

Building on Our Commitment



Pink Beam

To raise awareness of our construction progress, in November 2010, employee and leadership donors were given the opportunity to sign a real steel beam, painted Woman's pink, as appreciation for their commitment and support. The beam will be displayed in the new Woman's Hospital.

Dear Friends,



This past year has been incredible for Woman's. The pink steel beam on our cover symbolizes the amazing journey we have taken and the exciting future that lies ahead. This was a year of building, growing and expanding. From our physical footprint to technological advances to partnerships for a healthier community, Woman's spent 2011 reshaping and refining its commitment to women and infants.

On June 3, 2012, Woman's will move six miles down Airline Highway to a new campus. The excitement surrounding our opening is palpable within the community, as is the poignancy of closing our Goodwood location. As the President and CEO of Woman's for nearly 16 years, I am encouraged that on opening day, the community will start building memories in our new home and forever cherish the countless ones from our birthplace.

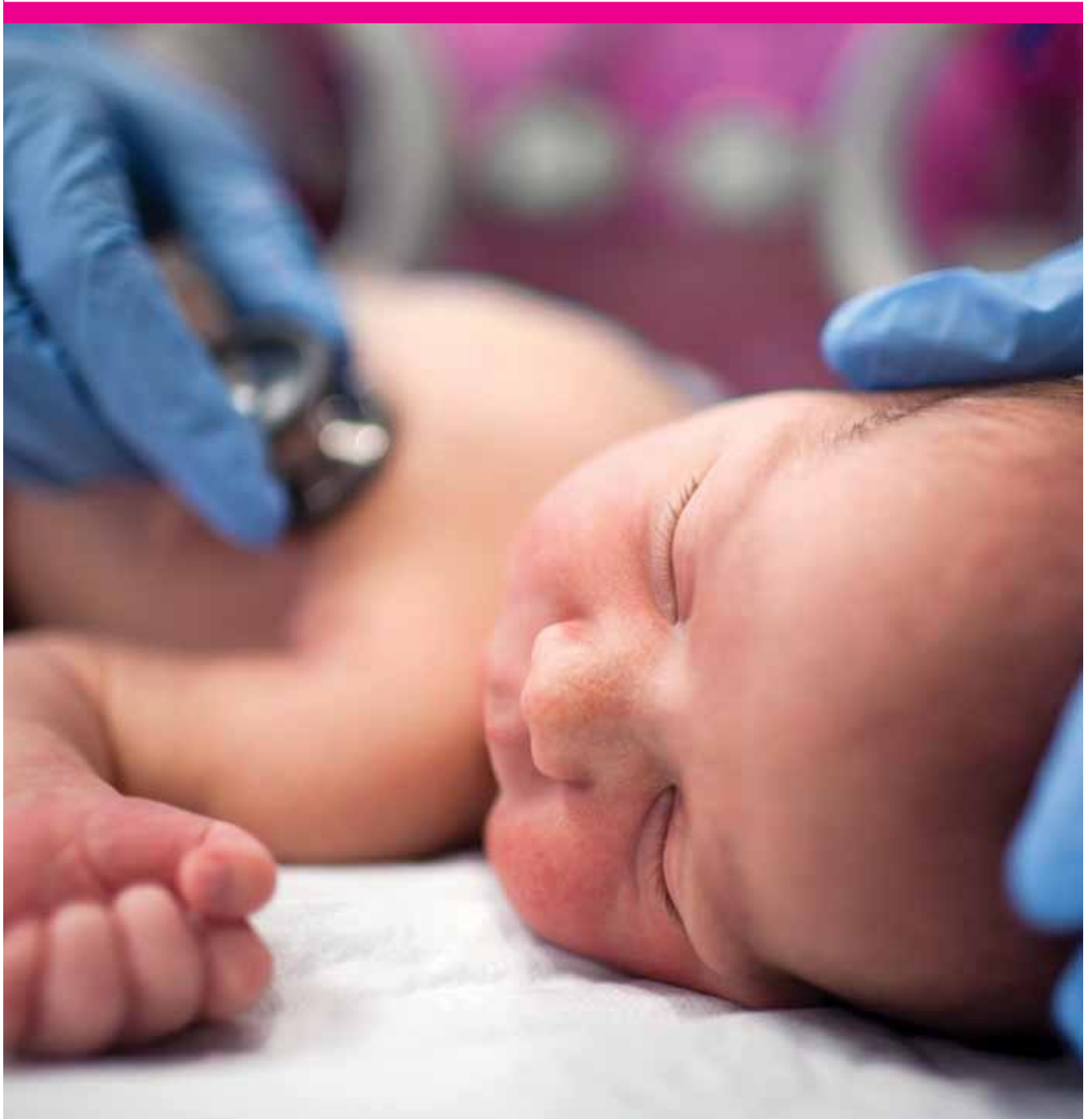
This year our "voice" was heard loud and clear in some exciting new roles. We partnered with the Department of Health and Hospitals for healthier babies, engaged in conversations with our social media audience and expanded our role in training our region's future OB/GYNs. 2011 marked the fourth year in a row that Woman's was named one of the "100 Best Places to Work in Healthcare" by *Modern Healthcare* magazine, and we are one of only 11 organizations that have made the list all four years it has been compiled.

Woman's has merged more than 43 years of expertise into innovative learning and sharing opportunities. We have reached out and embraced our community in order to further our promise to improve the health of women and infants.

It has been a year of challenges filled with tremendous opportunity and success. I am very proud of the Woman's staff for their dedication, and I am thankful for the support of our donors and community members in helping us carry our "pink beam" to such extraordinary heights.

Sincerely,

Teri G. Fontenot, FACHE
President and CEO



Building on Our Commitment

For more than 43 years, Woman's has continued to build on our commitment to provide the highest quality healthcare to the women and infants of our community. In 2011, we expanded our care, improved our quality and solidified our role as an advocate. The most prominent symbol of our promise was the rapidly advancing construction of our new hospital. Located at the corner of Airline Highway and Pecue Lane, we look forward to sharing it with the community on June 3, 2012.

Designing Our New Hospital

We have come a long way since the decision was made to move to a new campus in 2005. The new hospital design was a true team effort with input from our physicians, nurses and patients. From the unique shape of the hospital to the layout of the patient rooms to the private neonatal intensive

care, countless hours were spent by our staff reviewing every detail to ensure an excellent patient experience.

Early on, staff met with our architects to help design a hospital that closely meets the needs of women and infants. From the shape of the facility to the number of rooms on each wing, nurses

and physicians provided invaluable perspectives. We specifically asked for their input in configuring the new patient rooms. The result is a large, slightly curved, rectangular shaped room that offers improved privacy and family-friendly accessibility, and is more conducive to patient care. Each room at the hospital is identical in shape and size.

A mock patient room was built on our Goodwood campus and staff determined the exact position of medical outlets and other details in the room. The goal was to create the optimal layout for safe and efficient medical care. Their expertise and collaboration helped create the ideal patient room.

The engagement by our staff in designing the new hospital has been phenomenal. We were all excited to see our new home take shape in actual bricks and mortar. The new campus will offer state-of-the-art technology, improved efficiencies and an enhanced patient experience. At approximately 85 acres, it is also over three times larger and features additional space for future expansion.



The new Woman's Hospital, opening June 3, 2012



Woman's employees review the new campus layout.

