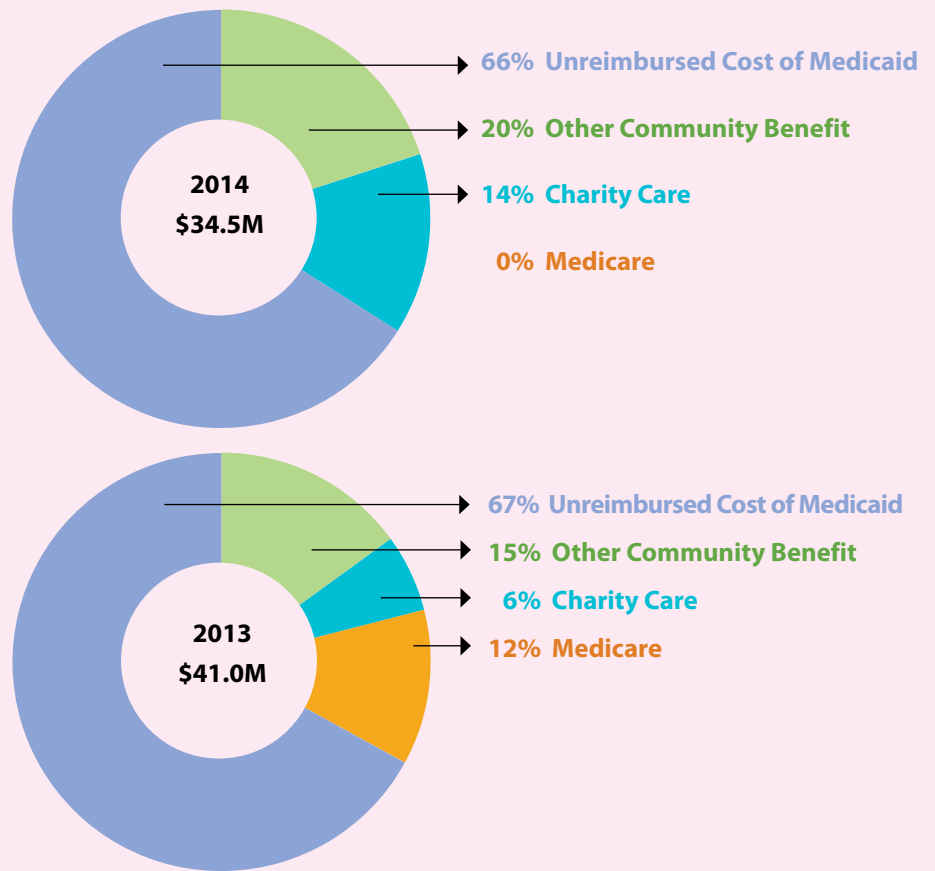
The A3-rated hospital medians are shown for comparison to the payor mix for Woman's Hospital.

Source: Moody's Investors Services



## Community Benefit Costs

In Millions



## Community Benefit Programs

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

	2014
Charity Care	\$ 4,695,000
Unreimbursed Cost of Medicaid	22,720,000
Subsidized Health Services	
Emergency Services and Clinical Consultation	2,229,000
Lactation Services	523,000
HIV Case Management	111,000
Subspecialty Clinics	389,000
Unreimbursed Hospitalists	2,954,000
Community Education of Health Issues	446,000
Support of Community Service Organizations	
Susan G. Komen Breast Cancer Foundation	5,000
March of Dimes	5,000
Printing Services	29,000
Other Grants and Awards to Service Organizations	130,000
Care for Victims of Sexual Assault	65,000
Un-sponsored Research	220,000
<b>Total Financial Support</b>	<b>\$ 34,521,000</b>

2014 Audited Financial Statements