



Annual Report 2015 | *Woman's* 

Woven Throughout the Community



Dear Friends,

It takes time, skill and commitment to craft something special, and Woman's Hospital is no exception. For the past 47 years, Woman's has woven the fabric of exceptional care for women and infants in Baton Rouge.

This year, we focused on linking our expertise with other organizations in the medical community. Together with Mary Bird Perkins Our Lady of the Lake Cancer Center and Our Lady of the Lake Regional Medical Center, we began planning a comprehensive system of cancer care in a new location on Woman's campus. This will unite technology, individual clinical expertise and specialized cancer resources to deliver the most advanced, personalized care for women with breast and gynecologic cancer in the Gulf South.

Collaboration is key to addressing community health needs. Woman's is in a unique position to improve the health of women and infants, such as increasing breastfeeding rates and educating women on healthier pregnancies. We use this capability in partnership with Mayor-President Kip Holden's Healthy City Initiative, which brings together hospitals, nonprofit organizations, government institutions and more to significantly impact healthcare outcomes using collective strength. The American Hospital Association honored our partnership with the Healthy City Initiative and four other Baton Rouge-area hospitals with the NOVA Award.

I'm so thankful for the honor of working alongside a close-knit team whose commitment to our mission, vision and values defines how healthcare should be. A very successful Joint Commission survey, improved patient care as measured by our quality and patient experience scores, the creation of the Foundation for Woman's that is focusing on our philanthropic goals, and implementation of Computer Physician Order Entry are just a few of the many accomplishments we can be proud of over the past year.

We look forward to continuing our pattern of success in 2016.

Sincerely,

Teri G. Fontenot
President/Chief Executive Officer



Woman's mission – to improve the health of women and infants – has remained constant since our doors opened in 1968. While each generation faces unique healthcare challenges, our mission is the common thread woven into every decision we make, service we offer and caring and compassionate effort we extend. This year, Woman's strengthened the fabric of our community by increasing breastfeeding rates, addressing the needs of our youngest patients and their families, enhancing the patient experience and providing the highest quality care.

Breastfeeding

“Breast is best” when it comes to infant nutrition, and in 2015, Woman's continued to reinforce that message to women. Research shows that breast milk provides health advantages beginning at birth and continuing over a lifetime. These include a stronger immune system and fewer respiratory illnesses, ear infections and gastrointestinal issues. New mothers also benefit from milk production. Weight loss occurs more rapidly, the uterus returns to normal size more quickly and stress is reduced. Breastfeeding may also reduce the incidence of certain types of cancer. Woman's patient breastfeeding rate of 69 percent continued an upward trend, surpassing the Louisiana average of 57 percent.

EMPower-ing Woman's

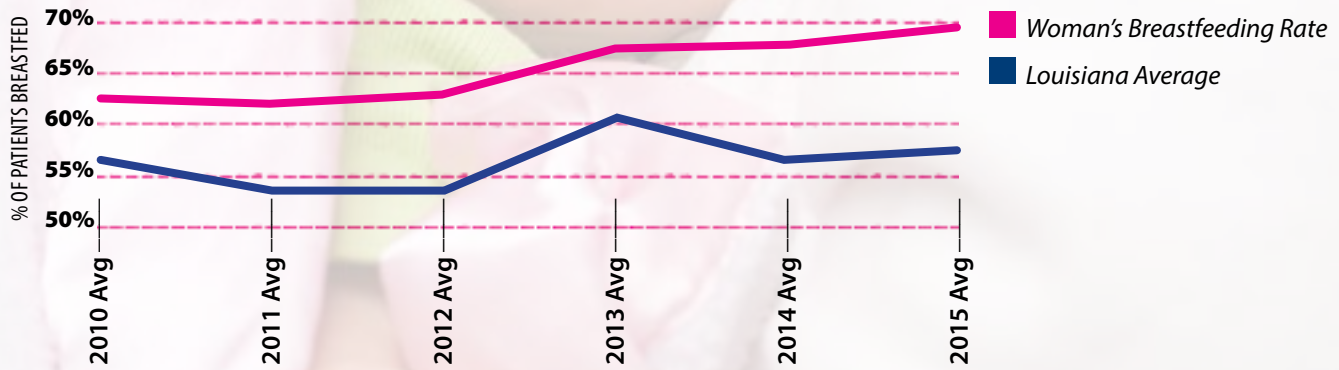
In June 2015, Woman's became one of the first hospitals in the nation to join the Breastfeeding: Enhancing Maternity Practices group, also called the EMPower Initiative. This hospital-based quality improvement effort focuses on best practices for breastfeeding and maternity care. As a participant, Woman's receives training and resources to support evidence-based practices for prenatal and maternity care. The program is funded by the Centers for Disease Control and Prevention. The Carolina Global Breastfeeding Institute and Population Health Improvement Partners also sponsor the project.