New Campus Transition Planning

To ensure that we are ready to work in our new home, teams began identifying methods to improve current processes and eliminate wastes of time and resources. Furthermore, they reviewed the facility plans and revised how we will work in the new hospital. Every process has been examined for improvement opportunities.

FEMA Grant Helps Provide Generators for the New Campus

Thanks to the efforts of Louisiana's elected officials and the Louisiana Governor's Office of Homeland Security and Emergency Preparedness (GOSEP), FEMA is providing nearly \$4 million in mitigation aid to fund three emergency generators at our new campus. As the designated Louisiana Emergency Disaster Preparedness Hospital for pregnant women and babies seeking refuge from a crisis or natural disaster, Woman's is pleased that these generators will provide full power so that we can continue vital healthcare services without interruption.



Teri Fontenot, President and CEO of Woman's and Louisiana Representative Franklin Foil, District 70, who was instrumental in securing the grant for the new Woman's Hospital generators.

New Hospital Microsite Goes Live

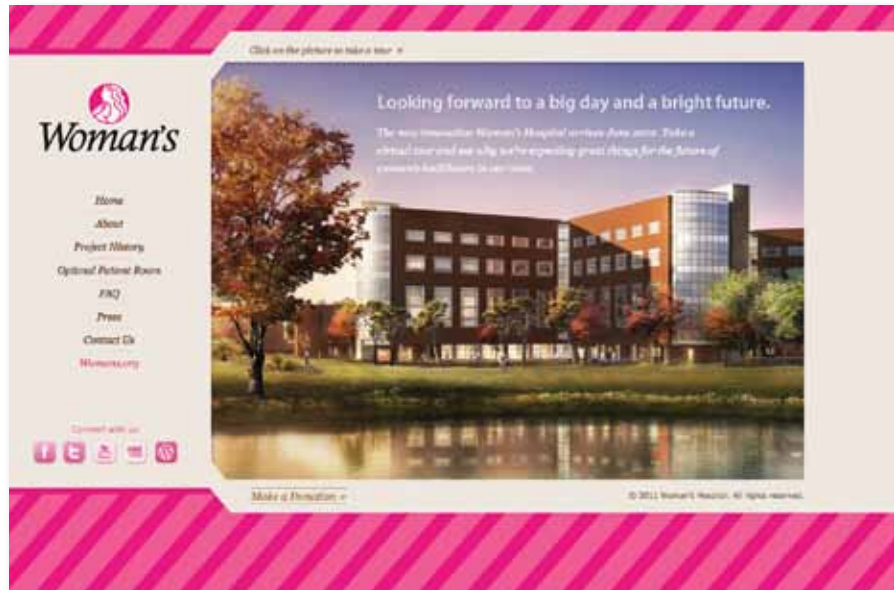
In October, Woman's launched a microsite to keep the community informed on the new hospital's progress. The public was invited to visit newwomans.org for a preview of what to expect, including a tour of patient rooms.

Leadership Donor Recognition Event

On May 10, Woman's honored and thanked its leadership donors and campaign/event volunteers by treating them to a sneak preview of the new campus. The "Pink-A-Boo" event included guided tours led by Woman's vice presidents and New Campus Development staff.

Future of the Goodwood location

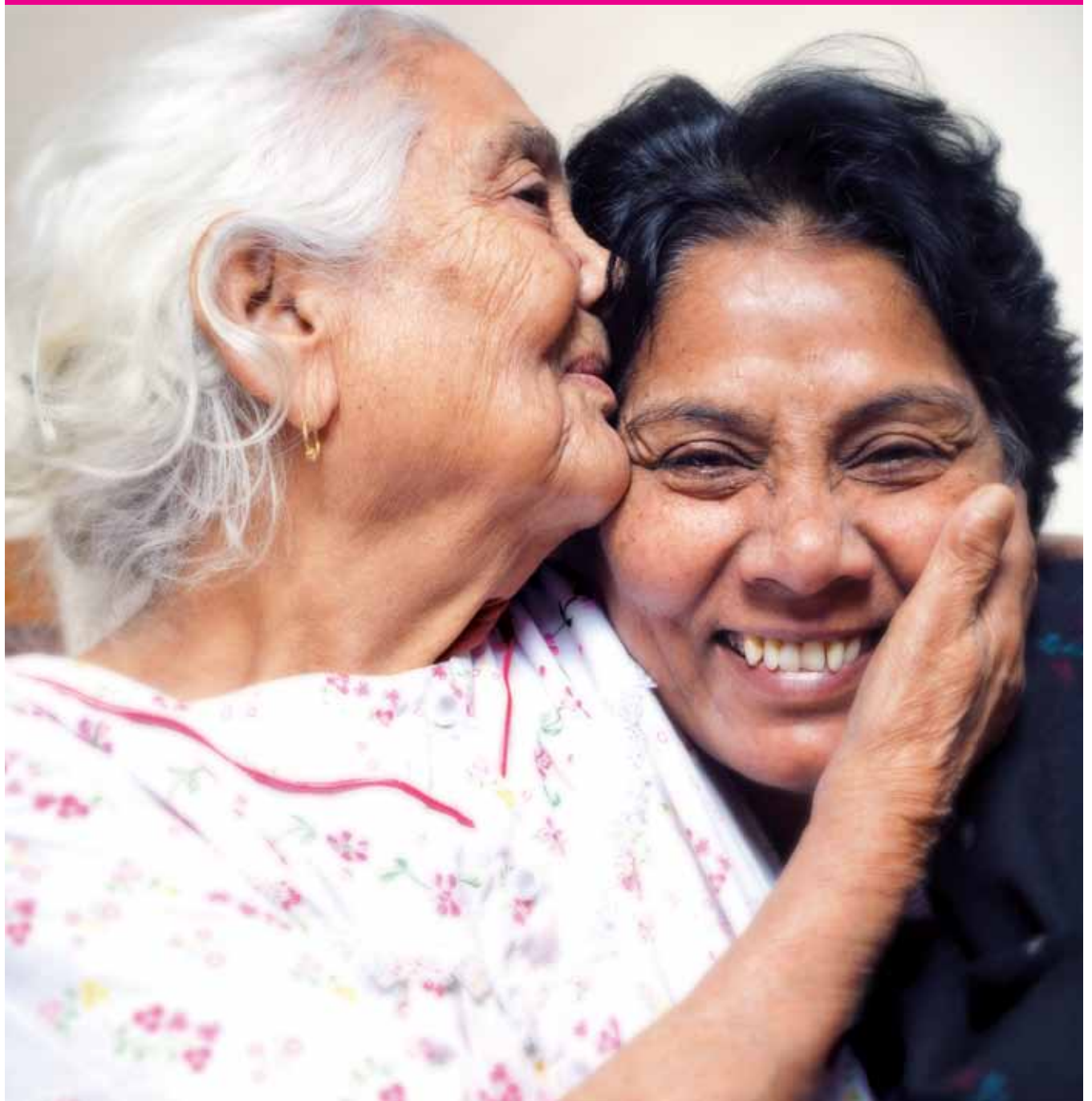
As we plan for our move to the new campus, Woman's Goodwood location is currently listed for sale with Beau Box Commercial Real Estate, who has marketed the property nationally.



The new hospital's microsite, newwomans.org, provides the public with a preview of the campus and information about the design.



Pink-A-Boo guests enjoy a sneak peek of the new campus.



