

2014 NURSING ANNUAL REPORT



**WE
BELIEVE**

in the power of Magnet to guide our organization in the continuous pursuit of quality improvement, excellence and support of the best possible work environment for nurses.

To my colleagues in **NURSING**

This year was remarkable for Woman's, with successes too numerous to count. We celebrate our accomplishments with pride and look to the road ahead for our next challenge. In 2014, several innovative programs were implemented to improve patients' care experiences and outcomes. Patient rounding using an electronic data tracking system called iRound for Patient Experience was implemented in adult inpatient areas, and an adult intensive care telemedicine program was launched in partnership with Our Lady of the Lake Regional Medical Center. These projects, among others described in this report, were led by nurses.

Our third Magnet redesignation is on the horizon in 2015, and I hope you will join me in pursuit of this prestigious designation that demonstrates Woman's nursing excellence. As an organization, we believe in the power of Magnet to guide us in the continuous pursuit of quality improvement, excellence and support of the best possible work environment for nurses. Since we first embarked on our Magnet journey in 2003, Woman's has undergone many changes that have improved patient care, nursing practice and professional development opportunities for nurses.

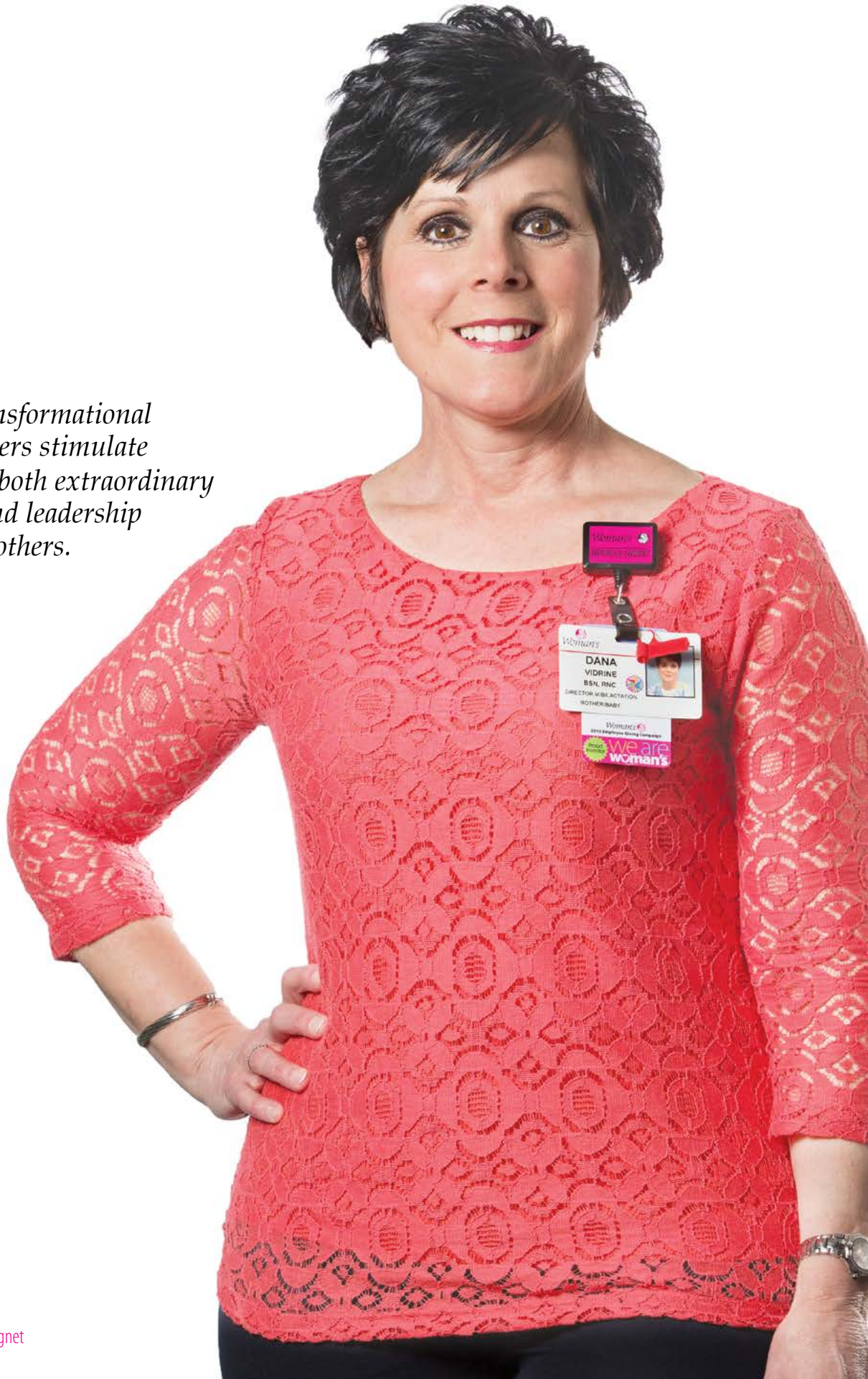
The power of Magnet continues to transform our organization in a meaningful way. Magnet's focus on positive outcomes guides our strategic priorities and ensures that efforts are aimed at improvements for our patients, employees and community.

Thank you for all you do to provide extraordinary experiences for our patients and families each and every day.

*Sincerely,
Patricia Johnson, CNO*

TRANSFORMATIONAL LEADERSHIP

Transformational leaders stimulate and inspire both extraordinary outcomes and leadership capacity in others.



WE BELIEVE *in our mission*

TO IMPROVE THE HEALTH OF WOMEN AND INFANTS.

WE BELIEVE *in our 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.

WE BELIEVE *in our values*

RESPECT Accepting and appreciating differences

INNOVATION Creating and embracing change to improve outcomes

COMPASSION Showing kindness to and caring for one another

EXCELLENCE Being the best at what we do

Patricia Johnson, DNP, RN, NEA-BC

Senior Vice President, Patient Care / Chief Nursing Officer

Patricia Johnson is Woman's Senior Vice President, Patient Care/Chief Nursing Officer. Patricia joined us in 1997. She is responsible for nursing care across the organization as well as operational responsibility for Med-Surg/Oncology, Perioperative Services, Nursing Informatics, Quality, Patient Safety, Patient Experience and Nursing Administration. She also oversees the vice presidents responsible for infant and pediatric patient care, including NICU, Neonatal Transport, Respiratory Therapy, Social Services and Pharmacy as well as Perinatal Services, such as Assessment Center, Obstetrics, Mother/Baby and Adult Intensive Care.

Patricia received her Bachelor of Science in Nursing degree from Mississippi College, her Master of Nursing Administration from Emory University, and her certification in Advanced Nursing Administration in 2006. She is also certified as an Advanced Nurse Executive by ANCC. In 2012, she received a doctorate in Nursing Practice at the University of South Alabama. Patricia was appointed by the Governor of the State to the Louisiana State Board of Nursing in 2007. She is also the Past-President of the Louisiana Organization of Nurse Executives. Patricia has been recognized as an Outstanding Nurse by the Baton Rouge District Nurses' Association, an Outstanding Alumna by the Mississippi College School of Nursing in 2004 and as the Outstanding Nurse Administrator by the Louisiana State Nurses Association in 2006.