Top of its Class

Woman's scores exceeded state and national standards for infant feeding practices in the Centers for Disease Control and Prevention's survey of Maternity Practices in Infant Nutrition and Care (mPINC). Woman's scored 92 out of 100, exceeding the state (71) and national average (75), placing our rate in the nation's 90th percentile. Woman's was commended for breastfeeding education, encouraging mothers to breastfeed and practicing skin-to-skin contact.



Patient Breastfeeding Rate Averages 2010-2015





Breastfeeding-Friendly Workplace Champion

Nearly 70 percent of mothers with children younger than three years old work outside the home. The need to return to work soon after childbirth, coupled with lack of support for breastfeeding at work, can negatively impact a new mother's decision to begin or continue breastfeeding. The Louisiana Breastfeeding Coalition and Mary Amelia Women's Health Center designated Woman's as a Breastfeeding-Friendly Workplace Champion in 2015 for providing time, space, resources and support for employees to breastfeed or pump milk.

Breastfeeding Training and Support

In January 2015, seven registered nurses completed the Certified Lactation Counselor course offered by the American National Standards Institute. In addition to achieving this designation, each received specialized training to support, promote and protect breastfeeding.



Skin-to-Skin Contact

Skin-to-skin contact is the natural process of placing an unclothed newborn on the bare chest of a parent. When resting skin-to-skin on his mother's or father's chest, a baby can feel the warmth and hear the heartbeat and breathing of his mom or dad. Evidence has shown that skin-to-skin babies breathe more regularly, stabilize their heart rates and body temperatures, use energy more efficiently, have better blood sugar levels and experience less stress. Furthermore, skin-to-skin fosters frequent eye contact and voice recognition and can be a special time for newborns and their parents.



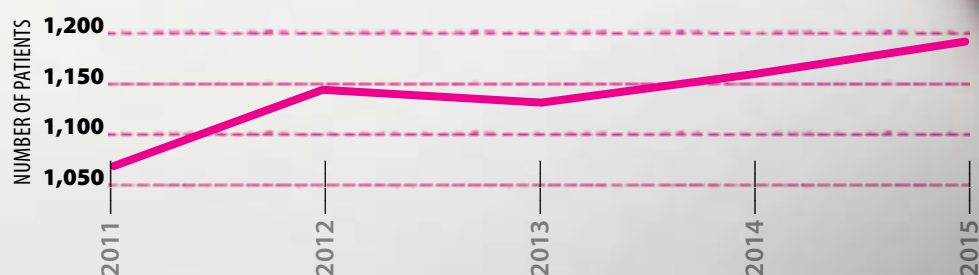
In March 2014, Woman's rate of skin-to-skin contact within two hours of vaginal and C-section deliveries was 33 percent. New policies and practices as well as enhanced patient and staff education increased the rate to 86 percent for vaginal deliveries and 88 percent for C-section deliveries.

Newborn & Infant Intensive Care

Critically ill newborns are the most fragile patients at Woman's. As a regional referral center, the hospital's newborn and infant intensive care unit (NICU) is a special place where the sickest infants fight against medical challenges with the aid of the region's most experienced and specialized neonatal team.