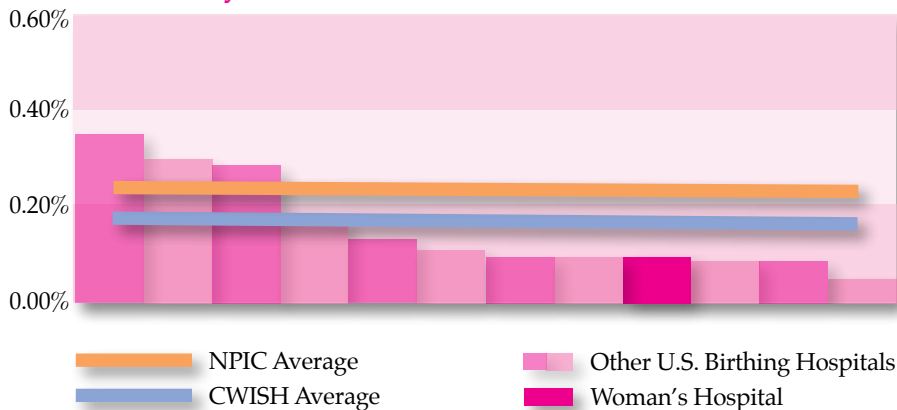
Reinforcing Quality

Improving clinical quality and patient safety on a continuous basis is a primary goal. We rate our success by comparing with national and international benchmarks.

Quality Performance

The level of clinical quality achieved at Woman's is the result of a disciplined and arduous process of data collection, analysis, planning and performance that leads the way to great health outcomes for women and infants. Woman's participates in data sharing with numerous national and international collaborative organizations, and compare ourselves against the highest performing hospitals and health systems in the world. We are also committed to our patients' and families' right to know; transparency in reporting outcomes is another key element of our quality journey.

Incidence of Birth Trauma Agency for Healthcare Research and Quality (AHRQ) Patient Safety Indicator



NPIC: The National Perinatal Information Center is a non-profit organization with charter membership of major perinatal centers across the U.S. It is recognized for its invaluable information and research resources to the health care community.

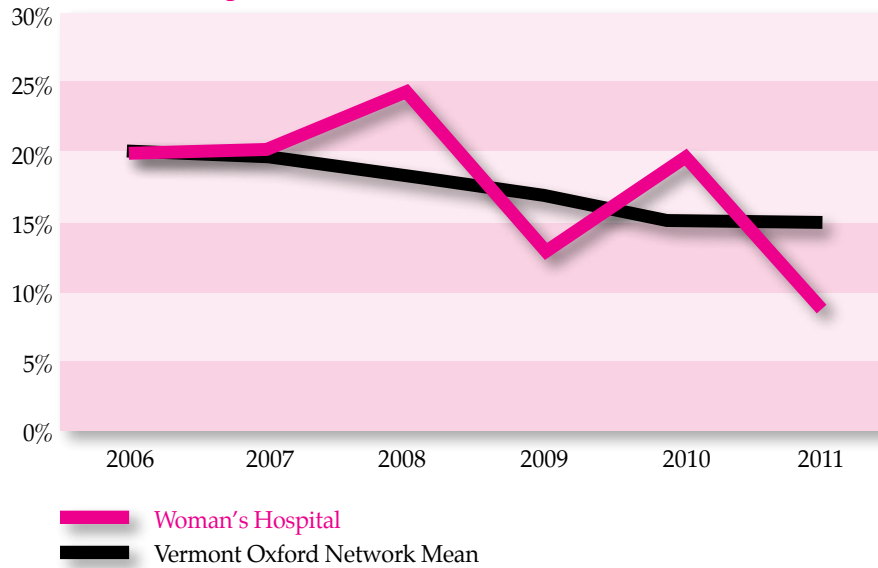
CWISH: The Council of Women's and Infants' Specialty Hospitals is a unique subgroup of hospitals with large maternity services.

Institute For Healthcare Improvement (IHI) Collaborative On Perinatal Improvement

The IHI Collaborative on Perinatal Improvement is a network of more than 160 hospitals from around the world who strive to reduce harm to infants, improve safety in perinatal units and provide hospitals with measureable goals. Within this collaborative, Woman's participates in advanced teams to examine the effectiveness of perinatal care bundles, which are evidence-based practices used to care for mothers. This has resulted in healthier infants at Woman's and reduced admissions to our NICU.

One of Woman's most significant achievements is our nationally-ranked low infant birth trauma. For an infant, the birthing process is lengthy and strenuous. As a result, a newborn can sometimes suffer injuries ranging from a minor bruise to the scalp to nerve impairment during delivery. According to National Perinatal Information Center (NPIC) data, Woman's has one of the lowest rates of birth trauma (0.09 percent) in the nation. Woman's is the 18th largest delivery hospital in the U.S. with 8,000 births a year.

Healthcare-Associated Bacterial Infection in Low Birthweight Infants at Woman's



Vermont Oxford Network

Woman's pursuit of excellence continues through participation in national networks focused on infants, including the Vermont Oxford Network (VON), an international group of 900 neonatal intensive care units who work together to improve the quality of care for high risk newborns and their families.

Utilizing VON's "Potentially Better Practices," Woman's partnered with hospitals across the U.S. to develop policies and guidelines to promote infection prevention in very low birth weight infants. This includes babies with a birth weight of 501-1500 grams (1.2-3.5 pounds) who are extremely prone to infection. A multidisciplinary team of Woman's neonatologists, nurse practitioners, nurses, respiratory therapists and nurse leaders worked closely with the Infection Prevention Department to effect a 55 percent reduction over a one year period.

Transparency About Performance

Woman's is transparent about reporting on our standards of excellence. On www.womans.org, publicly reported measures such as the Hospital Consumer Assessment of Healthcare Providers and Systems (HCAHPS) and Surgical Care Improvement Projects (SCIP), are provided, as well as links to the Medicare Hospital Compare site www.hospitalcompare.hhs.gov.

Hospital Consumer Assessment of Healthcare Providers and Systems (HCAHPS)

A national survey to measure patients' perspectives and experiences during their hospital stay.

Third Quarter 2011	Woman's Hospital	State Average	National Average
Communication about Medicine	74%	66%	61%
Communication with Doctors	93%	86%	80%
Communication with Nurses	86%	81%	76%
Given Discharge Information	94%	82%	82%
Pain Control	78%	74%	69%
Overall Rating of Hospital	78%	73%	68%
Responsiveness of Hospital Staff	77%	69%	64%
Room Kept Clean	76%	73%	72%
Room Quiet At Night	75%	72%	58%
Would Recommend the Hospital	90%	74%	70%

Surgical Care Improvement Projects (SCIP)

Patient care research that has been shown to result in better outcomes for patients.

Process Quality Data Third Quarter 2011	Woman's Hospital	State Average	National Average
Preventive antibiotic(s) received within 1 hour prior to incision	96%	97%	97%
Preventive antibiotic(s) administered for surgery	96%	97%	98%
Preventive antibiotic stopped within 24 hours after surgery	96%	94%	96%
Treatment to prevent blood clots ordered	95%	94%	95%
Treatment to prevent blood clots received within 24 hours before or after surgery	95%	92%	93%
Surgery patients received appropriate hair removal	100%	99%	100%

Strengthening Our Responsibility

Woman's is steadfast in our commitment as Louisiana's leader in the healthcare of women and infants. Each year we take steps to seek new partnerships and initiatives that can help us reshape the delivery of care centered on the patient.