Cheri Johnson, BSN, RNC-OB
Vice President, Perinatal Services

Cheri Johnson oversees all aspects of the hospital experience for women before and after birth, including Labor and Delivery, Antepartum, Transition Nursery, Mother/Baby, Lactation and Assessment Center. Bringing more than 25 years of nursing experience to the position, Cheri has worked in labor and delivery, intensive care, pediatrics, pediatric intensive care, neonatal intensive care and emergency room care, as well as the management of women's services. She previously served as Director of Obstetrics at Woman's for six years. Cheri's accolades include the 2006 Safe Motherhood Champion Award from the American College of Nurse-Midwives and White Ribbon Alliance and the 2011 Nurse of the Year Award from the Louisiana State Nurses Association. She gives back to the community by serving on the March of Dimes Louisiana Chapter Board and serving as the Louisiana Programs Services chairperson. Cheri has made significant strides in improving the lives of infants in Louisiana by serving on Louisiana's Perinatal Guidelines Committee to improve birthing outcomes and reduce elective deliveries. She also worked with the Louisiana Department of Health and Hospitals to set standards and quality measures for NICU and obstetrics units around the state.



Staci Sullivan, MSN, APRN-BC, NEA
Vice President, Infant/Pediatric Services

Staci Sullivan is Woman's Vice President of Infant and Pediatric Services. Staci joined Woman's in 1988 and was promoted to her current position in 2007. She oversees the NICU, Neonatal Transport, Institutional Review Board, Respiratory Therapy, Social Services, Outpatient Clinics, Educational Services, and Pharmacy. She received her Bachelor of Science in Nursing degree and her Master of Science in Psychosocial Nursing from Southeastern Louisiana University in 1987 and 1996, respectively. Staci also holds an Advanced Practice Nursing License in Adult Psychiatric and Mental Health Nursing. She is a member of the American Nurses Association and the Louisiana Organization of Nurse Executives. She is certified by the National Certification Corporation for Neonatal Intensive Care Nursing, the American Nurses Credentialing Center (ANCC) as an Adult Mental Health Nursing Clinical Nurse Specialist, and is an ANCC Board Certified Advanced Nurse Executive. Staci also serves as a voting Advisory Board member for the Louisiana Early Hearing Detection and Intervention program and Executive Champion for the March for Babies fundraising walk at Woman's. Staci was recognized by the Louisiana State Nurses Association as Mentor of the Year in 2006.

OUR NURSE LEADERS BELIEVE

in transforming healthcare for our patients

Mobile Virtual Critical Care

After many years of planning and collaboration and in response to a nationwide shortage of intensivists, in September, 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 (AICU).

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. The program is remotely staffed with a team of experienced critical care nurses and specially trained critical care physicians (intensivists) who use audio/video conferencing technology to communicate with patients and collaborate with Woman's AICU staff. 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.



Amanda Juban, RN, caring for a patient in AICU.

STRUCTURAL EMPOWERMENT

Magnet nurses support organizational goals, advance the nursing profession and enhance professional development by extending their influence to professional and community groups.



WE BELIEVE

in lifelong learning

Woman's nurses are encouraged to increase their education and expertise through the pursuit of degrees in nursing and specialty nursing certification. Woman's is proud to employ a nursing staff in which 59% of direct care nurses hold a BSN degree or higher and 22% are certified in their area of practice. Our nursing leadership group is made up of 100% BSN or graduate degree nurses and 85% are certified.

2014 certifications

Rachel Purgatorio, BSN, RNC-MNN,
Mother/Baby

Brittany Dinino, BSN, RNC-MNN,
Mother/Baby

Nicole Landry, RNC-MNN, Mother/Baby
Ashley Marks, RN, OCN, CHPN,
Med-Surg/Oncology

Amy Crochet, BSN, CPHN, NICU

Jessica Hagler, RNC-NIC, NICU

Rebekah Blanchard, RNC-NIC, NICU

Amy Dowden, RNC-NIC, NICU

Erica Barber, RNC-NIC, NICU

Angela Hammett, RNC-OB - Lamaze
Certified Childbirth Educator

2014 BSN graduates

Lisa Abad, BSN, RN, NICU

Monica Frederic, BSN, RNC-OB, Nurse
Manager, OB Services

Lisa Lee, BSN, RN, Nurse Manager,
Administrative Supervisors

2014 MSN graduates

Laurel Kitto, MSN, RNC-NIC, Director,
NICU

Darla Mathews, MSN, RNC-NIC, Clinical
Educator, NICU

Emily Jewel, MSN, RN, NICU

Kathy McGehee, MSN, RN, NICU

Abby Andrews, MSN, RN, Mother/Baby
Katherine Wardlaw, MSN, MBA, RN,
CBN - Cosmetic / Bariatric / Specialty
Surgery

Angela Loving, MSN, RN, CIC - Infection
Prevention

Certified Nurses

Val Adamo, BSN, RN, CPAN, CAPA

Lynda Adams, RNC-NICN

Lucie Agosta, PhD, RNC, APRN, FNP

Carolyn Alexander, RN, CNOR

Dana Alleman, BSN, RNC-OB

Misty Allred, BSN, RNC-MNN

Jane Anderson, BSN, RNC-OB

Allison Andrews, BSN, RNC-MNN

Amy Arnold, BSN, RNC-LRN

Jennifer Arnold, RNC-MNN

Melissa Austin, RNC-NICN

Irene Bacon, RNC-NICN

Erica Barber, RNC-NICN

Lydia Bazzelle, BSN, RNC-MNN

Jaime Bedell, RNC-MNN

Sandra Beninate, BSN, RNC-NICN,
PEDTR

Kellie Benton, BSN, RNC-MNN

Cassie Blanchard, RNC-MNN

Rebekah Blanchard, RNC-NICN

Ann Booth, RNC-OB

Marlene Boudreaux, BSN, RNC-MS

Norma Brewer, BSN, RNC-NICN

Kelley Bright, RNC-OB

Janet Brignac, RNC-OB

Sharron Buchart, BSN, RN, IBCLC

Esther Bucher, BSN, RN, IBCLC

Cherie Burns, BSN, RNC-NICN

Allison Cado, BSN, RNC-OB

Betty Cameron, BSN, CPAN

Belinda Campbell, RNC-MNN

Louahnee Cangelosi, BSN, CRN

Lani Carter, BSN, RNC-MNN

Neva Elliott-Carter, BSN, RNC-LRN

Tiffany Carter, BSN, RNC-MNN

Elizabeth Choate, BSN, RNC-OB

Shelly Cody, BSN, RNC-NICN

Cynthia Collins, RNC-NICN

Janet Connelly, BSN, RNC-NICN

Michelle Cornett, BSN, RN, CNOR

Danielle Coursey, BSN, RNC-MNN

Tina Covington, BSN, RNC-OB



Certified Nurses Day gifts provided to NICU RNs who made a commit-"MINT" to become certified.

