




2016

embracing change



On the cover: Amy Teague, ovarian cancer survivor, with her daughters Maddie, 9, and Cinclare, 6. Amy was also featured in our Cancer Care campaign.

embracing change

Mission

To improve the health of women and infants.

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.

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

Dear Friends,

The only constant thing in life is change. When we make the conscious decision to embrace change rather than resist it, challenges become opportunities, and these opportunities become successes. At Woman's, we embrace change to offer the highest quality care, the best outcomes and superior experiences for the women and infants whom we serve.

This year, our successes included expanding services such as palliative care, breastfeeding, interpreter services, and a larger outpatient lab drawing area in the Physician Office Building. We improved our already stellar patient experience scores. We exceeded our quality and patient safety goals for C-sections, neonatal chronic lung disease and blood clots. We continued to receive numerous awards for employee engagement and became the only healthcare organization in the U.S. to be named a Top 100 Best Places to Work in Healthcare by Modern Healthcare magazine all nine years the award has been given. Next year, we are looking forward to completing our NICU expansion, building our breast and gynecologic cancer pavilion and opening an ambulatory surgery center.

We also persevered through many challenges this year; the Baton Rouge area experienced numerous unprecedented and violent acts. We helped our community heal by financially supporting the Fallen Heroes Fund, providing monetary and in-kind support to displaced families and team members who were impacted by the August floods, and exceeding our Employee Giving Campaign goal in spite of the many needs that several hundred employees had and continue to have as they rebuild their homes and lives.

More changes, both known and unknown, will test us. Our state's fiscal situation will once again make us vulnerable to payment cuts, and a new President and Congress are expected to make other sweeping changes. In spite of the uncertainty, improving quality and safety to patients will remain our top priority.

Our patients and their families are at the very heart of our mission. We are entrusted with their lives, and we will continue to improve so we can provide the safest, most compassionate care and the very best outcomes. I am confident that the changes we embrace today will be our successes of tomorrow.



A handwritten signature in cursive script that reads "Teri".

Teri G. Fontenot
President/Chief Executive Officer

Below: The home of Monica Frederic, Woman's labor and delivery manager, took on 38 inches of water. Her family lost nearly everything they owned. Monica was one of several employees who participated in the Louisiana Hospital Association's campaign to raise awareness and assist hospital employees whose homes were damaged in the 2016 flood. Visit youtube.com/LAHospitalAssn to view Monica's video.



Flood Relief for Woman's Employees

Nearly 500 employees watched helplessly as flood waters invaded their homes, cars and memories. Despite tragic personal loss, the Woman's team continued to care for those in need.

More than \$100,000 in donations were made to Woman's Employee Emergency Fund and Disaster Relief Fund, and more than \$250,000 of in-kind items were donated.

Averting Disaster

On Friday, August 12, heavy thunderstorms were predicted. In South Louisiana, this typically means flooded streets and rising water in the usual locations. Woman's was busy that day with more than 225 inpatients. Over the years, the hospital has withstood numerous natural disasters, including hurricanes, flooding and ice storms. Past experience as a Regional Referral Center for hundreds of critically ill newborns and adults during Hurricane Katrina provided Woman's with a tried-and-true action plan that could be adapted to almost any natural disaster – even an unprecedented one.

As a tropical storm lulled over the state and it became apparent that rivers were going to overflow, Woman's leadership team began to evaluate staffing in response to the growing patient census.

By Saturday morning, rising water threatened to overwhelm the campus and flood the facility. The hospital activated its emergency response system. More than 160 new moms and babies were in the hospital, 21 women were in Med-Surg/Oncology, 63 infants were in the Newborn and Infant Intensive Care Unit, and more deliveries were expected. Quickly flooding roadways limited travel to and from the hospital for staff and patients. Cell phone communication was erratic, and curfews were enacted. When water on campus began to rapidly rise, plans were made to relocate critical services and supplies to upper floors. Woman's leaders called upon the Governor's Office of Homeland Security and Emergency Preparedness for help. The looming probability of relocating critically ill babies spurred immediate action.

On Sunday, an aquadam provided by the state arrived with a police escort. Louisiana national guardsmen unrolled more than 1,500 feet of huge black tubing that would become the hospital's barrier.

The aquadam installation took more than 15 hours and provided three to four feet of vertical protection between the flooded areas and the hospital building. Woman's is very grateful to the Governor's Office and the Louisiana Department of Health for its assistance during the Great Flood of 2016.





How an Aquadam Works

The aquadam consists of two large, watertight polyethylene tubes housed inside a larger heavy-duty tube. When the inner tubes are filled with water, friction between the inner and outer tubes and the water weight stabilizes the dam. Installation is easy. Aquadams come in segments, usually 50 or 100 feet. A segment is unrolled, the tubes are filled with water, and the segments are connected.





Addressing Cancer Side Effects

Chemotherapy, radiation and surgery can lead to fatigue, weakness, insomnia, memory loss, fear, anxiety and depression. These side effects can interfere with daily function and well-being. Woman's Cancer Rehabilitation program is designed to help patients heal faster and better through a multidisciplinary team approach to recovery.

The Cancer Rehabilitation Therapy team is comprised of specially trained clinicians, including physicians, nurses, physical therapists, occupational therapists, speech and swallowing therapists, audiologists, registered dietitians, mental health professionals and more. The team works with each patient on a personalized plan to increase strength and energy, alleviate pain, improve physical function, achieve emotional balance and boost the immune system. This new program is open to women and men in any stage of cancer, including remission.

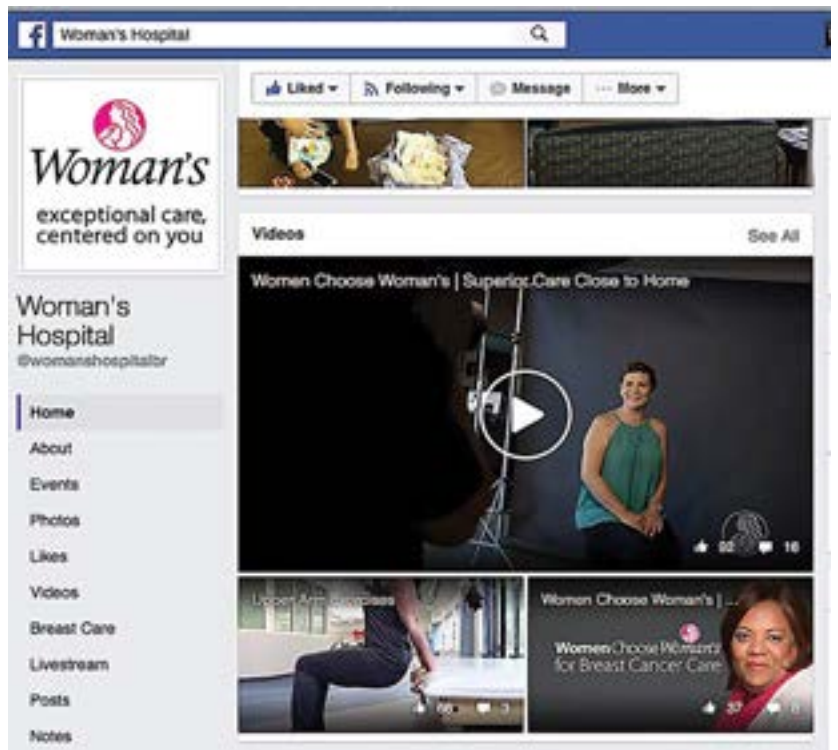
Building on Best Cancer Care

Where you receive cancer care is a choice, and choosing Woman's means feeling comfortable in your surroundings, feeling confident that you are receiving the best medical care and feeling cared for in the place that knows women best. Whether it's for a routine screening or cancer treatment, Woman's is nationally recognized for its cancer care. Woman's five-year survival rates exceed national averages in all breast and most gynecologic cancers.