Woman's strives to reduce admissions by supporting community outreach and education through partnerships with organizations such as the March of Dimes and following evidence-based guidelines. Despite these efforts, NICU admissions increased this past year, a rise not isolated to Woman's. NICUs at local hospitals saw an increase in critically ill infants due in part to lack of prenatal care and a disturbing, growing trend of babies born addicted to prescription or illegal drugs.

Annual NICU Admissions



Neonatal Abstinence Syndrome

Neonatal abstinence syndrome (NAS) describes the problems a baby experiences when withdrawing from exposure to certain drugs taken by the mother during pregnancy. Babies with NAS are more likely to be born with low birth weight, have breathing and feeding problems and may develop seizures. They often stay in the hospital longer than babies without NAS. These are just some of the major health problems that an infant exposed to narcotics during pregnancy may experience.

Like most of the United States, Baton Rouge and the surrounding areas have experienced a significant increase in the number of infants exposed to maternal substance abuse. In response to these infants' needs, Woman's created the Perinatal/Neonatal Addiction Disorders Task Force, which includes providers who care for both mothers and babies in an effort to offer the best outcomes for infants. Processes were developed to facilitate screening of at-risk mothers and standardized treatment plans were implemented for both mother and baby. The task force utilized March of Dimes materials to provide education on substance abuse for families. State and community partners were invited to join a review of available resources for pregnant women who suffer from substance abuse. Members of the task force worked with the Department of Health and Hospitals to create a standardized assessment and management program for mothers and infants on substance abuse, and developed educational materials for clinicians. This team effort continues to increase awareness of maternal addiction and reduce its impact on our most fragile children.



"We were so grateful for the time and the plan in place, allowing us to participate in our daughter's care to the end."

"I wish I could put into words how special you are to me. Just hearing that it's OK to feel certain ways and that we are making good decisions for my son put me at ease and gave me peace."

"I appreciate everything you guys did to help my son survive even for a few days. I also knew he was happy to have you guys beside him and giving me positive hope, even though I knew it was gonna be a miracle to save our baby. Again, thank you and please continue what you are doing."

Palliative Care

When a patient is facing a serious illness, Woman's staff is called upon to provide a very special touch called palliative care. The goal of palliative care is to improve the quality of life by relieving a patient's physical, emotional and spiritual distress. It does not restrict medical intervention, and is intended to manage the symptoms and side effects of an illness and its treatment. At Woman's, this unique comfort is offered to both adults and infants.

Adult Care

For a cancer patient, palliative care is often needed in addition to treatment and continues throughout a patient's experience with their disease. This year marked the beginning of a Woman's Adult Palliative Care program for oncology patients. A grant and philanthropic support enabled five employees and one physician to attend Palliative Care Leadership Training at the University of California in San Francisco. The palliative care team provides a woman with specialized resources to help manage her symptoms and assist in achieving goals that are important to her.

Infant Care

Louisiana has the second highest premature birth and infant mortality rates in the nation. As a result, Woman's focuses on providing the best quality of life for a newborn with a life-limiting condition and supports parents during this difficult time.

In 2014, seven employees attended a Palliative Care Leadership Course offered through the Center to Advance Palliative Care at Children's Hospitals and Clinics of Minnesota. This was preceded by a course in Palliative Care at Harvard Medical School in 2013. This continued investment gives staff the knowledge to help families plan for and improve the quality of the time spent in the NICU and at home. Funded primarily through generous philanthropic support from individual donors and grants, the success of palliative care at Woman's is measured by the quality of time that families spend together, whether it is for a few precious moments or many days. Along with the expert knowledge we continue to gain, our improvement is based on responses from parents who have been through this experience. Woman's staff actively reconnects with families who have been supported through palliative care to learn from their experiences.