Suzanne Creel, BSN, CPHN
Rhonda Crochet, BSN, RNC-MS
Tanyl Curry, BSN, RNC-OB
Glyn David, BSN, RN, CPAN
Lelia Davis, RNC-OB
Mary DeBarbieris, RNC-NICN
Paula Delee, BSN, RN, OCN
Karrie Delise, BSN, RNC-MNN
Sherrie Dencausse, RNC-OB
April Denham, BSN, RNC-MNN
Meagan Dexter, RNC-NICN
Brittany Dinino, BSN, RNC-MNN
Kelli Dixon, MN, RNC-NICN, NP-C
Amy Dowden, RNC-NICN
Ramona Dumas, BSN, RN, IBCLC
Tina Dunnington, BSN, RNC-OB
Stacey Duplessis, RNC-NICN
Megan Dupont, RNC-NICN
Kimberly Edwards, RN, CNOR
Joan Ellis, PhD, RN, CNS, CNE
Pam Ellis, RN, CPUR
Cynthia Evans, RNC-MNN
Nicole Fair, RNC-MNN
Courtney Fernandez, RNC-MNN
Bianca Ferris, BSN, RNC-OB
Robin Firmin, RNC-MNN
Chance Fontenot, BSN, RN, CNOR
Suzette Fontenot, BSN, RNC-NICN
Nicole Fox, BSN, RNC-MNN, IBCLC
Monica Frederic, BSN, RNC-OB
Julie Fresina, BSN, RNC-NICN
Jann Fried, BSN, RNC-OB, RNC-NPD
Barbara Friscia, RN, CNOR
Dawn Fuller, BSN, RNC-OB
Darcy Gann, MSN, RNC-NICN
Shira Gautreaux, BSN, RNC-MNN
Karen Geiger, CN-CAPA
Judy Gernand, RNC-MNN
Tammy Grant, BSN, RNC-NICN
Cathy Griffiths, DNS, MSHCM, RNC-OB
Elke Guillot, RN, CNOR
Jessica Hagler, RNC-NICN
Jan Haindel, BSN, RNC-MNN
Angela Hammett, RNC-OB, ICCE, LCCE
Alyzon Hart, RNC-NICN
Stephanie Hasenkampf, BSN, RN, OCN
Joleen Hays, BSN, RNC-OB
Inga Henagan, RNC-OB
Elizabeth Hodnett, BSN, RNC-OB

Jeannine Holdridge, BSN, RNC-NICN
Misty Holley, BSN, RNC-MNN
Linda Horn, BSN, RNC-MS
Brandi Iles, BSN, RN, CNOR
Vaun Dell Ingalls, MSN, RN, CNOR
Claudia Jack, BSN, RNC-NICN
Cheri Johnson, BSN, RNC-OB
Patricia Johnson, DNP, RN, NEA-BC
Arlene Juneau, BSN, RNC-MNN
Karen Kelone, BSN, RNC-OB
Debra Khalid-Abasi, MSN, APRN-BC,
FNP
Laurel Kitto, MSN, RNC-NICN
Stacie Knippers, BSN, RNC-OB
Kelly Laborde, BSN, RNC-NICN
Nicole Lambert, BSN, RNC-MNN
Nicole Landry, RNC-MNN
Zinda Leblanc, MBA, BSN, RN, NE-BC,
CNOR
Zsa Zsa Leblanc, RNC-NICN
Wendy Lee, BSN, RNC-MNN
Joelle Lemoine, RN, CAPA
Kelli Lewis, RNC-OB
Pattie Lewis, RNC-NICN
Holly Little, RNC-MNN
Angela Loving, MSN, RN, CIC
Trudy Madere, RNC-OB
Joanne Mancina, RNC-NICN
Ashley Marks, BSN, RN, OCN, CHPN
Sharon Marks, BSN, RNC-MNN
Jeri Martin, RNC-MNN
Kayla Martin, BSN, RNC-MNN
James Maryman, BSN, RNC-NICN
Darla Mathews, MSN, RNC-NICN
Karrie McCoy, BSN, CCRN
Ashley McCrory, RNC-NICN
Tracie Meeks, RNC-MNN
Jenniffer Mitchell, RNC-NICN
Nikki Moore, BSN, RNC-MNN
April Morris, BSN, RNC-NICN
Ungelica Moses, BSN, RNC-OB
Jaime Mosley, BSN, RNC-MNN
Angela Musso, RNC-OB
Tori Naquin, MSN, APRN, FNP-C
Juliette Neupert, BSN, RN, CNOR
Leshia Newman, RNC-NICN
Tracy Nicolosi, RNC-NICN
Karen Nunnery, RNC-NICN
Sharon Odenwald, BSN, RNC-OB

Allison Penny, RNC-NICN
Kay Pittman, BSN, RNC-MNN
Alicia Plumer, BSN, RN, CPAN
Christine Podnar, RNC-MS
Deborah Porterfield, RN, CPAN
Stephanie Powers, RNC-NICN
Kahne Prestridge, BSN, RN, CNOR
Kelley Puig, BSN, RNC-LRN
Rachel Purgatorio, BSN, RNC-MNN
Amye Reeves, BSN, RNC-OB
Rebecca Robertson, RNC-MNN
Shawntell Robinson, MSN, FNP-C
Jessica Rodriguez, RNC-OB
Michelle Rome, BSN, RNC-MNN
Leslie Roy, BSN, RN, CPAN
Mary Salario, BSN, RN, CRN
Patricia Samrow, BSN, RN, COHN
Jacqueline Seale, RNC-NICN
Jennifer Silbernagel, BSN, RNC-NICN
Janelle Simmons, BSN, RNC-OB
Kristy Simmons, MSN, RN, CNOR
Wendy Singleton, MSN, APRN-BC, ANP
Deborah Smith, BSN, RN, CNOR
Kristy Smith, BSN, RNC-MNN
Mary Ann Smith, BSN, RN, OCN
Melanie Smith, BSN, RNC-NICN
Nicole Square, PhD, RNC-NICN
Michelle Stears, RNC-OB
Elizabeth Steddum, RN, PNP
Vicki Strickland, RNC-OB
Staci Sullivan, MSN, APRN-BC, NEA
Kimberly Tatum, BSN, RNC-OB
Leah Terrell, MSN, RNC-MNN
Cynthia Thomas, BSN, RN, CNOR
Denise Thompson, BSN, RN, IBCLC
Jonnie Triche, BSN, RNC-NICN
Cheryl Varnado, RNC-NICN
Lajuana Ventrella, BSN, RNC-NICN
Kathleen Verbois, RNC-MNN
Dana Vidrine, BSN, RNC-MNN
Mary Villemez, BSN, RNC-NICN
Lydia Waite, MSN, RNC-OB, RNC-MNN
Kathryn Wallis, RNC-NICN
Mandy Walters, BSN, RNC-NICN
Katherine Wardlaw, MSN, MBA, RN, CBN
Margo Weisgerber, BSN, RN, CNOR
Michelle Whitmore, RN, CNOR
Roxanne Williams, BSN, RN, IBCLC
Janice Windham, RN, CNOR

WE BELIEVE *in promoting health in our community*



Melanie Schopp, Ashley McWillie, Courtney Fernandez, Nicole Landry, Laurie Hancock, Marion Schopp and Lacey Callegan at the 2014 March of Dimes March for Babies.