The 39 Week Initiative

Woman's partnered with the Department of Health and Hospitals to introduce the 39 Week Initiative, a voluntary program in which hospitals statewide agree to establish policies to end the practice of elective, non-medically necessary deliveries prior to 39 weeks gestation. Since babies' organs continue to develop during the last few weeks of gestation, those that are born prematurely have a greater chance of complications and often receive costly specialized care in neonatal intensive care units.

The 39 Week Initiative is a key component of DHH's Birth Outcomes Project, which was established to combat Louisiana's historically poor birth outcomes. In 2010, 65,429 babies were born in Louisiana, with Medicaid paying for nearly 70 percent of these births. Approximately 7,000 of these births are premature, resulting in \$200 million in medical care each year.

In addition, The National Center for Health Statistics ranks Louisiana 49th in infant mortality, in preterm births and in the percentage of low birth weight and very low birth weight babies. A pioneer of this program, Woman's experienced a 20 percent reduction in admissions to the neonatal intensive care unit following the implementation of the 39 Week Initiative. Woman's was proud to lead the introduction of this program with DHH to the entire state.

Partnership with Earl K. Long's OB/GYN Patients and Residency Program

On July 1, 2011, Earl K. Long Medical Center discontinued inpatient obstetrical and newborn services. In partnership with LSU, these patients are admitted to Woman's in furtherance of our mission to improve the health of women and infants within our community.

Graduate medical education also continues to grow, and Woman's is now designated as a major teaching hospital. Physicians learn at Woman's through the LSU Health Sciences Center's New Orleans and Baton Rouge residency programs for OB/GYN, emergency medicine, general surgery and plastic surgery. Woman's also has an affiliation with Our Lady of the Lake's pediatric residency program for newborn and NICU rotations, and participates in medical student clerkships through LSU Health Sciences Center and Tulane University School of Medicine.



Woman's hosts a press conference outside of the Special Care Nursery to announce DHH's statewide kickoff of the 39 Week Initiative.

Gaining Support to Improve Perinatal Care

Woman's involvement in the IHI network, an exclusive group of more than 160 hospitals from around the world, proved beneficial to gaining statewide support for DHH's perinatal care initiatives. The evidence-based practices and successful perinatal outcomes that Woman's has helped develop in conjunction with IHI were instrumental in recruiting other hospitals statewide to the collaborative effort. Cheri Johnson, RNC-OB, BSN, Woman's Director of Obstetrical Services, served as a mentor to other Louisiana hospitals in initiating change, and Dr. Kenneth Brown, Woman's Medical Director, authored an online tutorial, "Reducing Elective Deliveries Prior to 39 Weeks Gestation," that nearly 400 medical professionals have reviewed.

Woman's Participation in the LINCCA Program

Woman's was proud to participate in the announcement of the state's new Low-Income and Needy Care Collaboration Agreement (LINCCA) program at the State Capitol. These agreements provide funding to private hospitals for services to low-income and needy patients. Local and state funds are matched by federal dollars. This innovative program helps better position Woman's to improve the health of women and infants by enhancing access to desperately needed care and services throughout our state.

Woman's First Nursing Externship Program

Woman's celebrated a first for Baton Rouge by giving eight senior nursing students the opportunity to experience their future career through the region's first rotating externship. The Woman's Nurse Externship Program was designed to provide nursing students access to real-life, situational learning in a caring and supportive environment by rotating them throughout a variety of units within the hospital. While most externship programs are unit-based, Woman's externs rotate through several units, resulting in a more well-rounded experience. The six-week inaugural class included students from area nursing schools.



Woman's leadership at the LINCCA press conference. From left to right: Stephanie Anderson, Senior Vice President and Woman's Chief Financial Officer; Bruce Greenstein, Secretary of the Louisiana Department of Health and Hospitals; Teri Fontenot, Woman's President and CEO; and Patricia Johnson, RN, MN, Senior Vice President of Nursing and Chief Nursing Executive.



Woman's inaugural class of nurse externs participate in Baton Rouge's first rotating externship program.

Expanding Our Care

In addition to our new hospital and campus, Woman's is incorporating new technology and expanding services focused on improving care for women and infants.

Woman's Integrated EMR

Advancing communications between physicians and hospital staff allows Woman's to provide faster, more coordinated and better informed decisions about care. Woman's integrated electronic medical record system (EMR), called Meditech Client Server 6.0, made significant advancements in an effort to provide a more collaborative hospital experience for our patients.

Some of the advantages include the capability for physicians to directly and easily instruct staff electronically on how to care for individual patients during their stay. Because the same system is used throughout the hospital, pharmacists, nurses, laboratory and radiology technicians, as well as the rest of the care team are all informed immediately of any changes to ensure a safer patient experience.

This technology provides an abundance of safety measures and convenience applications such as:

- Allowing the pharmacy to instantly compare drugs from the patient's record during the clinical decision-making process.
- Making discharge orders and prescriptions much easier to manage and providing a smoother transition for patients.
- Providing physicians with the ability to easily document patient information and "tag" data, such as test results, for future reference.

Woman's Natural Birthing Options

From our natural birth liaison and experienced nurses to specialized labor tubs, Woman's continued to support the needs of the growing number of women choosing natural birth. Our couplet care in Labor and Delivery and mother/infant bonding immediately following a cesarean section allows us to provide our patients, regardless of their type of delivery, an exceptional birthing experience.

Woman's Participated in Beta Testing for Mammogram Imaging Units

Woman's was named a beta site for Barco's new Mammo Tomosynthesis 5MP display in advance of its introduction to the medical market. It is one of the most advanced imaging tools available and allows Woman's to process a larger number of studies with a greater degree of accuracy.



The Woman's Mobile Mammography Coach screens more than 5,300 women a year.

Woman's Mobile Mammography Coach

In 2011, the Woman's Mobile Mammography Coach screened more than 5,300 women and discovered 44 cancers that would have otherwise potentially gone undetected. This past year, the coach added three new parishes to their route – Orleans, Lafourche and Terrebonne – for a total of 18 Louisiana parishes. The coach goes to the women needing care, and teams with community partners such as the Mary Bird Perkins Care Network, to maximize mammography service access to the underserved.

Pennington Biomedical Research Center and Woman's Partner in the "Expecting Success" Research Study

Pennington Biomedical Research Center is partnering with Woman's on the study, "Expecting Success: Personalized Management of Body Weight During Pregnancy." This five-year, \$3.5 million grant from the National Institutes of Health (NIH) will research and develop an effective approach to managing weight gain during pregnancy. Many Americans of all ages struggle with extra pounds, and in most cases, pregnant women are gaining weight in excess of the recommended guidelines. As a result, both mothers and babies are faced with an increasing probability of negative health outcomes.

Researchers at Pennington Biomedical, in conjunction with co-investigators, physicians and staff from Woman's Hospital, will recruit more than 300 pregnant women to participate in the study. The study will seek to measure the effectiveness of utilizing smartphone technology to assist in the mothers' efforts to manage weight gain during pregnancy. Combining Pennington Biomedical's cutting-edge science and technology with the extraordinary clinical resources at Woman's, the study will provide the nation with the advances needed to curb the obesity epidemic and help children lead healthier and longer lives.

NICU Massage Therapy Study

Woman's participated in a study to determine the effect of an eight-week massage therapy program on nurses in the Neonatal Intensive Care Unit. The study concluded that massage therapy reduced perceived stress and turnover among NICU nurses.

