



Centered on **Women & Babies**

Every day, you see the women you love strengthening the world – using their unique quality of caring and capability to make life better at home, at work and at play.

At Woman’s, we see what is happening in our community every day. We experience the joy of a family meeting their new family member for the first time. We see the relief of a woman who had suffered silently from an illness made better with our care. We see an HIV-positive mom agonizing about her unborn child’s future. We see a sexual assault victim numb from shock. We see a mother worrying if her baby will ever leave the NICU and go home.

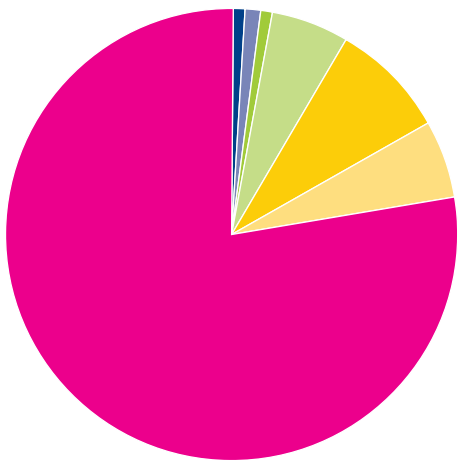
Woman’s Hospital is the only independent, freestanding, nonprofit hospital **for women and infants** in the country.

It is our mission to improve the health of women and infants in our community. Through your support of vital community programs, which provide much-needed assistance to the underserved and uninsured, we achieve our mission. Maintaining these programs becomes a greater challenge each year, and we must look to our community and friends like you for support.

When you partner with Woman’s Hospital, you assist in strengthening the women and families of our community. Whether for a woman battling breast cancer or a premature baby needing human donor breast milk to fight for his life, please know that your contributions will help those who need it most. They say a woman’s work is never done...and at Woman’s, we agree. Until every woman has the care she deserves and the sick are well, we will work to improve their health and circumstance. The strength of the most needy patient at Woman’s is a reflection of the strength of our community. Will you join us?

2013 Shortfall for Programs and Services

Each year, these vital community services create a significant financial burden on Woman’s resources, and in 2013, resulted in a shortage of more than \$36 million for the hospital.



	2013	2012	2011
● Unreimbursed Cost of Caring for Medicaid Patients	27,527,000	\$21,474,000	\$17,350,000
● Unreimbursed Cost of Hospitalists and Nurse Practitioners	\$2,543,000	\$2,814,000	\$2,585,000
● Subsidized Health Services (Includes Lactation Services, HIV Case Management, Neurodevelopmental and Metabolic Clinic, Care for Victims of Sexual Assault)	\$2,912,000	\$2,546,000	\$2,505,000
● Charity Care	2,345,000	\$961,000	\$231,000
● Un-sponsored Research	\$302,000	\$504,000	\$543,000
● Community Education of Health Needs	\$322,500	\$405,000	\$387,000
● Other	\$112,000	\$99,000	\$55,000
Total Community Commitment	\$36,063,000	\$28,803,000	\$23,656,000

Centered on **Babies**



Human Donor Milk Program

Challenge:

- According to the March of Dimes' 2013 Premature Birth Report Card, Louisiana has the second highest premature birth rate and the second highest infant mortality rate in the country.

Woman's Response:

- Woman's began the Human Donor Milk Program in 2011 to accept human donor milk from several licensed human milk banks across the country.
- Woman's goal is to provide human milk for the first month of life for all infants who weigh less than two pounds, ensuring they receive the nutrition they need to thrive.

How it Works:

- Sick and premature babies have better outcomes when fed breast milk. Human milk has been proven to have significant health benefits, especially protection against necrotizing enterocolitis, an often fatal illness that affects the small intestine.

Nourishing a premature baby with human donor milk for one month costs \$1,500 and is not covered by insurance. Your generosity helps premature babies get a healthier start.



The earliest age at which a baby has at least a fighting chance at survival is 24 weeks gestation. Baby Blayke Williams was born at 24 weeks and one day. Human donor milk helped her survive. Read more at womans.org/giving.



NICU Pediatric Sub-Specialty Care

Challenge:

- As a Level III Regional Referral Center, a team of pediatric sub-specialists provide state-of-the-art care to the sickest babies in our region.