Abby Andrews, Ansonia Coco, Farin Fabre, Dana Vidrine, Karrie Delise and Leah Terrell providing breastfeeding education at the Mobile Farmer's Market at Scotlandville Library.



Evelyn Lenox, RN and Nathan Britt, NP at the Dow Chemical Health Fair in September.

Woman's nurses serve as ambassadors for improving health in our community through partnerships with other local organizations and groups. They provide community education, volunteer at health events and support local charities through fundraising and service. The organizations supported by Woman's nurses include: Susan G. Komen Race for the Cure, March of Dimes, American Cancer Society, and the Geaux Teal Ovarian Cancer Awareness Walk. In support of the March of Dimes, Woman's championed fundraising efforts with more than \$21,000 raised for the annual Walk for Babies. In addition, the Med-Surg/Oncology nurses raised more than \$7,500 for the American Cancer Society's Relay for Life.

As part of Mayor Kip Holden's Healthy City Initiative, nurses from Mother/Baby provide breastfeeding education to the community through a variety of forums. These include visits to the Scotlandville Mobile Farmer's Market, Martin Luther King Day celebration, Southern Health Round, and the Early Head Start Program Health Fair and the EBR City Parish Health Fair.

Imaging Services registered nurse Evelyn Lenox provided breast health education at 14 community events in 2014. These events were held at a variety of locations, including schools, industry health fairs, retirement centers, casinos and churches.



To kick off breast cancer awareness month, Mandy Walters, nurse manager of the Breast Center, spoke about the importance of breast cancer screening and early detection at a Junior League event on September 30, 2014. She highlighted Woman's breast services, including the mobile mammography coach, which provides breast cancer screening to the medically underserved in the community and surrounding areas.

WE BELIEVE

in celebrating success



Karrie Delise, Kelly Sasser, Angela Musso and Megan McNemar at the 2014 BRDNA "Celebrate Nursing" awards banquet.

The Baton Rouge District Nurses Association (BRDNA) holds an annual "Celebrate Nursing" banquet that honors nurses who have made significant contributions to the community, healthcare, and/or the nursing profession. Four Woman's nurses were recognized with 2014 BRDNA "Celebrate Nursing" awards:

Karrie Delise, BSN, RNC-MNN
Nurse Manager, Mother/Baby

Kelly Sasser, BSN, RNC-NIC
Nurse Manager, NICU

Angela Musso, RNC-OB
Labor and Delivery

Megan McNemar, BSN, RN
Assessment Center



Kristy Simmons, MSN, RN, CNOR, Operating Room, received two awards at the 2014 national AORN meeting: Outstanding Achievement in Perioperative Nursing Research or Evidence-Based Practice and Outstanding Volunteer Leadership. Kristy was the first nurse to win in more than one AORN category in the same year.

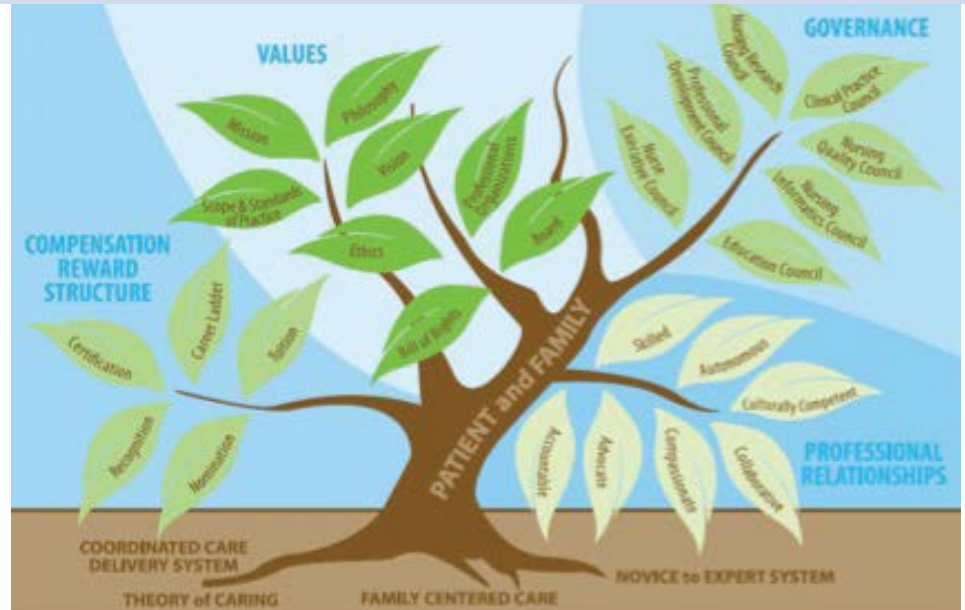


Nurses practice, collaborate, communicate and develop professionally to provide the highest-quality care to those we serve.

EXEMPLARY PROFESSIONAL PRACTICE

WE BELIEVE

teamwork produces optimal outcomes



As exhibited in Woman's nursing professional practice model, collaboration, communication and professional development are recognized as key to providing quality patient care. The professional practice model is the framework for all that is nursing care at Woman's. It is embedded with theory, organizational values and evidence-based practice. The model describes how nurses practice, collaborate, communicate and develop to achieve the highest quality care for our patients and families. Collaboration between nursing and other disciplines has resulted in multiple initiatives to improve the patient experience, quality of care and employee wellness/engagement.