Construction continues on a comprehensive breast and gynecologic cancer center. The \$38 million facility, located on Woman's campus and anticipated to open in early 2018, will continue to build on Woman's experience and commitment to providing exceptional service focused on women. The pavilion combines Woman's expertise with the unparalleled knowledge and skills of Mary Bird Perkins Cancer Center and Our Lady of the Lake Regional Medical Center, which will be collaborating on medical oncology and radiation oncology services. Located in Woman's Physician Office Building but with its own entrance, it will offer services from diagnosis through treatment in one convenient location.

One of the first questions a woman will ask her family and friends after diagnosis is "Where did you go for treatment?" The answer is simple – women choose Woman's.

The focus of the 2016 Cancer Care campaign is to celebrate the positive difference choosing Woman's made in the lives of breast and gynecologic cancer survivors.



Woman's Mammogram	2D	3D
Screening	21,554	7,167
Cancers detected	84	56

Double readings identified 11 of the 140 cancers, increasing detection rate by 8%.

Additional breast studies included:

- 576 MRIs
- 1,934 core biopsies
- 425 needle localizations

Assessing Breast Density

Performing more than 44,000 breast procedures a year, Woman's commitment to fighting breast cancer is unparalleled in Louisiana. Woman's provides the highest level of breast screening services, including five mammography units with 3D technology.

Dense breast tissue makes it more difficult to detect cancer during a mammogram and may also be associated with an increased risk of breast cancer, according to the American College of Radiology. Woman's new breast density software assists radiologists in assessing breast density to identify women who may benefit from additional screenings.

When a patient receives her results from Woman's, a detailed description of the density of her breast tissue and potential future cancer risk is also included.

Breast Cancer Outreach

Woman's Mammography Coach reduces geographic and financial barriers to care by bringing breast care directly to women in their communities. In 2016, Woman's continued to improve access:

- 16,143 miles traveled
- 4,784 mammograms performed
- 29 cancers detected
- 18 parishes visited

Operational costs exceed more than \$535,000 annually.

The Foundation for Woman's raised more than \$650,000 toward the purchase of a second coach, including a \$100,000 grant from The Hearst Foundations and proceeds from BUST Breast Cancer and Woman's Victory Open.





3D mammography produces clear, precise images that allow radiologists to pinpoint the location of abnormalities with greater accuracy. A 3D mammogram may also find cancers that hide in dense breast tissue, resulting in fewer false negative studies and callbacks for additional imaging.

Progressing Labor

Peanut balls, named for their shape, help a woman to advance her labor. The curve in the ball aids in opening a woman's pelvis to prepare her for giving birth by relieving pressure and allowing muscles to relax.



Reducing C-sections

For pregnancies when mother and baby are at low risk for complications, vaginal delivery results in improved maternal and newborn health and is a lower cost option. Woman's 2016 NTSV* C-section rate is 28.2%, just above the 26.8% mean rate of U.S. hospitals that deliver babies accredited by The Joint Commission.

Woman's continues to work toward lowering its C-section rate by partnering with physicians as well as state and national organizations to reduce early elective inductions. A first-time mother whose labor is induced before her body is ready is two to three times more likely to have a C-section. Over the past five years, Woman's has implemented new labor guidelines and techniques to encourage natural labor, improving medical outcomes and the patient experience.

Waiting an Hour

A new initiative called "Wait on the Weight" focuses on delaying non-essential procedures (such as weighing the baby, hence the name) to allow women to hold their baby immediately after delivery. This instant skin-to-skin contact during the first hour after birth is called "the magic hour" because it is crucial to improving health, establishing breastfeeding and creating a lifetime bond between mother and newborn.

**NTSV: Nulliparous, Term, Singleton, Vertex Cesarean Birth Rate is the proportion of live babies born at or beyond 37.0 weeks gestation to women in their first pregnancy, that are singleton (no twins or beyond) and in the vertex presentation via cesarean birth.*



Raising Awareness

Every year, children die from being left in a hot vehicle. It only takes one mistake for devastating consequences. In an effort to raise awareness, Woman's began distributing free backseat reminder tags to families and day care centers in 2016.

The idea for an awareness tag came from Christy Cage, a Mother/Baby nurse. More than 7,000 tags have been distributed.



Emphasizing “Breast is Best”

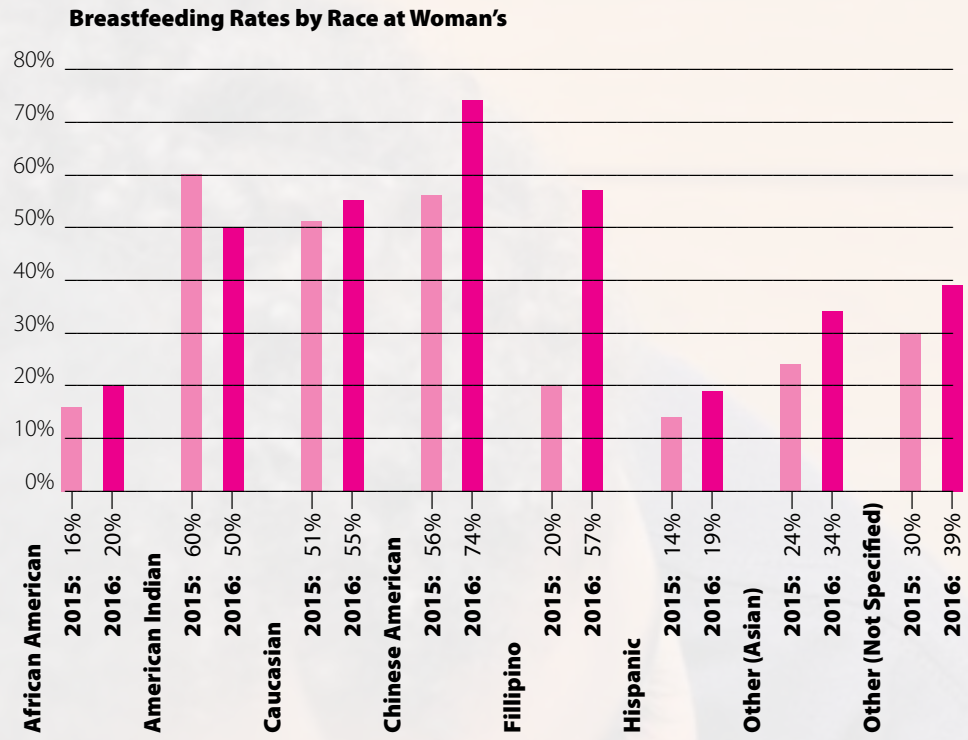
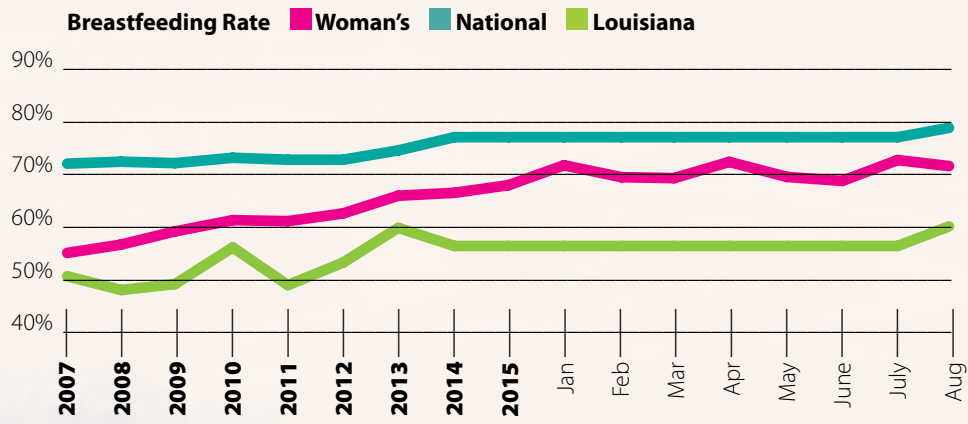
Breastfeeding provides a baby with the best nutritional foundation for beginning life and has tremendous health benefits for a new mother.