Woman's Response:

- Woman's contracts with pediatric sub-specialists, including a neurologist, neurosurgeon, general surgeon, geneticist and ophthalmologist.
- Without these physicians, Woman's would not be able to offer critically ill infants the specialized care they need close to home.

How it Works:

- Many of the sickest babies in this region, both those on Medicaid and those covered by private insurance, can receive the care and services they need without being transported elsewhere.

Newborn and Infant Intensive Care Unit

Woman's Newborn and Infant Intensive Care Unit (NICU) is equipped to care for sick or premature infants who require constant monitoring. Our single-family rooms allow intensive personalized care while providing space for families to spend more quality time with their baby, learn about their baby's medical needs and participate in their baby's care. In the NICU, babies receive around-the-clock care from neonatologists and a compassionate, caring team of specially trained nurses, respiratory, occupational and physical therapists, as well as care techs and social workers.

Maternal-Fetal Medicine

Maternal-Fetal Medicine includes specially-trained obstetricians and an experienced staff dedicated to the care of high-risk mothers and their babies. Maternal-Fetal Medicine physicians treat women who may be pregnant with twins, triplets or more; women who are in premature labor; women who have a history of pregnancy loss; and women who may have other prenatal complications. Services include nutrition counseling, physical therapy, social services and genetic counseling.



Mother-to-Child HIV Transmission Prevention

Challenge:

- According to the Centers for Disease Control and Prevention, Baton Rouge ranks second among major U.S. metro areas for new HIV diagnoses and first in new HIV diagnoses among females ages 13-54.
- Without intervention, up to 40 percent of HIV-infected pregnant women could transmit the virus to their infants.

Woman's Response:

- Established in 2002, Woman's Mother-to-Child HIV Transmission Prevention Program focuses on preventing the transmission of HIV to newborns during birth.
- With this program, the chance of transmission can be decreased to less than two percent.

How it Works:

- The program provides case management for HIV-positive women and their babies, from diagnosis during prenatal lab tests to one year after delivery.
- When an HIV-positive mother-to-be comes to Woman's, a specially trained nurse develops a care plan based on her specific needs.
- The nurse schedules her doctor's appointments, makes sure she is taking her medications and educates her about practicing safe sex.
- After delivery, the baby goes on a costly anti-retroviral medication plan for six weeks.
- This service is provided at no charge to the patient.

Individual HIV case management for a mother and child prior to and one year after delivery costs approximately \$2,500.

Since 2005, an HIV-positive baby has not been born to a mother enrolled in Woman's program.

Centered on **Women**



Lactation Program

Challenge:

- Breastfeeding gives babies a healthier start by lowering the risk of many diseases for babies and mothers. Breastfeeding also improves the overall health of babies well into adulthood.
- At 61 percent, Louisiana's breastfeeding rates are well below the national average of 77 percent. Woman's Hospital's breastfeeding rate is 67 percent.

Woman's Response:

- Lactation services are provided 24 hours a day, seven days a week at no cost to all mothers who deliver at Woman's.
- Woman's Breastfeeding Warmline provides free lactation phone consultation and troubleshooting advice from a registered nurse all day, every day. This service is available not only to Woman's patients, but also for the community by calling 225-924-8239.

How it Works:

- Woman's board-certified lactation consultants and nurses with advanced breastfeeding education provide all mothers with information on breastfeeding along with the knowledge and skills necessary to give their babies the healthiest start in life.

"Human milk is one of the most critical health priorities we have for babies. A mom's success with breastfeeding not only improves early bonding, decreases postpartum depression, and helps with postpartum weight and metabolic normalization, but also has a multitude of short and long-term benefits for babies. Early in life, breast milk improves bowel motility and absorption of nutrients, as well as decreases infections (such as respiratory, ear, urinary tract, and gastroenteritis) through all of the enzymes and antibodies present in mom's milk that formula just doesn't have! Long-term benefits include improved cognitive development and decreased lifetime risk of obesity and diabetes. Human breast milk is truly essential for a baby's, and subsequently a child's, optimal health!"

— Elizabeth Buchert, MD, OB/GYN



Care for Victims of Sexual Assault

Challenge:

- One in five women has survived rape or an attempted rape.
- Sexual assault is not only physically traumatizing, but is emotionally devastating as well.

Woman's Response:

- Woman's Care for Victims of Sexual Assault Program ensures that sexually assaulted women receive comfort and compassion.