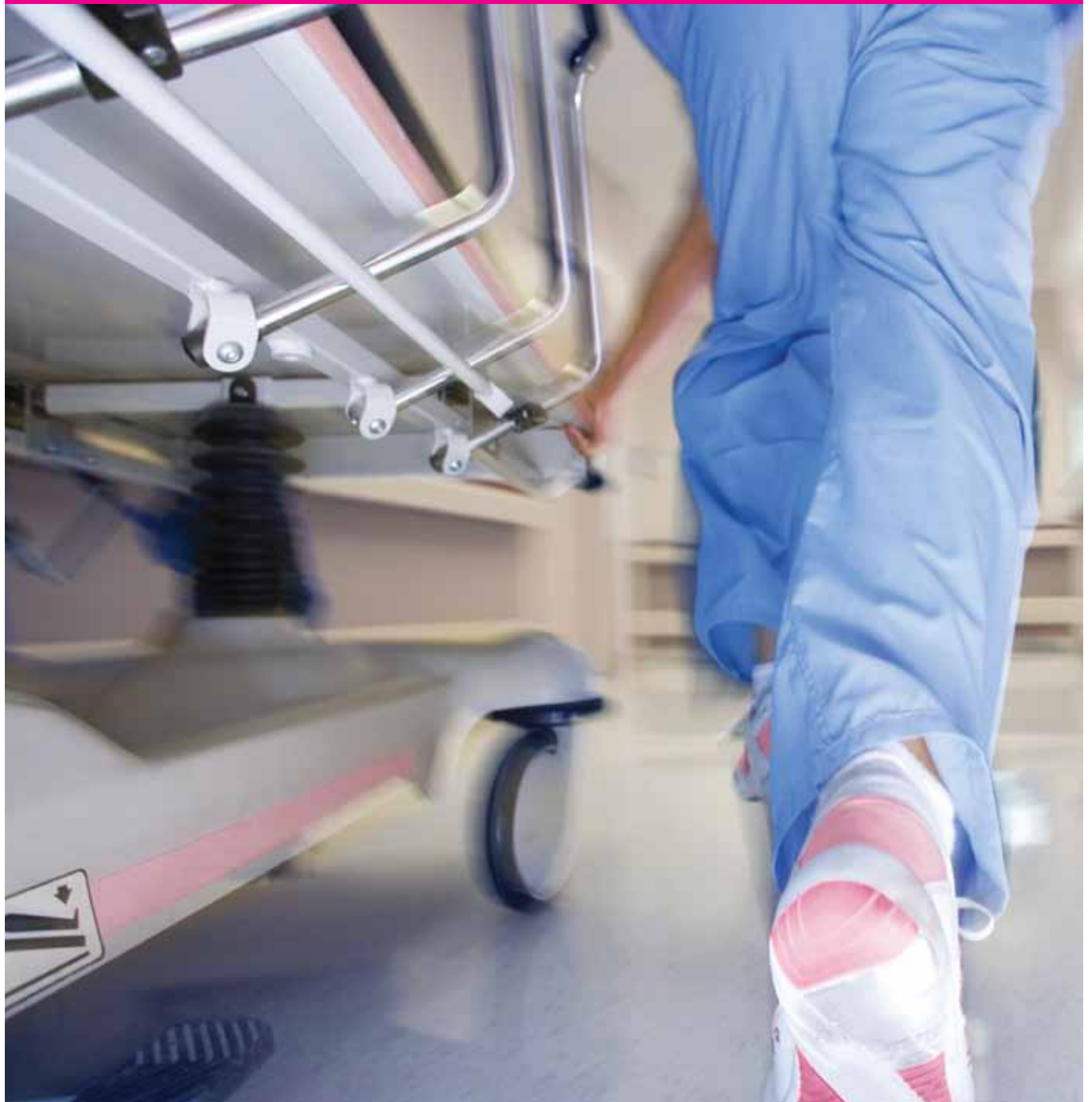
Woman's PCOS Pill Study

Woman's initiated a study to determine the effectiveness of a new, low-dose oral contraceptive containing folate in reducing excessive male hormone levels in women with Polycystic Ovary Syndrome (PCOS). PCOS, one of the most common endocrine disorders in reproductive-age women, is characterized by elevated levels of male hormones, which often result in symptoms such as facial and body hair growth, weight gain and infertility.



Woman's Study to Prevent Gestational Diabetes in Post-Pregnancy, Overweight Women

Woman's began a new study focused on preventing the onset of diabetes in overweight women with a history of gestational diabetes who delivered less than a year previously. Over the next two years, 150 women will be monitored in order to determine the effectiveness of two drug combinations in stabilizing sugar and insulin levels and promoting weight loss. Studies have concluded that 35 to 75 percent of women with gestational diabetes will progress to type 2 diabetes in two to ten years. This study is another step in Woman's efforts to help women live healthier lives.



Recognizing Excellence

We are committed to pursuing excellence. This year we saw our team members' efforts rewarded through national, regional and local recognition.

The National Accreditation Program for Breast Centers

The Breast Center at Woman's was granted a full three-year accreditation from the National Accreditation Program for Breast Centers. This designation is awarded to centers that provide the highest level of quality breast care and undergo a rigorous evaluation process and review of their performance.

A Women Certified® "Top 100 Hospitals for Patient Satisfaction"

Women in the community ranked Woman's a "Top 100 Hospital for Patient Satisfaction" through a survey conducted by WomenCertified®, an organization committed to helping women identify businesses that value the customer experience and appreciate female consumer needs. The survey is based on significant customer satisfaction research among local women. Woman's averages 94 percent patient satisfaction every year through our custom patient survey.

Louisiana's First ACR Breast MRI Accreditation

Woman's was the first in Louisiana to receive Breast MRI Accreditation from the American College of Radiology. The accreditation was awarded to Woman's for its high practice standards following a voluntary, rigorous review that meets nationally accepted standards.

"Fit Friendly Company" Awards from the American Heart Association

Woman's was recognized by the American Heart Association with the Worksite Innovation Award and the gold-level "Fit Friendly Company" award. The "Worksite Innovation Award" is only given to organizations that develop and implement innovative and effective programs to motivate employees toward a healthier lifestyle. Woman's is the first company in Baton Rouge and only the second in Louisiana to receive this honor.



Woman's was Named one of the "100 Best Places to Work in Healthcare"

This year marked the fourth consecutive year that *Modern Healthcare* magazine designated Woman's as one of the "100 Best Places to Work in Healthcare." The program identifies and recognizes organizations that excel in innovation, workplace excellence and employee retention, all of which enable employees to perform at their optimal level. Woman's was one of only 11 organizations to make the list all four years it has been published.

National Magnet "Nurse of the Year"

Woman's perioperative surgical nurse, Kristy Simmons, BSN, RN, CNOR received a prestigious professional honor in October 2011. Simmons was one of only five nurses in the nation honored with the first Magnet® "Nurse of the Year" award by the American Nurses Credentialing Center, the world's largest and most prestigious nurse credentialing organization.

A Woman's nurse for 27 years, Simmons was singled out for exemplary professional practice. Noted was her passion as a patient advocate and her many professional achievements, including developing perioperative policies to improve patient care and help familiarize the nursing community about the proper care of non-English-speaking patients.

Simmons is also active in the local community, encouraging high school students to explore nursing careers and mentoring nursing students, and works regularly with the international community.