Sweet Dreams Baby *Tina* 9.23.15 - 10.03.15

Physician Engagement

High quality care and successful patient outcomes require the combined efforts of physicians, administrators and staff. Woman's worked with physicians to implement additional clinical pathways designed to improve treatment of specific conditions:

- Routine prenatal care: Encouraged additional interviews for screening for maternal substance abuse.
- Hypertensive disorders of pregnancy: Promoted awareness of treatment guidelines by the American College of Obstetricians and Gynecologists and California Maternal Quality Care Collaborative.
- Preterm birth: Encouraged the use of progesterone to reduce the incidence of preterm birth.
- Risk of infection: Supported screening for diabetes to ensure maintenance of normal blood sugar levels during and after surgery.
- Post-operative pain management: Established rapid recovery from surgery protocol to reduce use of pre-operative injection and post-operative narcotics.

Physicians provided leadership and input to a number of major projects this year, including planning a cancer center partnership and expansion, improving the patient experience in the Assessment Center, lowering hospital readmissions, addressing the growing number of opiate-addicted newborns and reducing surgical-site infections.





The Patient Experience

Patient & Family Advisory Council

In 2015, Woman's created the Patient & Family Advisory Council to gain perspectives on quality, safety and efficiency of care, as well as the overall hospital stay. The Council's mission is to promote an exceptional experience in which patients and family members feel respected and empowered to be partners in their care. Members include former patients, family members and Woman's staff. This year, council members participated as members of the Patient Experience Task Force, the Breastfeeding Task Force and the Performance Improvement Council. Members also provided input on marketing materials, hospital gowns, visitor communication and signage, service recovery and construction/renovation projects.

Assessment Center Visits

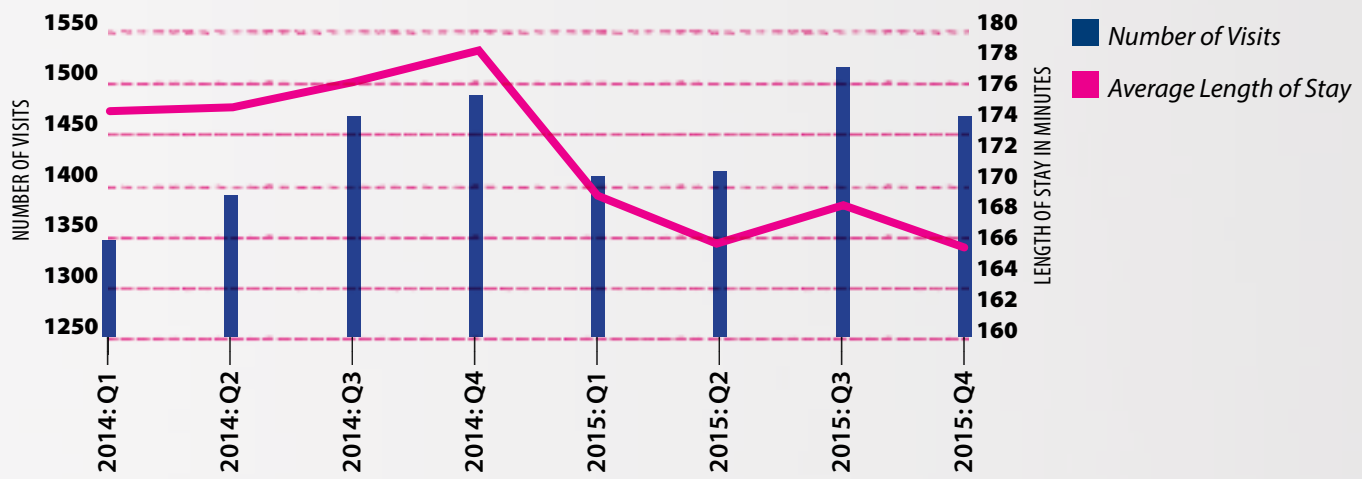
The Assessment Center cared for approximately 25 to 30 additional patients per month in 2015. This significant increase can be attributed in part to the closure of two local emergency rooms in the greater Baton Rouge area. A task force was created to address the increased volume, decrease the overall length of stay, reduce the number of patients leaving without being seen and improve satisfaction. The task force evaluated the triage process, all patient flow processes, and initiated an ongoing review of patient wait times and the specific causes that led to extended stays. Overall, the average length of stay from the moment a patient arrives to discharge or admittance to the hospital has decreased by 5 percent. Patient satisfaction is on par with Louisiana and nationwide averages with 85.5 percent of patients very satisfied with their care.