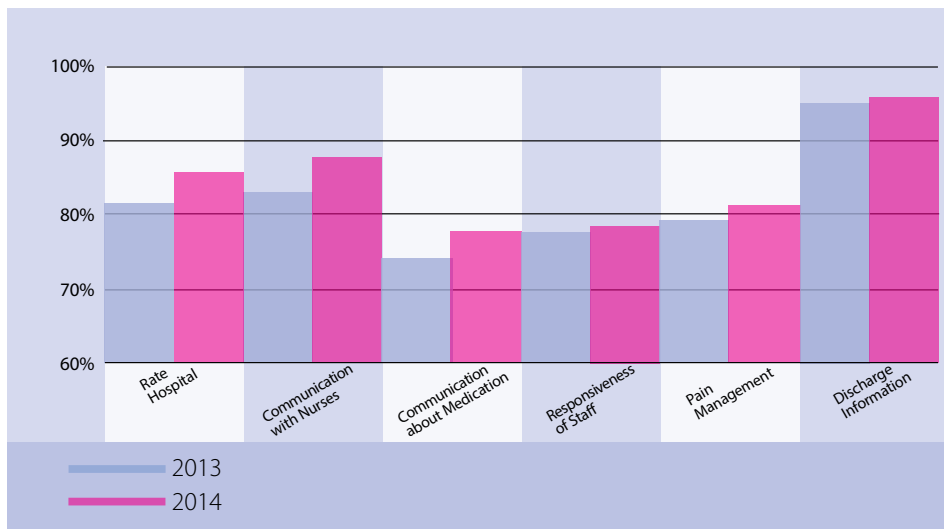
Human Donor Milk

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. Woman's began its Human Donor Milk Program in 2011 to combat Louisiana's infant mortality and premature birth rates, which are among the highest in the nation. One in eight babies born at Woman's is premature. If fed formula instead of breast milk, premature babies and infants with low birth weight are at ten times greater risk for necrotizing enterocolitis (NEC), a severe, sometimes fatal illness that can damage or destroy premature babies' small intestines. Woman's Human Donor Milk Program relies on community giving and grants to provide funding; the milk is not covered by insurance or Medicaid. In 2014, Woman's used approximately 620 3 oz. bottles of human donor breast milk. A single bottle costs \$15, and the average infant may need two or more bottles each day – costing approximately \$1,500 per month.

WE BELIEVE

in treating patients the way we would want to be treated

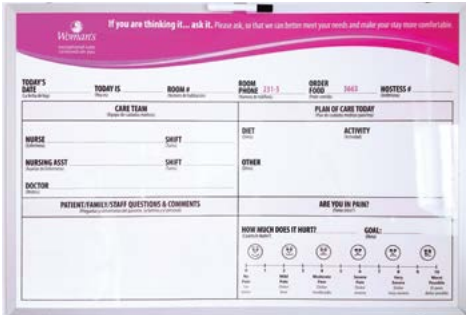
Patient experience plays an important role in patients' perceptions of care quality, as well as patient satisfaction. Hospital Consumer Assessment of Healthcare Providers and Systems (HCAHPS) is a national survey that measures patient satisfaction in several patient experience domains. In 2014, a number of initiatives aimed at improving the patient experience resulted in improved HCAHPS scores in a variety of areas that relate to nursing care. Woman's also continues to exceed national benchmarks in all domains.



2014 Hospital Consumer Assessment of Healthcare Providers and Systems (HCAHPS) Scores

	Woman's	National*
Rate Hospital	83.9	71.5
Recommend Hospital	89.7	72.7
Communication with Nurses	86.4	79.6
Communication with Doctors	94.1	81.3
Communication about Medicine	77.5	63.7
Responsiveness of Staff	78.3	66.7
Quietness of Hospital Environment	74.4	59.5
Cleanliness of Hospital Environment	74.4	72.7
Pain Management	81.3	71.1
Discharge Information	94.6	85.2

*All hospitals contributing to Press Ganey database nationally



Patient Experience Improvements

Among the patient experience improvements in 2014 were the installation of new, standardized whiteboards in all patient rooms to improve communication between patients/ families and their care providers, implementation of bedside shift reports in several care areas, “thinking of you” cards sent to patients after discharge and a remote visitation application in NICU for parents unable to visit.

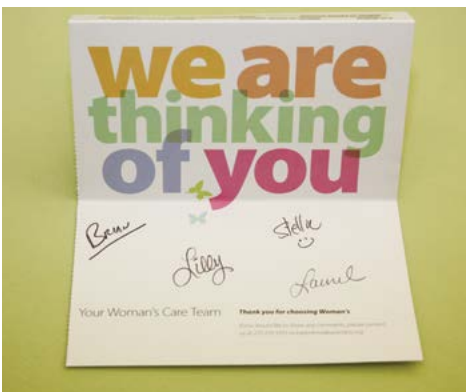
Whiteboards

A total of 283 whiteboards were installed in adult and NICU patient rooms to enhance communication through standardized documentation of important aspects of care. Key benefits of using the whiteboard for communication include:

- Patients and families feel like a part of the care team; and remain informed of daily goals and plans for the duration of their stay
- Strengthens accountability for communication of accurate information
- Reinforces our commitment to being responsive to the needs of patients and families
- Improves continuity of care
- Introduces members of the healthcare team
- Provides patients with a vehicle to ask questions and share concerns

Bedside Shift Report

Bedside shift report has been reported in the literature and supported by the Institute for Healthcare Improvement as a best practice in inpatient care. Bedside shift report was implemented in Med-Surg/Oncology in April 2014. After this successful implementation, the obstetrical areas (Assessment Center, Antepartum, and Labor and Delivery) followed suit in August. Med-Surg/Oncology is conducting a research study to evaluate both staff and patient satisfaction with bedside shift report.



Patient Cards

The Woman’s experience is defined by quality of care, compassion and caring. As an extension of this experience, the hospital began sending surgery patients a card, signed by their caregivers, after they returned home. This extra sentiment is a strong commitment to furthering an exceptional experience from hospital to home. Woman’s “thinking of you” cards have been gradually expanded to all inpatients, including NICU families. Over the past year, more than 20,000 cards have been signed by Woman’s caregivers and mailed to patients. The response to these handwritten notes has been especially appreciative.

Face Time for NICU Families

A young child made a big difference to Woman's 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. The funds were for a project called "Joey Time" that connects NICU babies to their moms. The Joey Time program uses electronic tablets 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.

WE BELIEVE
in the best possible start for our babies

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 her newborn. Additionally, the skin-to-skin touching and eye contact help a mother and her 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.

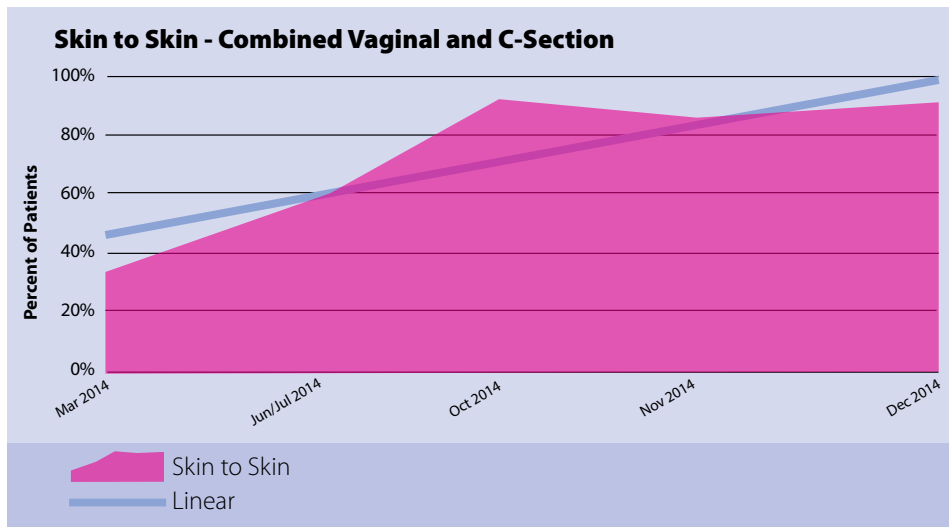
In recognition of Woman's breastfeeding program, the Louisiana Department of Health and Hospitals awarded the hospital with a two-year Guided Infant Feeding Techniques (GIFT) re-certification. In November 2013, Woman's was applauded for protecting, promoting and supporting breastfeeding.