*Kristy Simmons, BSN, RN,
CNOR*



*Teri Fontenot,
President and CEO
of Woman's*



*Patricia Johnson, MN, RN,
CNEA-BC, Senior Vice President of
Nursing and Chief Nursing Executive*

Modern Healthcare Magazine's "100 Most Influential People in Healthcare"

Teri Fontenot, President and CEO of Woman's, was named one of the "100 Most Influential People in Healthcare" by *Modern Healthcare* magazine. She was the only Louisiana leader to be named in this year's prestigious ranking, sharing this elite status with President Obama and other prominent figures. This is *Modern Healthcare's* ninth annual ranking, and more than 414,000 nominations were submitted nationwide for this year's recognition.

"100 Great Nurses of Louisiana"

Patricia Johnson, MN, RN, CNEA-BC, Senior Vice President of Nursing and Chief Nursing Executive, was honored as one of the 24th annual "100 Great Nurses of Louisiana." Honorees are selected by their peers and patients based on their humanity and contribution to the community and the nursing profession. Johnson is responsible for nursing care across the organization as well as related patient care units and medical services.

Woman's Nurses Received Top Honors at 2011 Nightingale Awards

Woman's registered nurses received top honors at the 2011 Nightingale Awards Gala, an event sponsored by Louisiana State Nurses Association and Louisiana Nurses Foundation. The prestigious Nightingale Awards annually recognize nurses who demonstrate excellence and innovation in the nursing profession.

- **2011 Nurse of the Year**
Cheri Johnson, RNC-OB, BSN, Director of Obstetrical Services
- **2011 Nurse Rookie of the Year**
Hayden Bell, RN, Labor and Delivery



Cheri Johnson, RNC-OB, BSN, Director of Obstetrical Services



Hayden Bell, RN, Labor and Delivery

"Protector in Superheroes of Nursing"

April Morris, RN, charge nurse in the Neonatal Intensive Care Unit at Woman's, was named a winner in the Mosby's Nursing Suite "Superheroes of Nursing." This contest sought real-life superheroes in the nursing profession. The contest was part of a nationwide Facebook campaign to recognize nurses who represent four key categories: The Validators, The Achievers, The Educators and The Protectors: Morris was named "The Protector."

Local Recognition

- **LSU Business School Hall of Distinction**
Teri Fontenot, President and CEO of Woman's, was inducted into the LSU Business School Hall of Distinction.
- **Baton Rouge Business Report's "40 Most Influential Women in Business"**
Stephanie Anderson, Senior Vice President of Finance and Chief Financial Officer was named one of the Baton Rouge Business Report's annual "40 Most Influential Women in Business."

- **Baton Rouge Business Report's "Forty Under 40"**

Lori Denstel, MBA, BSN, RNC-OB, Director Nursing Administration, was named in the Baton Rouge Business Report's 2010 "Forty Under 40" honor.

- **Sales and Marketing Executives of Greater Baton Rouge "Marketer of the Year"**

Merri Alessi, Director of Marketing, Public Relations and Physician Relations, was honored with 2011 "Marketer of the Year."

- **Woman's Nurses recognized at the Baton Rouge District Nurses' Association's annual "Celebrate Nursing" banquet**

Rose Bourgeois, RN, Gynecology/Oncology

Janet Brignac, RN, Assessment Center

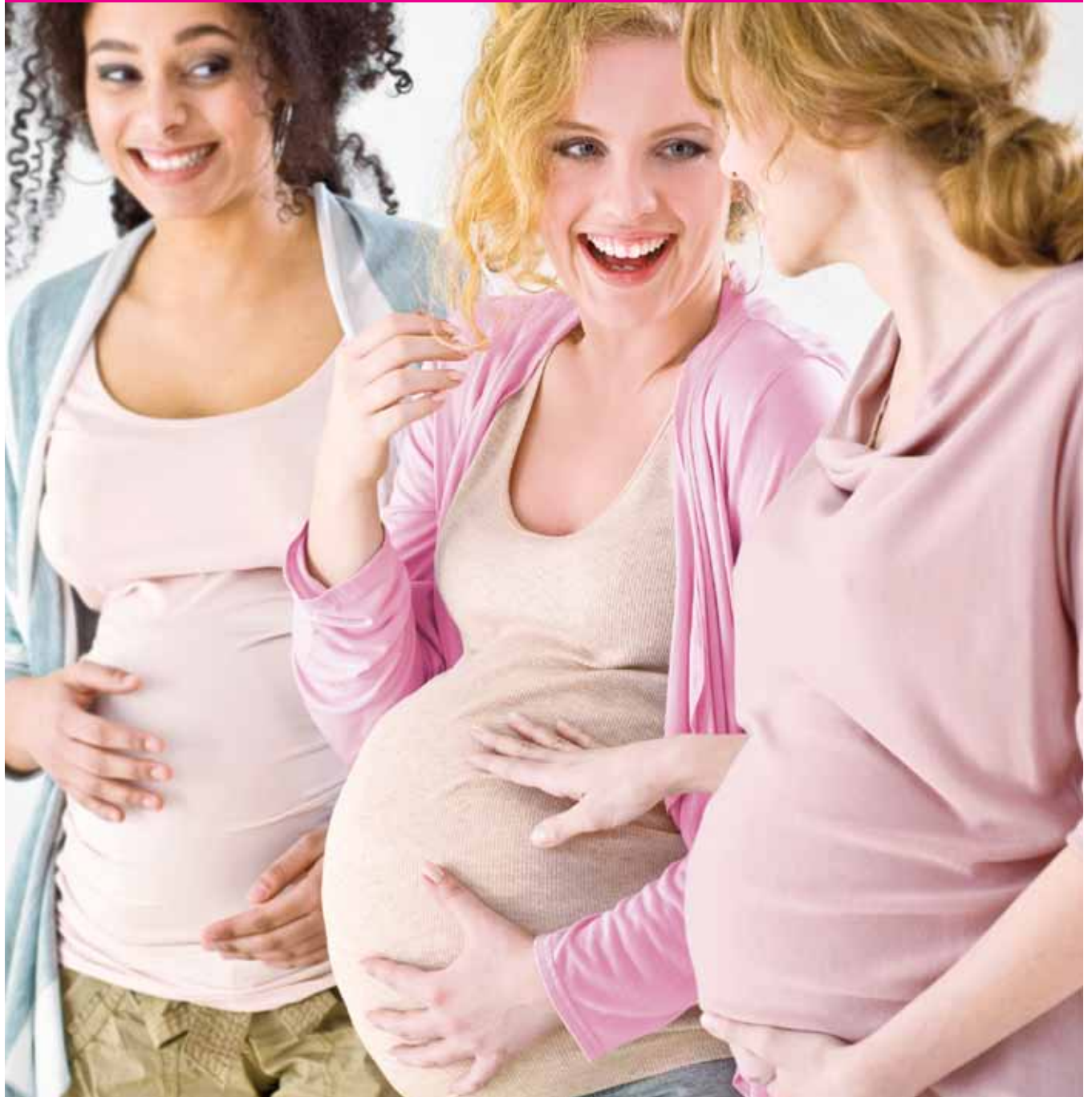
Robin Firmin, RN, Mother/Baby

Allyson Hingle, RN, Labor & Delivery

Kori Juban, RN, Labor & Delivery

Debbie Ogden-Smith, RN, Surgery

Betsy Swett, RN, Center for Newborn and Infant Care (CNIC)



Constructing New Communications

Woman's community involvement focuses on building stronger relationships with our patients by providing them with the educational tools and information to make informed decisions.

myWoman's Channel 1636 Hits the Airwaves

During spring 2011, Woman's launched our new On DEMAND feature, placing our library of health information on the Cox Woman's Channel 1636. Each month, videos are rotated to provide a comprehensive look into the many resources offered by Woman's.