Quiet Time

To promote a quiet and restful environment conducive to healing, Woman's implemented "Quiet Time" for patients in the Mother/Baby unit. The patient designates when and for how long her quiet time will be. During this period, visitors and hospital team members are discouraged from entering the room unless medically necessary.

Noise is reduced in other ways as well throughout the hospital. Floors are carpeted in hallways and sound absorbers were placed in chart racks, cabinets and pneumatic tube stations. Overhead paging is strictly limited to emergency situations. Visual cues are placed in areas easily viewed by staff and visitors. Staff are asked to speak softly in hallways and lower phone ring tones, and families are encouraged to use waiting areas when not in the patient's room.

Assessment Center Volume and Length of Stay



Electronic Health Records

Woman's is at Meaningful Use Stage 2 Year 1 in the Medicare and Medicaid Electronic Health Care Record Incentive Program. This program provides hospitals with incentive payments as they continuously adopt, implement and upgrade their electronic health records systems.

This year's advancements provide secure electronic messaging to communicate with providers about relevant health information.

- *Automated hospital lab, radiology and clinical reports are sent to the electronic health record systems of many physician practices, giving providers timely access to results.*
- *Computerized physician order entry (CPOE) was implemented for medication, laboratory and radiology orders to improve safety, quality and outcomes for patients.*
- *This year's expansion also included electronic discharge instructions, medication reconciliation and electronic prescriptions for patients.*
- *Woman's new online patient portal provides patients with the ability to view, download and transmit their health information.*

Quality Care

Top Performer Recognition from The Joint Commission

In September 2015, our commitment to safety, quality and patient-focused care was reaffirmed by an unannounced survey from The Joint Commission. Joint Commission accreditation and certification is recognized nationwide as a symbol of quality that reflects an organization's commitment to meeting certain performance standards.

Woman's successfully achieved reaccreditation for a three-year period. In addition, the hospital was recognized as a 2014 Top Performer on Key Quality Measures® and was included as a best practice case study in The Joint Commission's 2015 annual report "America's Hospitals: Improving Quality and Safety" for excellence in surgical and perinatal care. Woman's is one of 1,043 hospitals out of more than 3,300 eligible hospitals in the United States to achieve Top Performer distinction, which has been awarded since 2011. This is the second year Woman's has been recognized as a Top Performer.

Four Stars Rating

Woman's patient- and family-focused care was recognized in 2015 when the hospital received four stars in the Hospital Consumer Assessment of Healthcare Providers and Systems (HCAHPS) patient experience survey. HCAHPS is a national survey that measures patients' perceptions of their experience. Woman's four-out-of-five-stars score was the highest of all full-service hospitals in the city and also exceeded the state (3.2 stars) and national averages (3.3 stars) of similar facilities, surpassing state and national scores in nine of 10 consumer assessment categories.



Hospital Consumer Assessment of Healthcare Providers and Systems**Woman's* Louisiana National**

Communication about medicine – always	74%	66%	64%
Communication with doctors – always	94%	86%	81%
Communication with nurses – always	85%	82%	80%
Discharge information – yes	95%	99%	97%
Pain control – always	81%	75%	71%
Responsiveness of hospital staff – always	77%	67%	67%
Room kept clean – always	80%	71%	74%
Room quiet at night – always	75%	69%	61%
Rate hospital – 9 or 10	84%	74%	72%
Would recommend hospital – definitely yes	91%	76%	73%