- More than 400 Woman's nurses received more than 8,000 hours of breastfeeding education over the past year.
- The hospital launched a free Breastfeeding Support Group to enable moms and babies to come together in a private, comfortable setting to share their personal successes and challenges.
- Board-certified lactation consultants begin educating and supporting new mothers throughout their hospital stay. Lactation consultants also provide specialized support to mothers of critically ill babies in our NICU.
- Following discharge, nurses continue the supportive relationship through classes, post-discharge consultations and a 24/7 “Warmline” telephone coaching service.

Supporting the Best Nutrition

Woman's has supported breastfeeding through community, state, national and global initiatives.

- Within our community, we focus on patient education and support groups;
- Statewide, Woman's received GIFT re-certification by the Louisiana Department of Health and Hospitals for protecting, promoting and supporting breastfeeding;
- Nationally, we are measured by the Centers for Disease Control and Prevention survey of Maternity Practices in Infant Nutrition and Care. Woman's scored a 92, significantly ahead of both the Louisiana average of 71 and national average of 75;
- Globally, Woman's continues its journey toward Baby-Friendly designation, an initiative of the World Health Organization and the United Nations Children's Fund. Their goal is to provide an optimal level of care that encourages infant breastfeeding and mother/baby bonding.





Expanding the NICU

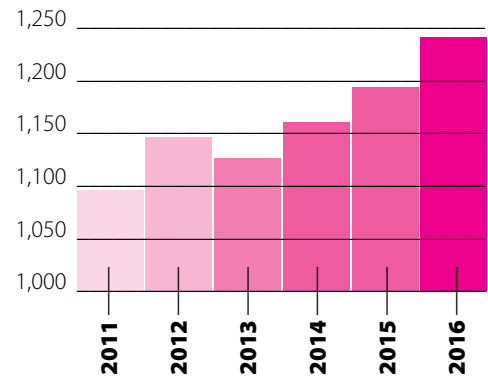
Most pregnancies go smoothly. In the event that complications occur, Woman's is part of a select group of hospitals equipped to provide newborns with the most advanced quality care in an innovative, family-friendly environment. As a Level III Regional Referral Center, Woman's Newborn and Infant Intensive Care Unit (NICU) accepts the smallest and sickest infants throughout Louisiana.

Woman's designed the NICU to include 72 beds in private, family-focused rooms when the new hospital opened in 2012. Only four years later, an increased number of patients has caused frequent use of group nursery settings. In 2016, the hospital began expanding the unit to ensure Woman's ability to care for the smallest patients within our region and state. The \$6.5 million NICU expansion is expected to open in early 2017 and includes the following:

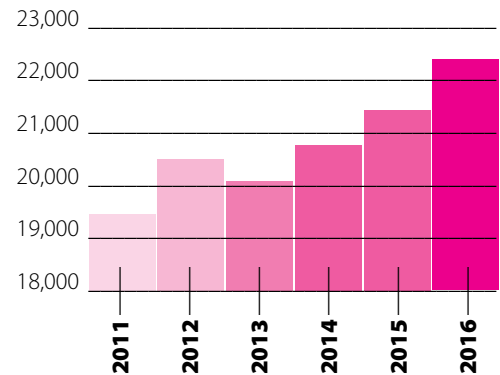
- 12 beds in 11 new rooms
- A versatile room with a sliding wall to transform the twin room into a triplet room
- A parent lounge for parents to connect, eat a snack or find respite
- A "transition to home" room with furniture donated by Cullen's Babyland
- iPads on wheels to facilitate e-reading and bedside learning from a project called Jo-Ereader, created by elementary school student Joey Roth
- 10 of the 11 rooms feature natural light

Woman's NICU volume and the duration of stay have increased, leading to a repeated relocation of lower acuity infants into a nursery setting.

NICU Inpatient Admissions



NICU Patient Days



WALL OF HOPE



Blayke

Blayke is a young girl who was diagnosed with epilepsy at the age of 18 months. She has been seizure-free for over 10 years. She is a member of the Girl Scouts and is currently in 4th grade. She is a very active and happy child who loves to dance and sing.



LUKE

Luke is a young boy who was diagnosed with autism at the age of 2. He is currently in 3rd grade and is a member of the Boy Scouts. He is a very active and happy child who loves to play sports and read.



COACH

Coach is a young boy who was diagnosed with autism at the age of 2. He is currently in 3rd grade and is a member of the Boy Scouts. He is a very active and happy child who loves to play sports and read.

The Wall of Hope
 was made possible through the generous donations of
 March of Dimes
 Megan Baber Photography
 Kujala McNamee
 Corby & Beverly Thompson



Gaby

Gaby is a young girl who was diagnosed with autism at the age of 2. She is currently in 3rd grade and is a member of the Girl Scouts. She is a very active and happy child who loves to play sports and read.



ADAM & BRADLEY

Adam and Bradley are young boys who were diagnosed with autism at the age of 2. They are currently in 3rd grade and are members of the Boy Scouts. They are very active and happy children who love to play sports and read.



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Giving Hope

Having a baby in intensive care is an incredibly emotional and difficult time for the entire family. To inspire parents and visitors with messages of hope and healing, former patients and their families were photographed for display in the waiting room. A brief story was included about their challenges and the lasting impact of their time in the NICU. Their stories were also featured on womans.org and social media.

Jayden's Wall of Hope Story

Shown below, top row middle: Jayden, 9, dreams of going to LSU and becoming a football star. It's a big dream for someone who started out so tiny – a mere 2 lbs, 4 oz – but nothing is stopping that dream from becoming a reality.