How it Works:

- A board certified OB/GYN and a specially trained team of nurses perform the forensic exam.
- Critical evidence collected during the forensic exam can help lead to the arrest and prosecution of the perpetrator.
- The victim shares her account of the assault with a police officer in Woman's private consult room designated specifically for sexual assault victims.
- Woman's provides the victim with a fresh set of clothing, toiletries and a place to shower.
- The victim will not have to pay for her care, as continued financial support from the community allows Woman's to provide these services at no cost to the victim.

"In addition to treating sexual assault victims with dignity and respect, Woman's Hospital's forensic work assists the judicial system in prosecuting perpetrators to the fullest extent of the law."

— Catherine "Kitty" Kimball,
Chief Justice (retired),
Louisiana Supreme Court



The evidence collected at Woman's helped put Emily's attacker behind bars. He is now serving a life sentence at Louisiana State Penitentiary without the possibility of parole. Read more at womans.org/giving.

Centered on **Women with Cancer**

A close-up photograph of an elderly woman's hand, showing wrinkles and a silver ring on her ring finger. She has an IV line with a clear tube and an orange connector taped to her hand. The background is a light blue surface.

Comprehensive Cancer Center

Challenge:

- Cancer is a trauma, and many cancer patients experience physical, emotional, financial and lifestyle challenges.

Woman's Response:

- Woman's treats the whole patient by providing support and care needed while undergoing cancer treatment and beyond.

How it Works:

- Following a breast or gynecologic cancer diagnosis, a patient has an entire team of caregivers, including social workers and dietitians, to help her with physical, emotional, financial and lifestyle changes associated with cancer.
- Woman's breast cancer navigator helps guide patients from diagnosis to survivorship, linking them with services to reduce barriers to treatment, coordinating care among medical specialists, and providing educational and emotional support.
- With philanthropic support, future plans include a full-time gynecologic cancer navigator who would provide support to cervical, ovarian, uterine, vaginal and vulvar cancer patients in a similar manner.

"After my diagnosis, I worked with the breast cancer navigator and set up my appointment with a breast specialist. The caring women and men at the hospital made sure that I was taken care of. As a woman, I trust Woman's Hospital and it was my first and only choice."

— Linda Harvison,
breast cancer survivor
and Principal of
St. Joseph's Academy

Your gift of \$2,500 could cover the cost of a breast biopsy for an uninsured/underinsured woman.



Breast Cancer Outreach

Challenge:

- According to the Susan G. Komen Baton Rouge affiliate, of all the states, Louisiana has the highest mortality rate from breast cancer in the nation.
- According to the American Cancer Society, it is estimated that a woman's lifetime risk for developing breast cancer is one in eight. This year, approximately 192,000 women in the United States will be diagnosed with invasive breast cancer.
- More than 95 percent of breast cancer cases can be cured with early detection and prompt treatment.
- Women without insurance often struggle to find access to breast care.

Woman's Response:

- Woman's Mobile Mammography Coach travels in 15 parishes, offering life-saving screenings. Fifty percent of the patients screened last year were uninsured.
- Since 2006, the Mobile Mammography Coach has performed more than 35,000 mammograms and detected undiagnosed cancers in several hundred women.

How it Works:

- Woman's Mobile Mammography Coach reaches underserved women and collaborates with community-based organizations, thus reducing geographic and financial barriers to care.
- Future plans include refurbishing the existing Mobile Mammography Coach and purchasing a second coach.

"I had never been sick a day in my life. But after feeling a nodule in my breast, and letting a month pass by to see if it was hormonal, I knew I needed to see a healthcare provider. I learned about Woman's Mobile Mammography Coach at the BUST Breast Cancer event, and looked online and found that it would soon be in my area. Feeling the nodule as well, the doctor sent me to Woman's Hospital for a diagnostic mammogram, ultrasound and biopsy. I was diagnosed with breast cancer and metastasis to my lymph nodes. I never expected to battle breast cancer, but everyone I encountered at Woman's throughout my treatment ensured that I received the best care one can desire."

— Julie Heuduck,
breast cancer patient

Centered on **Women and Babies**



Healing Arts Program

Challenge:

- From women on bed rest in Antepartum to babies in the NICU, many patients and their families call Woman's home for extended periods of time. It's often a difficult time and recreational opportunities are limited.