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.



Skin-to-Skin Contact

Recognizing the importance of early skin-to-skin contact between mother and newborn, Mother/Baby developed an initiative to increase this practice in the delivery setting. A policy was developed and nurses were educated on the importance of skin-to-skin contact. Documentation was created to record and measure skin-to-skin contact in the electronic health record. Since implementation, skin-to-skin contact in the delivery setting has increased to more than 88%.



Safe Sleep

Another health initiative supported at Woman’s is safe sleep positioning and practices for newborns. Preventable infant deaths related to unsafe sleep conditions have continued despite efforts in recent years to disseminate information nationally relevant to SIDS prevention. Woman’s was approached by DHH to participate in a statewide initiative aimed at increasing awareness of staff and patients related to safe sleep practices for infants.

People learn best through observation, and research shows that parents are more likely to follow safe sleep practices – particularly placing infants in the back sleep position – when the parents see hospital staff consistently model this behavior. In the summer of 2013, Mother/Baby launched an initiative to improve the safety of newborn sleep practices. Nurse leaders worked with vendors, generated new policies, incorporated additions to patient education materials, added information to our website, presented information at various events, and provided staff education regarding Safe Sleep practices for newborns.

In March 2014, Woman’s was recognized as a 2013 Louisiana Safe Sleep Champion Hospital from the Louisiana Department of Health and Hospitals – Office of Public Health – Bureau of Family Health.

WE BELIEVE *we can help*

Care for Victims of Sexual Assault

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 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. After Governor Jindal issued an executive order, Woman's was asked to participate in the creation of a state-wide response plan for female victims of sexual assault. Woman's pioneering practice of not billing a victim has received widespread acclaim and led the way for local organizations to emulate. Woman's received an Excellence in Service award from Baton Rouge's Sexual and Trauma Awareness and Response for commitment and compassion when caring for victims of sexual assault.

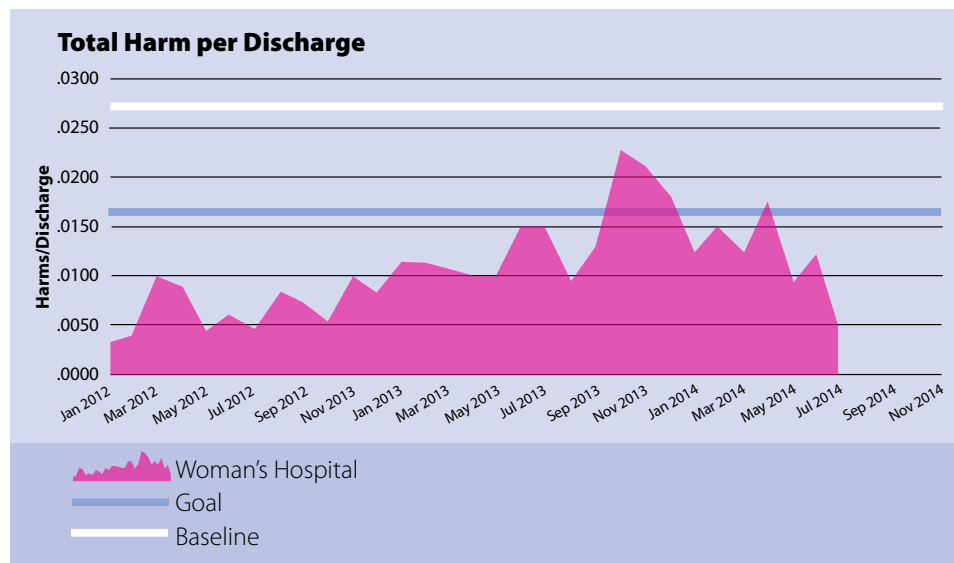
WE BELIEVE *in Quality Improvement*

In 2011, Woman's joined the Health Research & Educational Trust Hospital Engagement Network (HEN), a partnership of more than 1,600 hospitals in 34 states to improve quality and patient safety. The Health Research & Educational Trust (HRET), an affiliate of the American Hospital Association (AHA), was awarded a contract by the Centers for Medicare and Medicaid Services to support their Partnership for Patients (P4P) campaign. P4P is a public-private partnership that seeks to improve the quality, safety and affordability of health-care for all Americans. The project provided support for hospitals in the adoption of new practices with the goal of reducing inpatient harm by 40 percent and readmissions by 20 percent. Woman's HEN team worked toward improvement in the ten targeted areas through workgroups led by nurses.

Focus areas include:

1. Adverse drug events
2. Catheter-associated urinary tract infections
3. Central line-associated blood stream infections
4. Injuries from falls and immobility
5. Adverse obstetrical events
6. Pressure ulcers
7. Surgical site infections
8. Venous thromboembolisms
9. Ventilator-associated pneumonia
10. Preventable readmissions

Woman's achieved the 40/20 goal in all topics. The total harm data compared to the HEN baseline and goal is shown below. Nationally, improvements resulting from the work of the HEN participants has prevented an estimated 92,000+ harms with an estimated cost savings of \$988 million.



WE BELIEVE

in evidence-based practice



Labor and Delivery IHI Team: Jann Fried, Jessica Morris, Claire Spano, Amye Reeves, Lori Marcotte, Kelli Lewis (front row), Tina Covington, Veronica Simmons, Alainna Arena, Monica Frederic, Angela Musso, Louise McLaughlin (back row)

Improving Perinatal Care

Cheri Johnson, BSN, RNC-OB partnered with the Department of Health and Hospitals (DHH) state medical director Dr. Rebekah Gee to work with all of Louisiana's hospitals that provide maternity care to eliminate non-medically indicated deliveries less than 39 weeks. Because of this initiative, Neonatal Intensive Care Units realized reductions in admissions up to 28%. DHH invited Woman's to participate on a statewide committee to determine licensing standards for Neonatal Intensive Care Units and Obstetrical Units. This committee determines the standards of care for women who give birth and their infants in Louisiana.

Woman's also participates in the Institute for Healthcare Improvement Perinatal Collaborative and Louisiana Cohort. Through this initiative, Woman's obstetrical services areas have implemented the advanced induction bundle and advanced augmentation bundle, as well as contributing data for trending perinatal harm. In 2014, Woman's met the goal of reducing perinatal harm by maintaining a rate of 5% or less.



Members of the NICU Quality Team in "Mini Chicago" – Tracy Nicolosi, Kayla Vasta, Dr. Cynthia Voelker, Mark Schorr, April Morris, Dr. Steve Spedale and Laurel Kitto.