Woman's Introduces The Mommy-Go-Round Blog

On August 15, the Mommy-Go-Round, at womans.org/mommyblog debuted featuring seven local moms blogging about their daily experiences as a parent. This resource allows a community of parents to share advice and a dose of humor, and gives Woman's staff the opportunity to provide medical information. The first two months garnered nearly 10,000 views.



Get the Facts with Andrea

Healthcare Information On DEMAND

myWoman's
COX Channel 1636



Financial Performance

Woman's continued to deliver strong financial results in 2011 in the face of significant challenges, including a soft local and regional economy, planning for and building a new campus, and integration of the LSU residency program and related obstetric volume with existing hospital operations. The time and attention needed to plan for the impending hospital move in 2012, while continuing to deliver excellent care to patients and focus on existing operations, was particularly challenging. The hospital's strong culture and management's commitment to detail created the framework necessary to address these challenges and take the steps needed to ensure the organization's future success and continued viability.

Total patient revenue grew by 4.1% from 2010. Inpatient revenue increased by 2.2%, primarily due to increased patient days in the Newborn and Infant Intensive Care Unit (NICU). NICU patient days were 18,485, up from 17,295 in 2010. Outpatient revenue increased 7.4% due to higher revenue in the assessment center, laboratory, mammography, maternal-fetal medicine and surgery.

A favorable payer mix was sustained, with commercial insurance representing 55.7% of gross revenue. As a result of the integration of the LSU residency program for obstetrics in July 2011 and additional volumes associated with that program, Medicaid now represents 35.5% of gross revenue, up 2.1% from 2010. The hospital continued its commitment to community-wide service by providing charity care and participating in the Medicare and Medicaid programs, which pay below actual cost. Management's continued focus on the efficient use of resources and cost-effective operations allowed the hospital to provide services to those unable to pay for the total cost of their care.

Other operating revenue grew \$15.2 million from 2010 due to several factors. The Ideal Protein weight loss program was implemented at the Woman's Center for Wellness. The program exceeded all expectations and is expected to continue to grow in 2012. Woman's received funds as a result of its participation in the Low-Income and Needy Care Collaboration (LINCC) program. The year also included unrealized losses in the value of the hospital's investment portfolio.

Operating expenses were 0.7% lower than the previous year due to decreased depreciation, amortization and interest expenses. Salaries and benefits increased 1.5% from 2010 and accounted for 60.6% of total operating expenses. The hospital maintains a strong cash position with Days Cash on Hand of 448 days, an increase of 67.8% from 2010. The increase was primarily due to the LINCC funds received in 2011. The current Days Cash on Hand compares very favorably to the national median of 167 days (Moody's). Debt service coverage was 2.8 times for the fiscal year, an increase from 1.5 times in 2010.

Construction of the new hospital and physician office buildings will be complete in April 2012, and the relocation of existing services and programs to the new campus is scheduled for June 3, 2012.

2011 Summary of Financial Contributions Through Community Benefit Programs

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

Charity Care	\$ 231,000
Unreimbursed Cost of Medicaid Program	17,350,000
Subsidized Health Services	
Emergency Services and Clinical Consultation	1,739,000
Lactation Services	516,000
HIV Case Management	94,000
Sub-specialty Clinics	120,000
Unreimbursed Cost for Hospitalists	2,585,000
Community Health Education	387,000
Support of Community Service Organizations	
Susan G. Komen Breast Cancer Foundation	5,000
Inkind Printing Services	27,000
Other Grants and Awards to Service Organizations	23,000
Care for Victims of Sexual Assault	36,000
Un-sponsored Research	543,000
Total Financial Support	\$ 23,656,000

Financial Review For 2011 and 2010

	2011 (In thousands)	2010 (In thousands)
As a result of our careful planning and effective resource management:		
We generated revenue from inpatient services such as nursing care, laboratory tests and pharmaceuticals	\$ 214,173	\$ 209,526
We generated revenue from outpatient services such as home health, maternal fetal medicine, laboratory, imaging, therapy and related healthcare services	\$ 130,826	121,792
We generated revenue from non-patient services, such as investment income, cafeteria, child care center and wellness center	35,619	20,401
Total Earned Revenue	<u>\$ 380,618</u>	<u>\$ 351,719</u>
As part of our ongoing commitment to the community:		
We did not receive payment for services provided to patients unable or unwilling to pay	\$ 5,580	\$ 5,724
We did not receive full payment for Medicare and Medicaid patients and other government programs	93,670	83,084
We provided discounted services to patients enrolled in managed care companies	46,925	42,136
Total Revenue Unpaid	<u>\$ 146,175</u>	<u>\$ 130,944</u>
Net Revenue	<u>\$ 234,443</u>	<u>\$ 220,775</u>
In order to provide the necessary resources for excellence in patient care:		
We paid employee wages, salaries and benefits	\$ 117,564	\$ 115,854
We purchased medications, medical and surgical supplies and food	24,751	24,707
We incurred other operating expenses such as utilities, depreciation, interest, maintenance, insurance and continuing education for employees and patients	46,062	46,588
We incurred a loss on early extinguishment of debt	0	2,503
Total Operating Expenses	<u>\$ 188,377</u>	<u>\$ 189,652</u>
In order to ensure the hospital's future growth and stability:		
We purchased new equipment, replaced old equipment, incurred building and renovation expenses, reduced long-term debt and provided for future growth	\$ 46,066	\$ 31,123
Total Operating and Capital Expenses	<u><u>\$ 234,443</u></u>	<u><u>\$ 220,775</u></u>

Medical Statistics	2011	2010	2009	2008
Adult Admissions	11,454	11,473	11,893	12,187
Adult Average Length of Stay	2.65 days	2.68 days	2.70 days	2.72 days
Births	7,953	7,951	8,245	8,483
Patient Days	66,264	65,645	70,087	75,419
NICU Discharges	1,193	1,216	1,393	1,550
Inpatient Surgeries	2,556	2,505	2,704	2,802
Outpatient Surgeries	4,458	4,410	4,578	4,575
Breast Procedures	47,314	46,644	49,372	45,568
Home Health Visits	15,819	14,600	14,161	12,440
CT Scans	1,609	2,102	2,089	2,359
Neonatal Transports	63	55	76	103
Pap Smears	85,230	86,907	94,493	86,743
Maternal Fetal Medicine Office Visits	10,322	9,733	9,171	8,215
Other Imaging Procedures	28,367	28,214	29,269	28,842
Pediatric and Adult Therapy Visits	29,920	30,794	29,542	28,597
Outpatient Clinic Visits	4,665	4,657	4,074	4,909
Gross Patient Revenue By Service				
Obstetrics	23%	24%	24%	22%
Gynecology/Oncology/Surgery	10%	11%	11%	12%
Newborn	5%	5%	5%	5%
Neonatal ICU	24%	23%	25%	29%
Total Inpatient	62%	63%	65%	68%
Outpatient Surgery	8%	10%	9%	9%
Other Outpatient	30%	27%	26%	23%
Total Outpatient	38%	37%	35%	32%
	100%	100%	100%	100%
Gross Patient Revenue By Financial Class				
Insurance*	56%	58%	55%	55%
Medicaid *	35%	35%	39%	40%
Medicare *	6%	6%	5%	4%
Self - Pay **+	3%	1%	1%	1%
	100%	100%	100%	100%

* Pays less than 100% of billed charges based upon a contractual arrangement or governmental regulations.