Woman's NICU also made it possible for Jayden's mother, Vanessa, to pursue a dream she never realized she had

before Jayden's experience in the NICU. She credits Jayden's nurses with inspiring her to become a nurse. She now works in pediatrics, but eventually wants to work in the NICU.

Vanessa wants other parents to know that there is hope. Stay strong. Know that things will get better.



Reducing Chronic Lung Disease

Woman's collaborates with hospitals worldwide through the Vermont Oxford Network Quality Collaborative to improve outcomes in the NICU. An initiative called NICQ NEXT focused on caring for the micro-premature infant and reducing long-term complications in this fragile population.

This two-year project increased the survival rate for these tiny babies due to evidence-based interventions such as specialized delivery room protocols during the first "golden hour" of life and reducing the time spent on a ventilator.

Preparing NICU Parents

Many premature infants have an underdeveloped respiratory system, which increases the risk of cardio-respiratory arrest after discharge. The American Heart Association funded 1,300 Infant CPR Anytime Kits for families of NICU infants. In addition to the CPR training parents receive in the hospital, the kit allows them to practice emergency skills at home. The Infant CPR Anytime Kits contain a manikin and DVD to teach families how to perform CPR and relieve a choking infant. For every minute that passes without CPR and defibrillation, the chances of survival decrease by 7 to 10%. This generous donation helps build the confidence of NICU parents to care for their children at home.

Detecting Early Hearing Loss

Critically ill infants face tremendous medical challenges, increasing their risk of hearing loss. Babies in the NICU for five days or more and those with risk factors for hearing loss now receive two types of hearing screens prior to discharge:

- Auditory Brainstem Response screening checks for neural hearing loss due to dysfunction of the inner ear, which is more prevalent among premature or ill infants.
- Otoacoustic Emission screening uses new technology to test a range of sound frequencies critical for normal speech and language development.







Giving Extra Time

Thanks to a generous donation by the Brown family, Woman's received a CuddleCot, which was designed to help parents who suffer the loss of a baby. When every moment together counts, the CuddleCot gives families extra time to spend with their baby for bonding, pictures, footprints and visits from other family members. The CuddleCot system uses a cooling pad to allow the baby to remain with his or her family longer after death. Because of the incredible care they received in Woman's NICU, the Browns chose to give back in a very unique and special way. Following this donation, an anonymous donor and a gift from the "We Are Woman's" Employee Giving Grants Program provided two additional CuddleCots.



Foundation for *Woman's*





Volunteers hand-sew tiny clothing for the babies to wear while parents grieve their loss.



Fighting Addiction

The rise in illegal drug use and abuse of prescription pain relievers throughout our nation has resulted in signs of drug withdrawal in approximately one infant born every hour. At Woman's, there has been a significant increase in the number of infants born addicted to opioids, a condition called Neonatal Abstinence Syndrome (NAS).

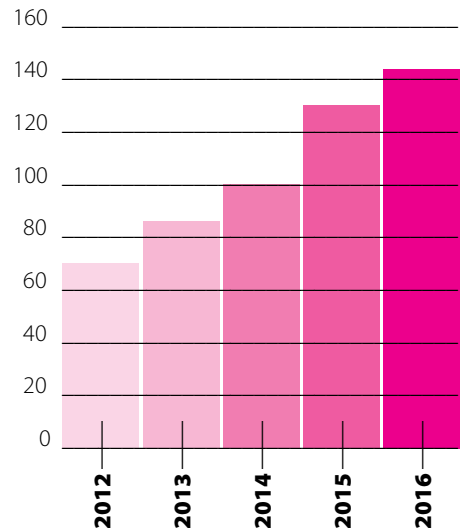
NAS occurs when a newborn is exposed to addictive drugs in the womb before birth and then experiences drug withdrawal after birth. Babies with NAS are more likely to be born with low birth weight (less than 5 pounds, 8 ounces), have breathing and feeding problems and seizures, and remain in the hospital longer after birth.

The number of infants born with NAS in Louisiana quadrupled from 2003 to 2013, and Medicaid expenditures increased six-fold from \$1.3 million to \$8.7 million for inpatient-related services only.

In 2016, Woman's formed the Perinatal/Neonatal Addiction Disorders Task Force to increase awareness of addiction and reduce its impact on our most fragile patients.

- A treatment plan was enhanced for infants who require pharmacologic intervention to help combat withdrawal symptoms.
- New nursing procedures were developed and implemented to improve care and outcomes.
- A reference guide was developed to assist physicians in discussing treatment options with new mothers.
- Partnerships were created with local substance abuse treatment programs to share information and gain community support. Collaborators include Baton Rouge Comprehensive Treatment Center, Addiction Counseling and Educational Resource and Our Lady of the Lake Mental and Behavioral Health Services.
- Trending analyses were implemented to set a baseline for future improvements.
- Members of the task force participated in various state-led initiatives to better serve addicted women and infants.

Neonatal Abstinence Syndrome Patients



Strengthening the Patient Experience

For many years, Woman’s has considered patient experience an indicator of high quality care. This is measured through safety, effectiveness, patient focus, timeliness, efficiency and equity.

The Hospital Consumer Assessment of Healthcare Providers and Systems (HCAHPS) survey is the first national, standardized, publicly reported survey of patients’ perspectives of hospital care. Woman’s exceeds state and national averages in all measurement categories.

HCAHPS Survey	Woman’s*	Louisiana	National
Communication about medicine – always	77.6%	66.1%	64.5%
Communication with doctors – always	94.2%	85.0%	81.5%
Communication with nurses – always	86.0%	82.4%	80.4%
Discharge information – yes	94.3%	87.0%	87.5%
Pain control – always	80.7%	73.5%	71.4%
Responsiveness of hospital staff – always	78.8%	66.7%	67.6%
Room kept clean – always	81.2%	71.0%	74.5%
Room quiet at night – always	76.4%	69.5%	61.4%
Rate hospital – 9 or 10	84.0%	74.2%	73.0%
Would recommend hospital – definitely yes	90.4%	75.5%	73.3%

*FY 2016

Improving Patient Safety

“Safety Across the Board” (SAB) is a composite metric that includes nine patient safety components to compare and eliminate causes of preventable patient harm. During fiscal year 2016, Woman’s scores for venous thromboembolism, falls, central line-associated bloodstream infections, ventilator-acquired infections, hypoglycemia and readmissions were better than national and state averages.

From hand hygiene to discharge education, sterile technique to room cleaning procedures, every Woman’s employee has the ability to influence patient safety. Multidisciplinary teams implement innovative solutions and participate in cohort groups to ensure Woman’s provides the highest-quality care. Continual organization-wide focus on preventing patient harm is ensured through the inclusion of patient safety measures in workforce incentive plans.

Fighting Sepsis

Sepsis is a life-threatening illness that can lead to tissue damage, organ failure and even death. While sepsis can affect anyone, women suffering from open wounds after having surgeries such as C-sections and hysterectomies are particularly at risk. Because of their weakened immune systems, cancer survivors are also at risk. In its most comprehensive measure ever required, The Centers for Medicare and Medicaid Services added a sepsis core measure into the Hospital Inpatient Quality Reporting Program in October 2015 to improve outcomes and reduce the costs associated with sepsis.