Surgical Care Improvement Project**Woman's* Louisiana National**

Prophylactic antibiotic received within one hour prior to surgical incision	100%	98%	99%
Prophylactic antibiotic selection appropriate	100%	99%	99%
Prophylactic antibiotic stopped within 24 hours after surgery	100%	97%	98%
Treatment to prevent blood clots received within 24 hours before or after selected surgeries	100%	98%	99%

2014 Q3 to 2015 Q2 (most recent available)*Press Ganey Guardian of Excellence**

Woman's was named a 2015 Guardian of Excellence Award® winner by Press Ganey Associates, Inc. This award recognizes top-performing healthcare organizations that have consistently achieved the 95th percentile or above of performance in patient experience for 12 consecutive months. The Guardian of Excellence Award is a nationally recognized symbol of achievement from an industry leader in measuring, understanding and improving the patient experience.

Press Ganey is a leading provider of patient experience measurement, performance analytics and strategic advisory solutions for healthcare organizations across the continuum of care. It is an approved CMS vendor for the Accountable Care Organization (ACO) Consumer Assessment of Healthcare Providers and Systems (CAHPS) survey, which is used for Pioneer and Medicare Shared Savings Programs (PMSSP ACOs).

Press Ganey serves more than 22,000 healthcare organizations worldwide. Some of the practices and initiatives that led to this achievement include patient rounding, noise reduction, education about medications, food service efficiency, improved signage and wayfinding, and wait time reduction.



Gynecologic Cancer Care

The number of gynecologic oncology patients at Woman's increased 1 in 2015. This growth can be explained in part by an increase in referrals and in gynecologic cancer education. Gynecologic Oncologist Dr. Dennis DeSimone joined Dr. Giles Fort at Woman's in late 2014, expanding Baton Rouge's only dedicated gynecologic cancer practice.

In September, Woman's launched a public education campaign to raise awareness of the various gynecologic cancer symptoms and self-awareness of when to seek medical care. Campaign messages included "know your normal" and "know the symptoms." Online information was provided about the various, sometimes common, symptoms of the five types of gynecologic cancer. Over the past 18 months:

- Gynecologic oncology surgeries increased by 34 percent.
- Outpatient visits for chemotherapy increased by 38 percent.
- Inpatient oncology days increased by nearly 300 days or 36 percent.

As volume increased, so did the need for additional access to Woman's GYN Oncology Nurse Navigator. The GYN Navigator assists the patient from diagnosis to survivorship. Guidance begins with treatment planning and continues throughout treatment to anticipate, identify and overcome any barriers to care. This includes:

- Helping patients understand their diagnosis
- Coordinating treatment plans
- Seeking assistance for appropriate services
- Communicating with the patient's treatment team, family and significant others

Breast Cancer Reconstruction

Breast reconstruction can restore the look and feel of the breast after a mastectomy. Deep Inferior Epigastric Artery Perforator (DIEP) flap surgery, the most advanced and specialized form of breast reconstruction available today, increased four-fold in the past year from 7 to 30 surgeries at Woman's.

The procedure uses the patient's own abdominal skin and fat to reconstruct a natural, soft breast after mastectomy. An incision is made along the bikini line, and a portion of skin, fat and blood vessels is taken from the lower half of the belly, moved to the chest, and formed into a breast shape. This delicate procedure involves reconnecting the tiny blood vessels from the tissue flap, which will feed the tissue of the new breast, to blood vessels in the chest. Because the procedure requires special surgical training as well as expertise in microsurgery, not all surgeons or hospitals offer DIEP flap surgery. This procedure is advantageous because no muscle is used to rebuild the breast; most women recover more quickly and have a lower risk of losing abdominal muscle strength compared to more traditional reconstructive procedures. Other significant benefits include a slimmer appearance and a natural-looking breast.