+ Pays less than 100% of billed charges based upon qualifications for financial assistance, discount for package priced services or prepayment for services.

Woman's Leadership

Board of Directors

Chair

Robert Stuart, Jr.

Chair-Elect

Jamar Melton, MD

Secretary-Treasurer

Robert Greer, Jr.

President/CEO

Teri G. Fontenot

Dore Binder, MD

Frank Breaux, MD

Renee Harris, MD

Matt McKay

Markham McKnight

Amy Phillips

Mike Polito

Edward Schwartzenburg, MD

Yolunda Taylor, MD

Mike Wampold

Administration

Senior Vice President

Chief Financial Officer

Stephanie Anderson

Senior Vice President

Medical Staff Services

Nancy Crawford

Senior Vice President

Operations

Jamie Haeuser

Senior Vice President

Chief Nurse Executive

Patricia Johnson, MN, RN,
CNEA-BC

Senior Vice President

New Campus Development

Stan Shelton

Vice President

Employee Services

Donna Bodin

Vice President

Information Systems

Paul Kirk

Vice President

Finance

Greg Smith

Vice President

Infant/Pediatric Services

Staci Sullivan, MSN, CNS, NEA-BC

Vice President

Chief Development Officer

Lynn Weill

Medical Staff Leadership

Chief of Staff

Yolunda Taylor, MD

Vice Chief of Staff

Terrie Thomas, MD

Secretary-Treasurer

Sarah Davis, MD

Chief of Department of Clinical and Support Services

Nicolle Hollier, MD

Chief of Anesthesiology

Timothy Maher, MD

Chief of Maternal Fetal Medicine/ High Risk Obstetrics

Marshall St. Amant, MD

Chief of Medicine

J. Kyle Schwab, MD

Chief of Neonatology

Steven Spedale, MD

Chief of Obstetrics/Gynecology

Jeffrey Breaux, MD

Chief of Pathology

Beverly Ogden, MD

Chief of Pediatrics

Cynthia Voelker, MD

Chief of Radiology

Marcia Gremillion, MD

Chief of Surgery

Alec Hirsch, MD

Chief of Urology

Henry Hollier, MD

Directors**Building Operations**

Thomas Gautreau

**Center for Newborn
and Infant Care**Darcy Gann, MSN, NE-BC,
RNC-NIC**Child Development Center**

Hope Juge

Compliance Officer

Robert Hawkins

Educational Services

Joan Ellis, PhD, RNC, CNS

Financial Services

April Chaisson

Food and Nutrition Services

Margie Ricks

Gynecology/Oncology

Mary Ann Smith, RN, BSN, OCN

Health Information Management

Danielle Berthelot

Home Care Services

Claudia Kammer Cantwell, RN

Imaging Services

Cynthia Rabalais, RT(M)

Information Systems

Rhett Roy

Laboratory/Pathology

Brett Schelin, MT, ASCP

Managed Care

Sherry Poss

**Marketing, Public Relations
and Physician Relations**

Merri Alessi

Materials Management

Phillip Bateman

Medical Director

Ken Brown, MD, MBA

Mother/Baby

Dana Vidrine, RNC-MNN, BSN

Nursing Administration

Lori Denstel, MBA, RNC-OB

Obstetrical Services

Cheri Johnson, RNC-OB, BSN

Patient Services

Monica Metz

Pharmacy

Peggy Dean

Physician Practice Management

Tom Baggett

Respiratory Services

Danette Legendre, RCP, CRT-NPS

Retail Services

Lisa Garland

Social Services/Outpatient Clinics

Beth Manning, LCSW-BACS

Wellness Services

Chrissie Olsson, MS, LOTR

Woman's Hospital Foundation

The hospital is a nonprofit organization that opened in 1968 and was founded by obstetricians and gynecologists who envisioned a hospital that specialized in caring 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.

Founders

Leo Abraham, MD

William Haile, MD

Voting

Mathew Abrams, MD

Sandra Adams

Ramon Aizpurua, MD

Timothy Andrus, MD

Clinton Aubert, MD

Debra Baehr, MD

Phillip Barksdale, MD

Jan Benanti, MD

Dore Binder, MD

David Boudreaux, MD

Rebecca Boudreaux, MD

Frank Breaux, MD

Jeffrey Breaux, MD

Randall Brown, MD

Joseph Broyles, MD

Malton Bullock, MD

Deborah Cavalier, MD

Erin Christensen, MD

Chester Coles, MD

Michael Coogan, MD

Gary Cox, MD

Sarah Davis, MD

John Dean, MD

Barbara Deming, MD

Robert diBenedetto, MD

Ryan Dickerson, MD

Steven Feigley, MD

Giles Fort III, MD

Lisa Gautreau, MD

Gregory Gelpi, MD

Marcia Gremillion, MD

Charles Gruenwald, MD

Kathy Guidry, MD

Faith Hansbrough, MD

Renée Harris, MD

Margaret Womack Hart

Francis Henderson, MD

Gregory Heroman, MD

Jack Holden, MD

Wendy Holden-Parker, MD

Jeffery Janies, MD

Shawn Kleinpeter, MD

Sharon Knight

Ann Lafranca, MD

Charles Lawler, MD

Sharon Lee, MD

Michael Leggio, MD

Fred Lind, Jr., MD

William Lovell, Jr., MD

Frank McArthur II

Fritz McCameron, PhD

Brent McCoy

John McIntyre, MD

Markham McKnight

Merritt Melker, III, MD

Jamar Melton, MD

F.A. Moore, MD

Julius Mullins, Jr. MD

Beverly Ogden, MD

Jane Peek, MD

Billy Penn, MD

Michael Perniciaro, MD

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 Schwartzenburg, MD

Clifford Schwartzenburg, MD

Edward Schwartzenburg, MD

Ellis Schwartzenburg, MD

George Schwartzenburg, MD

Sterling Sightler, MD

Lydia Sims, MD

Curtis Solar, MD

Steven Sotile, MD

Steven Spedale, MD

Gerald Stack, 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 Winters, MD

Emeritus

Jerry Affolter, Jr.

Charles Aycock, MD

Hoyt Ayres, MD

John Bateman

Edwin Bowman, MD

Laura Cassidy, MD

Stephen Chatelain, MD

Diana Dell, MD

Evelyn Hayes, MD

D. Wade Hollensworth, MD

Mary Laville, MD

Mary Jane Mayfield

J. Noland Singletary

Thomas Sparks, MD

Fahimeh Tahvildari, MD

Rosemary Haas Williams



September 14, 2010



November 9, 2010



January 4, 2011



April 22, 2011



October 3, 2011

Mission, Vision, Values

Mission

To improve the health of women and infants

Vision

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

Values

Excellence *Continually improving everything we do*

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

Innovation *Securing our future through creating new dimensions of performance*

Mutual Respect *Doing unto others as you would have them do unto you*

Stewardship *Carefully and responsibly managing our resources*

Sound Judgment *Making timely decisions based on the information available*



9050 Airline Highway
Baton Rouge, LA
70895-9009
225-927-1300

womans.org



Woman's exceptional care, centered on you

Opening June 2012
newwomans.org