Woman's has taken several steps to reduce sepsis infections, starting with launching a Sepsis Task Force. This task force made several process and technology improvements, including creating standing orders and physician labs. The team also implemented a tool in the Assessment Center to detect sepsis in its early stages.

Reducing Infections

Task forces comprised of physicians and other clinical team members have achieved the following improvements to reduce urinary tract infections resulting from catheterization, surgical site infections and central line-associated blood stream infections:

- A process for early discontinuation of central lines
- Clinical surveillance software to improve early infection identification
- Protocols to reduce ventilator days for neonates
- Multidisciplinary rounds to improve care of infants on ventilators
- Reduced unplanned extubations
- Reduced surgical site infections
- New protocols for antibiotic timing
- An ultraviolet light system to improve cleaning effectiveness in surgical suites
- Standardized process for cleaning the patient's skin prior to surgery

Preventing Blood Clots

Venous thromboembolism (VTE) is the formation of blood clots in the vein. When a clot forms in a deep vein, usually in the leg, it is at risk of traveling to the lungs. This is called a pulmonary embolism. Left untreated, they can cause death in up to one-third of patients who experience them. Woman's implemented an electronic monitoring tool to assist with the timely diagnosis and prevention of VTE. Physicians also partnered with hospital staff to implement hospital-wide electronic orders for deep vein thrombosis (DVT) assessment and prophylaxis.

No incidents of potentially preventable development of VTE occurred at Woman's in fiscal year 2016. The Louisiana and national rates for potentially preventable DVT are both 2%. However, some patients still develop a VTE despite prevention measures. In these cases, Woman's overall VTE rate is 1.28%, which is considerably better than the Louisiana rate of 3.97% and the national rate of 3.18%.

Top Performer in Quality Care

In 2016, Woman's was recognized as a Top Performer on Key Quality Measures by The Joint Commission, the leading accrediting agency for healthcare organizations in the nation. The program recognizes hospitals for improving performance on evidence-based interventions that increase the chances of healthy outcomes for patients. Woman's was also recognized as a Top Performer for excellence in surgical and perinatal care.

Guardian of Excellence

Woman's was named a Guardian of Excellence Award winner by Press Ganey Associates, Inc., for outstanding patient experience in both 2015 and 2016. This award recognizes top-performing healthcare organizations that have consistently achieved the 95th percentile or above for inpatient experience.

Reducing Antibiotic Overuse

The Centers for Disease Control and Prevention estimates between 20% and 50% of all antibiotics prescribed in United States acute care hospitals are either unnecessary or inappropriate. To help minimize antibiotic resistance in its patients, Woman's has initiated the Antimicrobial Stewardship program. A team, including members of the medical staff, infection prevention, nursing, pharmacy and quality departments, works to develop protocols and criteria for the appropriate selection and use of antibiotics. The group also provides education to staff and patients, utilizes surveillance systems for tracking and promotes evidence-based practices and interventions.

Rehearsing Care

Woman's was the first in Louisiana to adopt the American Heart Association Resuscitation Quality Improvement program. This program uses a mobile simulation station, which includes a patient model and computer monitor, to provide real-time audio/visual feedback to the user as they perform cardiopulmonary resuscitation (CPR). This portable, 24/7 "low dose, high frequency" method of training maintains CPR proficiency in a more efficient, convenient and meaningful way for staff.

Reducing Readmissions

A significant trend in 2016 was an increase in the readmission of moms with gestational hypertension. This influx is due to measures put in place by the Readmission Task Force to increase education and monitoring of patients upon discharge with the goal of detecting problems as early as possible.

Woman's also received a \$50,000 grant from the American Heart Association to purchase blood pressure monitors for at-risk patients. Nurses contact the women at home to answer questions and ensure compliance. While these measures have resulted in earlier detection of hypertension-related problems and healthier moms, it has also increased readmissions.

Improving Lab Testing

Woman's invested time and resources to improve lab testing processes for both patients and staff.

- Turnaround time of Pap smear results was reduced from 30 days to less than five days.
- A new tissue cassette and slide labeling system was installed that uses multiple identifiers to reduce the risk of misidentifying tissue samples.
- A remote sample registration system was expanded into physician offices to reduce wait time for lab results.

Enhancing IV Medication Safety

Intravenous (IV) medications are administered directly into a patient's vein through a catheter or syringe. A new process automates routing, preparing, inspecting, tracking and reporting IV doses. Patient safety is improved by using automatic calculations and barcode verifications of ingredients to reduce preparation errors, including wrong drug selection and incorrect dose concentration, and reduce waste.





Assessing Performance

Offering the highest quality care and best outcomes while remaining a leader in patient experience requires continual performance assessment. This year, a rigorous self-assessment was performed to identify strengths and opportunities for improvement. Called the Baldrige Assessment, this initiative provides a validated method for evaluating processes and measuring results.

Team members spent hundreds of hours determining effectiveness in the areas of leadership, strategy, customer focus, measurement, workforce engagement, operations and results. The assessment resulted in improved alignment of resources to initiatives and generated enthusiasm at all levels for continued performance improvement. Several key findings were included as initiatives in the fiscal year 2017 Tactical Plan.

Studying Outcomes

Medical research at Woman's focuses on finding ways to improve prevention and treatment of diseases specific to women.

- "Better Rx for Gestational Diabetes Mellitus (GDM)" explores why one out of every three women with gestational diabetes will experience "pre-diabetes" after delivery.
- "Prevention of Diabetes in Post-Pregnancy, Overweight Women with History of Gestational Diabetes" focuses on preventing the onset of diabetes in overweight women with a history of gestational diabetes who delivered less than a year ago.
- "Combined Liraglutide and Metformin Therapy in Women with Previous Gestational Diabetes Mellitus" studies overweight women who were diagnosed with GDM during their last pregnancy, who have not returned to normal metabolic function and remain overweight with diagnosed insulin problems.
- "New Direction in Treatment for Women with Polycystic Ovarian Syndrome (PCOS)" tests the success of new medications found to improve abnormal glucose metabolism and reduce body weight.
- "Louisiana Moms and Babies Study (LAMBS)" evaluates how diet can benefit pregnancy and pregnancy outcomes.

Interpreting on Wheels

For years, Woman's has utilized telephone-based and face-to-face interpreters to serve patients who speak languages other than English. An additional service, the Interpreter on Wheels, was introduced in August. The system features an iPad on a rolling stand with 24/7 video and audio access to interpreters in 35 languages and American sign language.



Collaborating for Better Care

This year, Woman's collaborated with physicians, other hospitals and health systems, educational institutions and community organizations to improve the health of women and infants throughout Baton Rouge and beyond.