Woman's Response:

- Woman's launched a Healing Arts Program in mid-2013 to enhance the hospital experience for patients and their families through music, poetry, dance and art.
- Woman's aims to be the leader in designing healing arts programs that contribute to the emotional and physical well being of patients, staff and the community.

How it Works:

- Current projects include monthly progressive concerts, which begin on the upper floors and end in the main lobby; scrapbooking for NICU parents; and art activities for cancer patients receiving infusions.
- Future plans are to expand this program throughout the hospital to provide holistic healing opportunities to all of our patients through a variety of art forms. The ideas are as endless as our donors' imaginations: community garden, journaling, painting, poetry, dance, healing labyrinth, player piano, etc.

"Art is our one true global language. It knows no nation, it favors no race, and it acknowledges no class. It speaks to our need to reveal, heal and transform. It transcends our ordinary lives and lets us imagine what is possible."

—Richard Kamler,
artist/activist/curator



Palliative Care Program

Challenge:

- Sometimes, a patient cannot be cured or is experiencing life-limiting conditions. Palliative care can provide the best quality of life for an ill patient, whether for months, days or only hours, or be combined with curative care to provide comfort as well as prolong life.
- Many families experience a variety of pregnancy complications and high risk conditions, including intrauterine demise, extreme prematurity, anomalies and genetic malformations incompatible with life.

Woman's Response:

- Woman's Palliative Care Program offers support and training for families facing difficult decisions, recognizing that the patient and the patient's family is part of the care team.

How it Works:

- Palliative care is offered to people of all ages and at any stage of illness.
- 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.
- Woman's perinatologists, neonatologists, nurses, social workers, pharmacists, nutritionists, chaplains and more work together to provide a patient's family with support.

"I will never forget the care we received from Woman's Hospital during our darkest hour. What we had hoped and wished for during nine months of pregnancy took a very sudden and tragic turn at the end and we lost our precious angel. After 20 years, I am still forever grateful for the care, compassion and comfort that my baby girl and her mother and I received as we made very difficult decisions and ultimately grieved our loss. Although the outcome was devastating, Woman's was there beside us through every step and the experience was exceptional. The love we felt will never fade."

— Mark B., father

Centered on Women & Babies



I want to support vital community programs offered by Woman's Hospital with my gift of: \$100 \$250 \$500 \$1,000 \$2,500 Other \$ _____

Type or Print Clearly Name(s) preferred for donor recognition

Mr./Mrs./Ms./Dr.: _____

Address: _____

City: _____ State: _____ Zip: _____ E-mail: _____

Cell Phone: _____ Home Phone: _____ Work Phone: _____

Company Name: _____ Address: _____

This gift is made: in memory of in honor of: _____

Please send notification of this gift to (*the amount of the gift is confidential*):

Mr./Mrs./Ms./Dr.: _____

Address: _____

City: _____ State: _____ Zip: _____

This donation is given by (*if different from above*): _____

You may also make a donation online at womans.org/giving or call (225) 924-8720.

Enclosed is my check made payable to *Woman's Hospital Foundation*.

Charge my: VISA Master Card American Express Discover

Name (*as it appears on card*): _____

Billing Address: _____

City: _____ State: _____ Zip: _____

Account #: _____ Exp. Date (mm/yy) ____/____ Security Code: _____

Signature: _____

Company Name: _____

- Yes, my or my spouse's employer has a matching gift program. (Enclosed is the signed form.)
- I am interested in becoming more involved, volunteering or hosting an event/fundraiser.
- My company is interested in becoming more involved or sponsoring a program/event.
- I am interested in speaking about my experience at Woman's.
- I would like to be contacted by a development officer.
- I would like more information on making a planned gift.



Please fold and mail to:
Woman's Hospital Foundation
Office of Development
PO Box 95009
Baton Rouge, LA 70895-9009

A nonprofit organization | womans.org/giving

We need your help to continue our mission to improve the health of women and infants.

Ways to Give

Contact the Office of Development at Woman's Hospital at **225-924-8720** or via email at **development@womans.org** to arrange a meeting to discuss your interests.

Make a donation online at [womans.org/giving](https://www.womans.org/giving).



Mail your gift directly to us at:
Woman's Hospital Foundation
Office of Development
PO Box 95009
Baton Rouge, LA 70895

Thank You!



Woman's Hospital Foundation