2014 Tumor Report Site Distribution

Site	Class	Stage						
Group	Analytic	0	I	II	III	IV	Not Applicable	Unknown
All Sites	582	90	290	97	70	25	4	6
Breast	373	83	175	85	27	0	2	1
Cervix Uteri	23	0	12	4	4	3	0	0
Corpus Uteri	99	1	74	3	10	10	1	0
Ovary	38	0	8	4	21	5	0	0
Vagina	4	0	0	0	1	1	0	2
Vulva	24	6	13	0	4	1	0	0
Fallopian Tube	2	0	2	0	0	0	0	0
Stomach	1	0	0	0	0	0	0	1
Colon	4	0	2	0	0	2	0	0
Rectum & Rectosigmoid	2	0	0	1	0	1	0	0
Peritoneum, Omentum, Mesent	7	0	2	0	3	2	0	0
Other Digestive	1	0	0	0	0	0	1	0
Soft Tissue	1	0	1	0	0	0	0	0
Thyroid	1	0	1	0	0	0	0	0
Non-Hodgkin's Lymphoma	2	0	0	0	0	0	0	2

A STITCH IN TIME SAVES NINE

A stitch in time saves nine . . . addressing needs without delay often eliminates bigger problems later. Much like a patient's experience, one loose thread can make a difference. Woman's efforts this year will impact our community for years to come. This year, these practices resulted in safer pregnancies, healthier babies and earlier cancer detection.



Prenatal Community Education

A healthy baby starts with a healthy pregnancy. The goal of Woman's GetReady campaign is to increase public awareness about the changes a woman experiences during pregnancy and how to best prepare for birth and a healthy baby. The campaign encourages women to "get ready" by educating themselves and their partners in advance, reducing the need for additional medical intervention later.



Expectant mothers also receive a pregnancy journal upon their initial obstetrician visit. The purse-sized journal contains weekly tips and illustrations. It is designed to serve as a close-at-hand resource while encouraging women to record personal memories and experiences throughout pregnancy. Topics range from morning sickness remedies to recognizing labor stages to choosing a pediatrician. GetReady is a collaborative effort among the hospital's patients, staff, physicians and leadership.

Below: A pregnancy journal was created as both an educational resource and a treasured keepsake.