- Woman's joined the Health Leaders Network established by the Franciscan Missionaries of Our Lady Health System. The network, comprised of more than 850 providers throughout the state, is focused on delivering quality, performance, efficiency and value for patients through improved access and care transitions between providers. Evidence-based medication protocols, data and referral processes, along with standards for access across the care spectrum and among providers will allow physicians to care for patients more efficiently and effectively.
- Woman's OB/GYN LSU residency program joined the American College of Obstetricians and Gynecologists' Collaborative Ambulatory Research Network. This collaboration will link Woman's preterm birth research with March of Dimes' studies on this topic.
- Continuous investment in medical leadership benefits the entire organization. Four physicians participated in the Louisiana Hospital Association's Physician Leadership Academy. The academy offers a series of classes such as change management, decision-making and financial acumen, designed to assist both new and experienced physicians expand business skills.

Recognizing Diabetes Research

In June, Karen Elkind-Hirsch, PhD, Scientific Director of Woman's Metabolic Health Clinic and Health Research, presented at the American Diabetes Association's 76th Annual Scientific Sessions in New Orleans. Elkind-Hirsch discussed a trial study involving women with PCOS and impaired glucose regulation who are at significant risk for type 2 diabetes. The study was also published in *Fertility and Sterility*, an international medical journal.





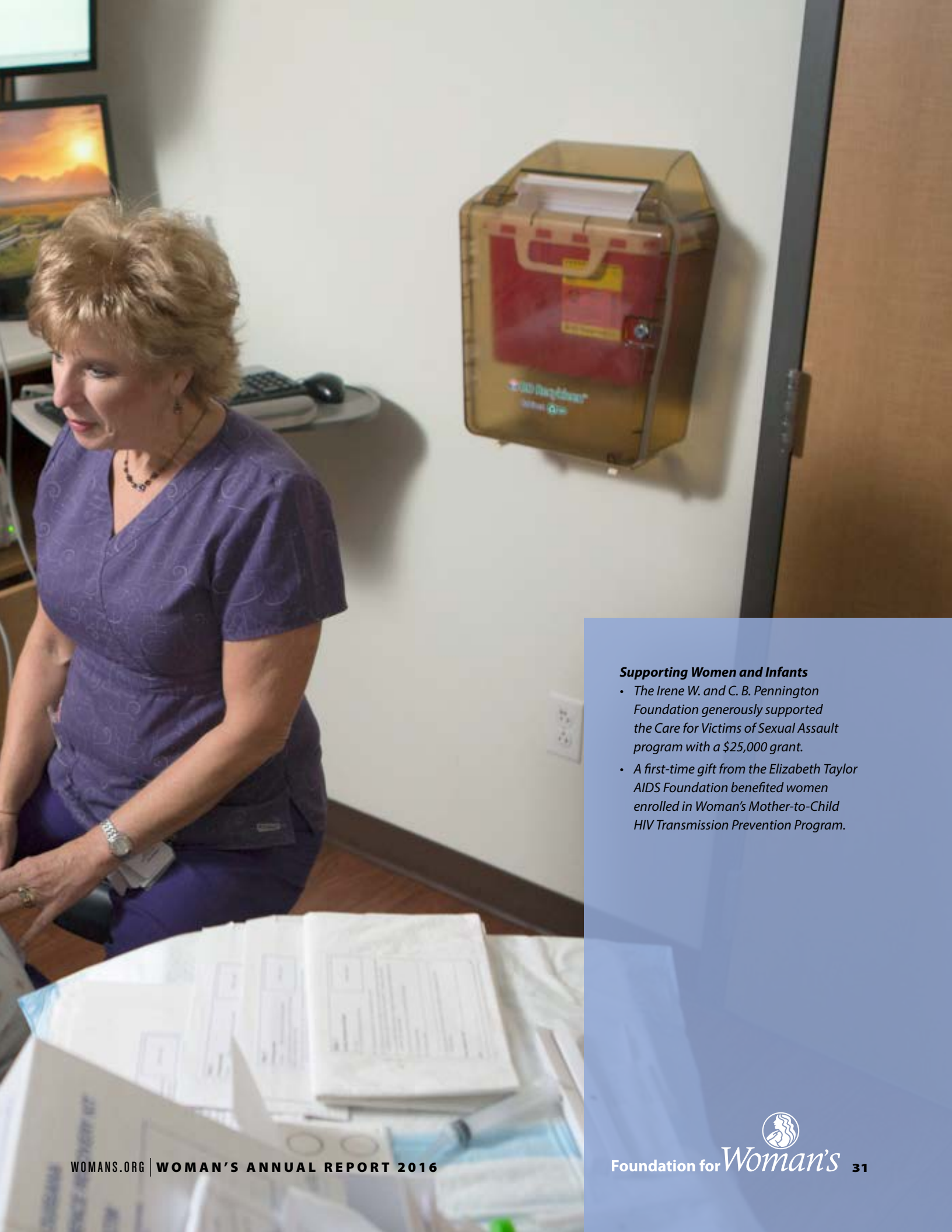
Caring for Sexual Assault Victims

Woman's provides care and comfort following sexual assault. Sexual assault includes rape and attempted rape, as well as any unwanted sexual contact or threats. In 2016, 128 women were treated with dignity and respect in our Assessment Center, which includes a private waiting area and sexual assault exam room.

Several changes in East Baton Rouge Parish improved access to fast and consistent care. The East Baton Rouge Parish Coroner's Office initiated the Sexual Assault Nurse Examiner Program, placing nursing staff in local emergency rooms to perform forensic medical exams. Woman's also has a specially trained team of OB/GYNs and nurses who can respond to the immediate medical needs of a woman who has been sexually assaulted.

Woman's 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 victims.





Supporting Women and Infants

- *The Irene W. and C. B. Pennington Foundation generously supported the Care for Victims of Sexual Assault program with a \$25,000 grant.*
- *A first-time gift from the Elizabeth Taylor AIDS Foundation benefited women enrolled in Woman's Mother-to-Child HIV Transmission Prevention Program.*

WOMEN'S CHOICE AWARD

METABOLIC AND BARIATRIC SURGERY
ACCREDITED CENTERS
SATISFACTION AND QUALITY IMPROVEMENT

WOMEN'S CHOICE AWARD
THE VOICE OF WOMEN

Modern
Healthcare



BEST
PLACE
TO
WORK

Accomplishments and Recognition

Bariatric Surgery Accreditation

In March 2016, Woman's bariatric surgery program received national accreditation from the Metabolic and Bariatric Surgery Accreditation and Quality Improvement Program (MBSAQIP). For patients electing a surgical solution for obesity, Woman's offers a program that meets the highest standards for patient safety and quality of care.

Best Places to Work

One of the best compliments your employees can give is that coming to work is a pleasure, and for nine consecutive years, Woman's has been recognized in Modern Healthcare Magazine's *100 Best Places to Work in Healthcare*. Woman's is once again the only hospital in the Baton Rouge area to receive this recognition, and the only hospital to be named to the national list every year since its inception nine years ago.

Additionally, Becker's Hospital Review and the Baton Rouge Business Report have consecutively named Woman's Hospital as a great place to work every year the award has been given based on our excellent work environment and outstanding employee benefits.

Women's Choice Award

Woman's received three Women's Choice Awards from WomenCertified, Inc.:

- America's Best Hospitals for Obstetrics
- America's Best Hospitals for Cancer Care
- America's Best Breast Centers

The Women's Choice Awards identify the nation's best hospitals based on robust criteria that consider clinical performance, patient recommendation ratings and women's preferences.