Vermont Oxford Network Collaborative

The NICU Quality Team traveled to the Vermont Oxford Network Quality Congress in Chicago, where posters on both Chronic Lung Disease Management and Kangaroo Care were selected to be part of a guided poster walk at an international learning fair. Upon returning from the trip, the NICU Quality team created a unit-based learning fair called "Mini Chicago" for staff to review quality data that results from the daily practices. "Mini Chicago" also featured ideas the team brought back from the Quality Congress. Some of the topics included burnout, a family corner created by a parent team member and team-building exercises.

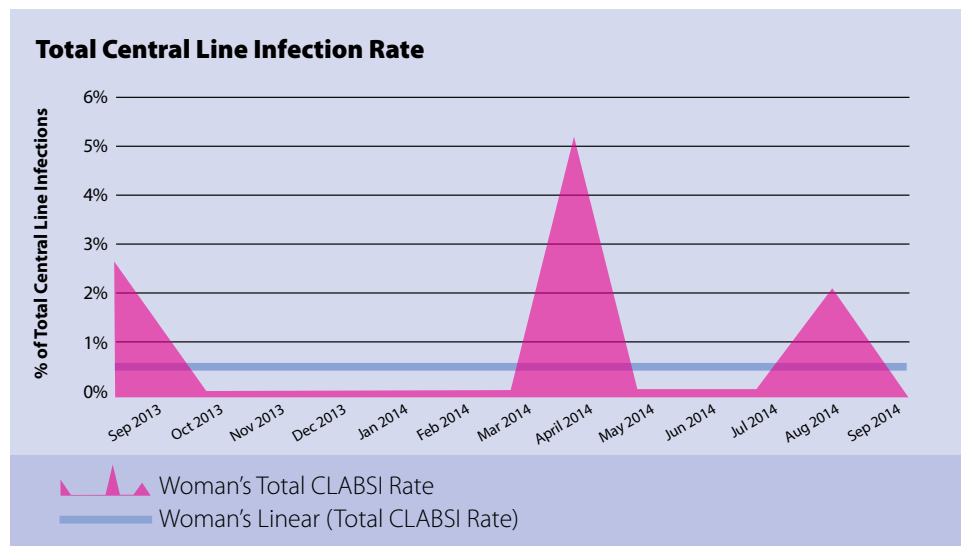
Infant Palliative Care Expansion

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, pastoral services at Our Lady of the Lake Regional Medical Center now bridges patient care to their child'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.

In 2014, Woman's Perinatal Palliative Care staff was 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.

Reducing Central Line-Associated Bloodstream Infections

At Woman's, central lines are most 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%.



Surgical Quality Improvement

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. The SCIP task force is chaired by the Operating Room Clinical Nurse Educator and meets monthly to review statistics and propose changes in process to improve outcomes.



Cathy Griffiths, Director of Quality Patient Safety and Risk Management

WIPES Hand Hygiene Campaign

In October 2014, Infection Prevention launched a hand hygiene campaign, WIPES, adopted from the Maryland Hospital Hand Hygiene Collaborative. Two million people in the United States acquire hospital-related infections every year, and more than 90,000 die according to the Centers for Disease Control and Prevention (CDC). Patients and healthcare workers are also susceptible to respiratory diseases in hospital settings, including the common flu and, more recently, H1N1 (swine flu). As part of the campaign, members of Woman’s leadership were asked to pose for photos to promote hand hygiene and WIPES. These photos were used to make posters that are posted throughout the hospital. WIPES stands for:

- W-Wash/clean hands**
- I-Identify and isolate early**
- P-Precautions use (gown, gloves, and mask)**
- E-Environments kept clean**
- S-Share the commitment and raise your hand**

To improve hand hygiene compliance, unit-based “secret shoppers” were selected and trained for data collection. Hand hygiene compliance is trended and presented to employees. Overall, compliance has been over 80%, however, we continue to work to improve that rate.

CPOE

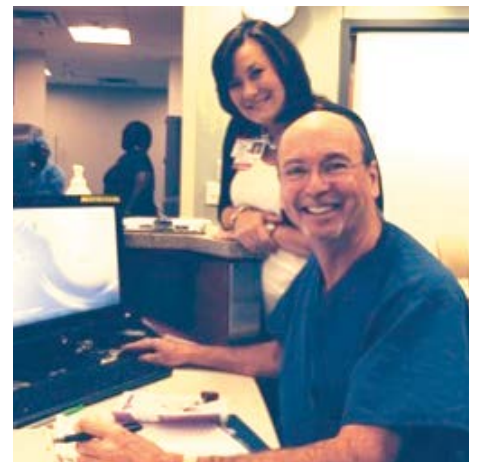
In September, Woman’s successfully completed a phased implementation of computerized physician order entry (CPOE) and electronic physician documentation. This project was led and supported through the collaborative efforts of Nursing Informatics, Information Systems, pharmacy, and nursing and medical staff.



Assessment Center CPOE SuperUsers (front row) Megan McNemar and Jennifer Rossie with Trivinia Toussant, Nursing Informatics Specialist.



Mother/Baby CPOE SuperUsers Laurie Legrange and Amy McCurdy.



Cheri Johnson, VP of Perinatal Services, offering CPOE support to Dr. Tim Andrus.

Employee Engagement and Wellness

Approximately 77% of Woman's nurses participated in the Nursing Database for Nursing Quality Indicators (NDNQI) nursing satisfaction survey in October. This phenomenal participation, which exceeds the national average of 59%, demonstrates the commitment of Woman's nurses to providing feedback to improve nursing practice and the work environment. Woman's exceeded the national benchmark in seven of the 11 practice scales measured by the survey.

As a preferred workplace for nurses in the community, Woman's values employee engagement. 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 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 as well as the only hospital in Louisiana to be recognized in the national list every year since its inception. The Greater Baton Rouge Business Report also named Woman's to the inaugural list of the "Best Places to Work in Baton Rouge" for 2014.

In 2014, the hospital encouraged departmental health promotion activities in addition to those offered organizationally. Mother/Baby hosted "Mother/Baby Walk & Talk" sessions around the one-mile Harris Walking trail on the hospital campus. During these walks, nursing staff and leaders communicated on a variety of topics.

The NICU also used engaging strategies to motivate their staff toward wellness and satisfaction. The NICU "How Does Your Garden Grow?" project encouraged NICU staff to grow fresh produce in their own gardens. The project included a contest for the largest tomato with prizes for the winners, which was suggested by a nursing staff member. The top winner received a gift card to Whole Foods market and second place received gardening tools with a "better luck next year" message.

The NICU gratitude board was another initiative inspired by a nurse who wanted everyone to think about what they were grateful for and to share it with others. The gratitude board was a huge success with hundreds of messages written, some even written by nurses from other departments.



Leah Terrell, Kristy Smith, Dana Vidrine, Karrie Delise, Deatria Sterling, Melanie Schopp, Laurie Legrange and Wendy Singleton during a Mother/Baby Walk & Talk activity.