Interactive Health Healthiest Companies

Interactive Health, a provider of workplace wellness programs, recognized Woman's as one of the 154 healthiest companies in America for helping its employees make significant and sometimes lifesaving changes to improve their health.

More than 70 percent of Woman's employees enrolled in Woman's health plan participated in Interactive Health's workplace wellness program. Based on lab work results, participants received a low-risk health score based on thorough health evaluations to identify the following modifiable risk factors: smoking, glucose, blood pressure, triglycerides and LDL cholesterol. Of those employees who were determined to be at-risk based on their previous health evaluation:

- 95% improved blood pressure
- 77% improved LDL cholesterol
- 67% improved triglycerides
- 64% improved glucose level
- 30% improved smoking

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Dana Vidrine

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Laurel Kitto

Nursing Administration, Clinical

Informatics and Patient Experience

Wendy Singleton

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Monica Parish

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Woman's Hospital Foundation

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

Voting

Eric Abraham, MD
Mathew Abrams, Jr., MD
Sandra Adams
Ramon Aizpurua, MD
Timothy Andrus, MD
Jill Bader, MD
Debra Baehr, MD
Phillip Barksdale, MD
W. Dore Binder, MD
Britani Bonadona, MD
Allyson Boudreaux, MD
David Boudreaux, MD
Rebecca Boudreaux, MD
Jolie Bourgeois, MD
Frank Breaux, MD
Jeffrey Breaux, MD
Randall Brown, MD
Joseph Broyles, MD
Elizabeth Buchert, MD
Deborah Cavalier, MD
Kristen Chapman, MD
Nicole Chauvin, MD
Erin Christensen, MD
Chester Coles, Jr., MD
Michael Coogan, MD
Gary Cox, MD
Sarah Davis, MD
John Dean, MD
Robert diBenedetto, MD
Ryan Dickerson, MD
Steven Feigley, MD
M. Giles Fort, III, MD
Lisa Gautreau, MD
Greg Gelpi, MD
Geoffrey Gillen, MD
Robert Greer, Jr.
Marcia Gremillion, MD
Kathy Guidry, MD
Faith Hansbrough, MD
Renée Harris, MD
Francis Henderson, MD

Gregory Heroman, MD
Jack Holden, MD
Wendy Holden-Parker, MD
Nicolle Hollier, MD
Shawn Kleinpeter, MD
Ann Lafranca, MD
Charles Lawler, MD
Sharon Lee, MD
Michael Leggio, MD
Pamela Lewis, MD
Frederick Lind, Jr., MD
Cecil William Lovell, Jr., MD
Julie Martin, MD
Frank McArthur, II
Markham McKnight
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Jamar Melton, MD
F. A. Moore, III, MD
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Kyle Waters
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Emeritus

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Hoyt Ayres, MD
John Bateman
Jan Benanti, MD
Edwin Bowman, Jr., MD
Malton Bullock, Jr., MD
Stephen Chatelain, MD
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Margaret Womack Hart
Evelyn Hayes, MD
Jeffery Janies, Jr., MD
Sharon Knight
Mary Laville, MD
Fritz McCameron, PhD
C. Brent McCoy
Carol Ridenour, MD
Sterling Sightler, MD
Lydia Sims, MD
J. Noland Singletary
Thomas Sparks, MD
Gerald Stack, MD
Marvin Stuckey, MD
Fahimeh Tahvildari, MD
Michael Teague, MD
Rosemary Haas Williams

Deceased in 2016

William Haile, MD, Founder

Financial Performance

Fiscal year 2016 income from operations exceeded the financial plan for the fiscal year and was 16.8% higher than fiscal year 2015. Net patient revenue was 5.9% higher than budget, while expenses were only 1.6% higher.

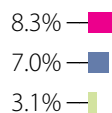
Net patient service revenues were \$268.2 million, compared to \$251.3 million in fiscal year 2015. Woman's operating margin of 8.3% compares favorably to Moody's most recently published median for A3-rated hospitals of 3.1%. The operating margin increased from the fiscal year 2015 margin of 7.0%.

Woman's continues to experience a favorable payor mix, with commercial insurance representing 53.2% of gross patient revenue, an increase of 4.3% over fiscal year 2015.

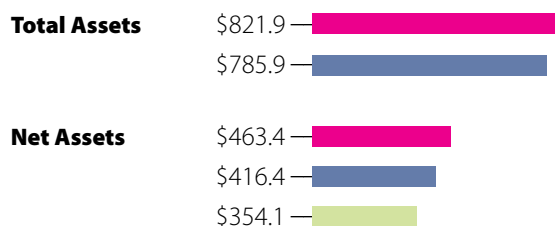
	2016	2015
ADULT ADMISSIONS _____	10,454	10,667
ADULT AVERAGE LENGTH OF STAY _____	2.86 days	2.78 days
ADULT PATIENT DAYS _____	29,917	29,659
BIRTHS _____	8,638	8,720
NICU ADMISSIONS _____	1,313	1,259
NICU AVERAGE LENGTH OF STAY _____	17.00 days	17.06 days
NICU PATIENT DAYS _____	22,328	21,484
NEONATAL TRANSPORTS _____	90	77
MATERNAL-FETAL MEDICINE OFFICE VISITS _____	11,446	11,785
SURGERIES _____	7,307	7,510
PAP SMEARS* _____	75,707	59,227
BREAST PROCEDURES _____	43,907	44,775
OTHER OUTPATIENT SERVICES* _____	620,442	547,719

**The increase in volume is related to the closure of two physician-owned labs in 2015 and 2016; a significant number of lab tests previously performed in those labs are now referred to Woman's.*

Margins **Operating Margin as a Percent of Revenues**



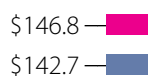
Assets **Total Assets and Net Unrestricted Assets (in millions)**



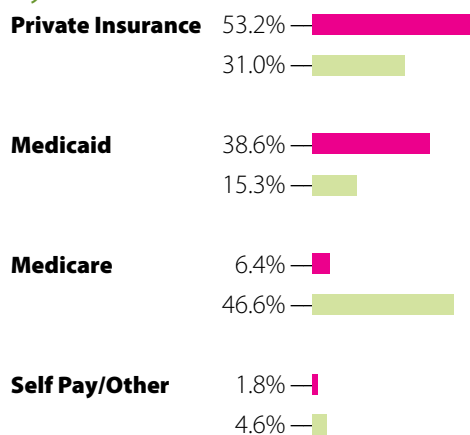
Net Patient Services Revenues (in millions)



Salaries and Benefits (in millions)



Payor Mix of Gross Patient Revenue



■ FY 2016

■ FY 2015

■ Moody's comparison for A3-rated hospitals

(source: Moody's Investors Services, 2015 medians)

2016 Community Benefit Programs

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

Charity Care	\$3,340,000
Unreimbursed Cost of Medicaid Program	19,605,000
Unreimbursed Cost of Medicare Program	880,000
Subsidized Health Services	
Emergency Services and Clinical Consultation	2,493,000
Lactation Services	649,000
HIV Case Management	60,000
Subspecialty Clinics	664,000
Unreimbursed Hospitalists	3,676,000
Community Education of Health Issues	322,000
Support of Community Service Organizations	
Susan G. Komen Breast Cancer Foundation	8,000
March of Dimes	7,000
Printing Services	27,000
Other Grants and Awards to Service Organizations	132,000
Care for Victims of Sexual Assault	68,000
Un-sponsored Research	624,000
Total Financial Support	\$32,555,000

Mission

To raise philanthropic support to improve the health of women and infants at Woman’s.

Vision

To build long-term sustainable relationships between Woman’s and the community through innovation, strategic partnerships and stewardship.

Values

Respect, Integrity, Engagement, Stewardship, Innovation



Foundation for Woman’s

Foundation for Woman’s provides philanthropic support for Woman’s Hospital programs and services that address critical needs of women and infants in our community.

In 2016, Foundation for Woman’s supported these specific programs and services:

- Breastfeeding and Lactation
- Cancer Care and Support
- Care for Victims of Sexual Assault
- Geaux Strong Swim Program
- Healing Arts
- Human Donor Milk
- Mammography Coach
- Mother-to-Child HIV Transmission Prevention
- NICU
- Palliative Care
- And more.

Fiscal Year 2016 Irrevocable Gifts and Pledges

● Direct Mail _____	\$10,244
● Honor/Memorials _____	29,529
● Employee Campaign _____	112,374
● BUST Breast Cancer _____	143,652
● Woman’s Victory Open _____	154,076
● Other Sources _____	216,301
● Annual Giving Campaign _____	243,303
● Irrevocable Planned Gift _____	250,000
● In-Kind Donations _____	261,290
● Grants _____	401,488
Total _____	\$1,822,257



Artwork throughout our campus is part of Woman's Healing Arts Program, which aims to improve the hospital experience for patients and their families.

Gitter Gallery

Doug and Cathy Gitter of The Gitter Gallery donated giclees from world renowned folk artists, several of whom are featured in The Smithsonian. Reproductions include famed Louisiana folk artist Clementine Hunter.



In Memory of Melanie Dimmick Kumrow

Ms. Elizabeth Dimmick, a volunteer with Woman's for over 40 years, donated this commissioned art piece that is now displayed in Woman's Respiratory Therapy. Melanie was an employee in our Respiratory Therapy department for many years and succumbed to breast cancer in 2015.



BR Walls Mural

Woman's and Capital One employees volunteered to add a splash of color to Mid-City as they painted a mural on the walls of the Capital Area Corporate Recycling Center. This mural was part of the Walls Project, aimed at bridging the gap between businesses and artists in the community.



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Kimberly Lewis Robinson

Gabriella St. Amant

Deborah Sternberg

Woman's Impact Society Members

Members of the Woman's Impact Society have committed to donating at least \$1,000 per year for three or more years.

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Donna M. Saurage

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Gabriella and Marshall St. Amant

Ellis and Laura Thomas

Corky and Beverly Brooks Thompson

Nancy and Charles Valluzzo

Shelley Favre Zeringue

Foundation for Woman's is pleased to recognize donors for fiscal year October 1, 2015 – September 30, 2016. Despite our best efforts, errors and omissions may have occurred. If so, please accept our apology and notify Foundation for Woman's, PO Box 95009, Baton Rouge, LA 70895-9009, 225-924-8720, giving@womans.org.

Leadership Donors

Individuals, corporations and foundations whose cumulative contributions to Foundation for Woman's total \$1,000 or more (October 1, 2015 – September 30, 2016).

\$100,000 and Above

AstraZeneca-Bristol-Myers Squibb Company
The Hearst Foundations

\$50,000 - \$99,000

Albemarle Foundation
Capital Region Builders Association
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\$25,000 - \$49,999

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Baton Rouge Neonatal Associates, Inc./Infamedics
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Irene W. and C. B. Pennington Foundation
LHA Malpractice & General Liability Trust
Robert F. and Ruth S. Nichols Memorial Endowment Fund



Greg Flores, Robert Bond, Beverly Brooks Thompson, Teri Fontenot, Willie Martin, Carol Smith and Lynda Evans at the Home for Good Sneak Peek.



Foundation for Woman's

\$10,000 - \$24,999

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Geaux Teal
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Dr. John Lovretich, Dr. Misty Norman,
Dr. James Ruiz, Dr. Steven Sotile,
Dr. Elizabeth Gay Winters
Donna M. Saurage
Susan G. Komen Foundation - Baton Rouge Affiliate
John G. Turner and Jerry G. Fischer
Woman's Hospital Auxiliary

Making an Impact

Woman's Impact Luncheon is the kickoff to the Annual Giving Campaign. In 2016, this event raised more than \$100,000 and was chaired by Donna Saurage.

Additionally, an unprecedented planned gift totaling \$500,000 was made by Sam and Dana Agnew for the NICU.



Beverly Brooks Thompson, Teri Fontenot, Donna Saurage, Catherine and Matt Saurage at Woman's Impact Luncheon.



Foundation for Woman's

\$5,000 - \$9,999

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 Drs. Eric Abraham, Dewitt Bateman,
 Vernon Coffman, Lloyd Klibert,
 Tim Maher, Blaine Thomas and
 Robert C. Witcher, Jr.
 McDonald's of Baton Rouge and
 Surrounding Areas
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 Pathology Group of Louisiana
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 SGS Petroleum Service Corporation
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\$2,500 - \$4,999

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 Educators
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 Moo and Martin Svendsen
 Mary H. and Paul R. Thompson
 TWRU CPAs & Financial Advisors
 United Networks of America
 Westport Linen Services
 Whitney Bank
 Drs. Gay and Chris Winters
 Shelley Favre Zeringue



Dr. Steven Spedale and Blayke, Bobby and Brittney Williams at Woman's Impact Luncheon.



As part of the Woman's Family Tree/Bench Program, Woman's Hospital employees and Infamedics donated a bench in memory of Pat Wilson, a Woman's employee.

\$1,000 - \$2,499

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 March of Dimes - Louisiana Chapter
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 McDonald's Valluzzo Family Restaurants
 Mike and Camille Meagher
 Milton J. Womack Foundation
 Cynthia D. Morris
 Dr. and Mrs. Julius H. Mullins, Jr.
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 Pam Parker
 Drs. Charlie and Amanda Pearson
 Performance Contractors, Inc.
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 Wynona Eidson Peters
 Mr. and Mrs. Randall Plaisance
 Jennifer Price
 Drs. Susan F. and Michael K. Puyau
 Cynthia A. Rabalais
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 Bob* and Sue Rainer
 Republic Finance
 Ron and Patsy Richmond
 (Kelli Leigh Richmond Ovarian
 Cancer Foundation LLC)
 Kimberly Lewis Robinson
 Kristy Roubique
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 Patricia Schneider, MD
 and Ronnie Martin
 Clifford and Kathy Schwartzburg
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 Dr. and Mrs. Steve Spedale
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 Yale New Haven Health System
 John and Janet Young
 Zachary Fire Department

**deceased*

A new father bonds with his newborn through skin-to-skin contact.