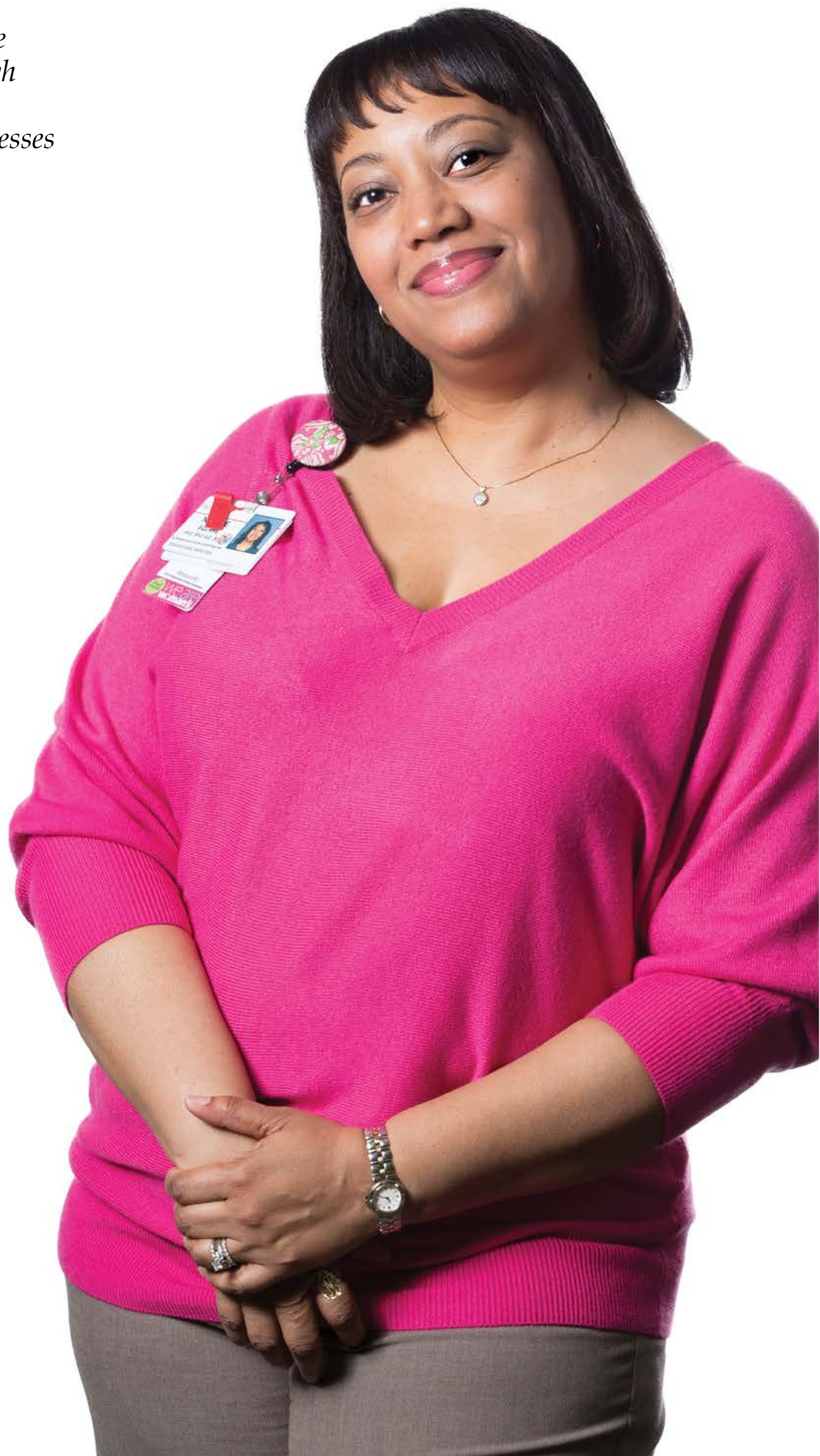
Bulletin board displaying produce grown by NICU staff for the "How Does Your Garden Grow?" wellness initiative.



The NICU Gratitude Board enhanced morale and promoted employee engagement.

NEW KNOWLEDGE, INNOVATIONS AND IMPROVEMENTS

*Nurses integrate
EBP and research
into clinical and
operational processes*



WE BELIEVE

in the value of efficiency and innovation

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. Woman's nurses participated in nearly every V2V team, leading many of them. The Clinical Operations team was led by Patricia Johnson, CNO, and the labor team was co-chaired by Dana Vidrine, Mother/Baby director. The Non-Labor Team, which focused on reducing the costs associated with products and services, was made up of several working groups led by nurses. The total savings realized by the Clinical Operations and Non-Labor Teams was over \$2 million, while the entire V2V initiative exceeded \$16 million in savings.

Patient Rounding using iRound Technology

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 communications and pain management to room cleanliness and meal service. Responses are then documented and shared with appropriate staff for immediate action.

This valuable information is tracked and analyzed to help identify positive and negative trends and key opportunities. These trends and feedback drive our decisions to improve care and patient experience. In 2014, more than 8,500 patient rounds using the iRound system were conducted in Antepartum, Mother/Baby and Med-Surg/Oncology. This feedback led to the positive recognition of more than 1,500 employees and helped Woman's improve its iRound response scores in the following five key areas: nurse communication, restfulness, hospital cleanliness, meal service and communication about medicines. These improvements are also reflected in the HCAHPS scores.

Use of Low Temperature Sterilization in Perioperative Services

Sterile Processing initiated the use of low temperature sterilization through the purchase of the Steris V-Pro Max low temperature sterilizer. This eliminated the need for costly and inefficient ethylene oxide sterilization. The new sterilizer quickly processes heat and moisture-sensitive surgical items such as robotic scopes and supplies for neonatal EXIT procedures. The V-Pro Max is time and cost-efficient and enables quick and reliable turn-around of supplies and equipment.

WE BELIEVE

in using research to improve practice

Nursing Research studies completed in 2014

- **Post-Move Perceptions of NICU Nurses from an Open Bay to a Single Family Room Environment**
 - Stephanie McMillan, RN (Op Ex)
- **Pregnancy and Prolonged Hospitalization: Exploring the Lived Experience**
 - Marree Saltaformaggio, MSN, RNC-OB (Antepartum)
- **Attitudes Toward Obesity and Obese Patients: An Obstetric Nurse's Perspective**
 - Brandi Payne, RN (OB Services)
- **Estimating Blood Loss in the Operating Room**
 - Kristy Simmons, MSN, RN, CNOR (OR)
- **Is there a relationship between couplet care and maternal pain in the immediate recovery period of a cesarean section?**
 - Rachel Morgan, BSN, RN (Labor & Delivery)
- **Respectful Partnerships in the NICU**
 - Laurel Kitto, MSN, RNC-NIC (NICU)

WE BELIEVE in the power of magnet

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.