Blood Loss Reduction

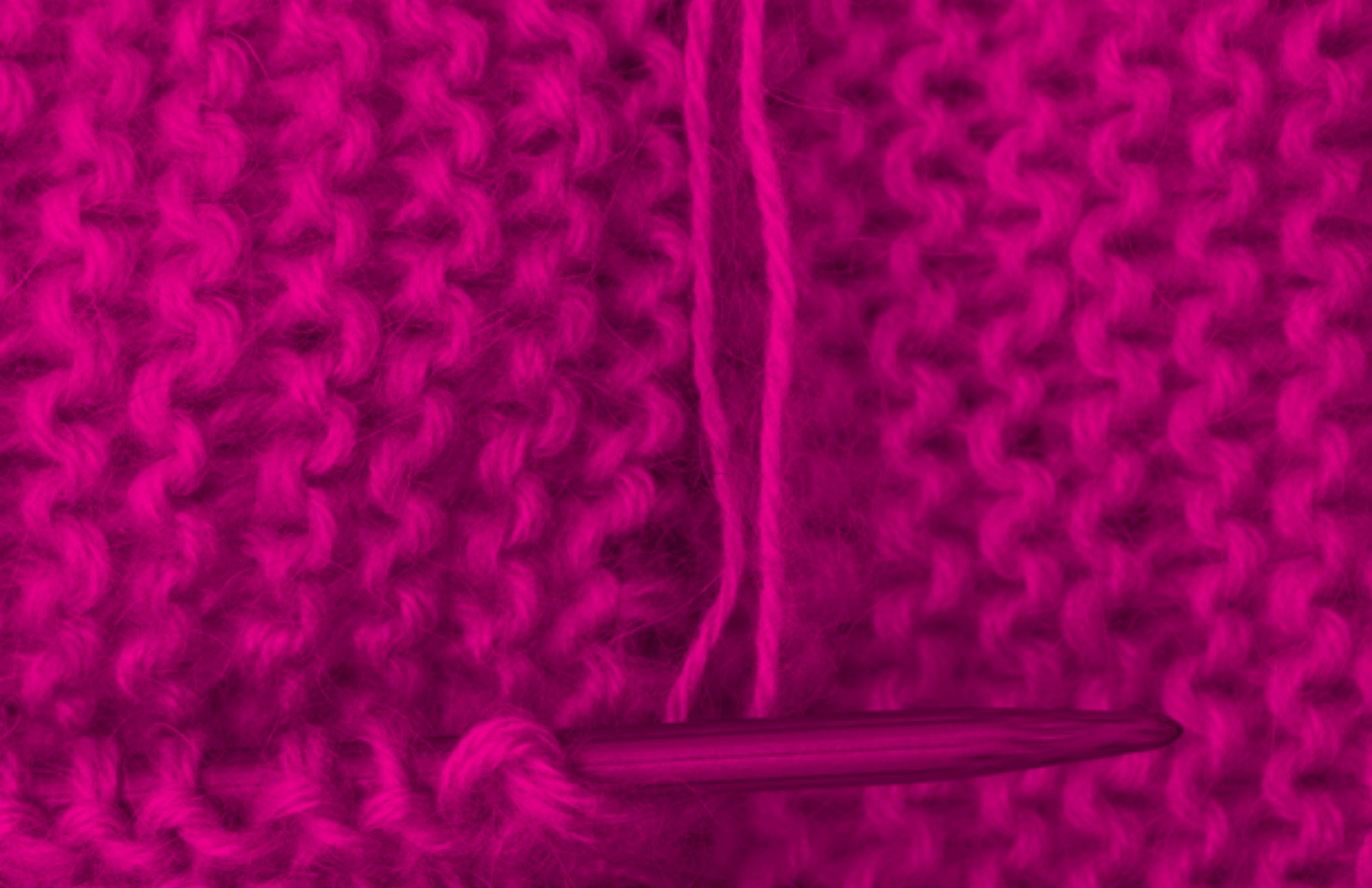
A Blood Loss Quantification Program was initiated in May 2015 to reduce the need for women to receive blood following childbirth and surgery. The obstetrical segment of the program was made possible by a grant from the Louisiana Hospital Association (LHA) that encourages hospitals to develop innovative, safety-related programs. The LHA awarded \$300,000 to 14 hospitals in Louisiana, and Woman's was the only facility in Baton Rouge to receive a grant.

Currently, about 2 percent of obstetric patients at Woman's receive blood products following delivery. The program aims to reduce that number by increasing staff communication, quantifying cumulative blood loss and recognizing hemorrhage shortly after childbirth. By 2016, Woman's expects a 20 percent decrease in blood products administered in Labor and Delivery and a 25 percent decrease in blood transfusions during recovery in Mother/Baby.

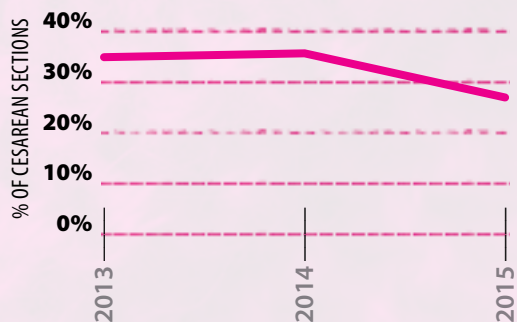
C-section Reduction

Woman's continues to steadily reduce C-section rates among first-time mothers by focusing on reducing elective deliveries. When labor is induced in a first-time mother who is not favorable for the procedure as indicated by an exam or a Bishop score, her chances of having a C-section double. Woman's implemented new hospital guidelines, involved nurses in techniques to labor naturally, and supported physicians who are committed to reducing elective deliveries.

- Many obstetricians stopped performing elective inductions.
- New guidelines were established to assess the progression of labor and assist in predetermining potential success of a vaginal delivery.
- Staff also began utilizing a new positioning device, the peanut ball, to aid in labor progression by promoting dilation and opening the pelvis for delivery.
- Woman's also participated in revising state perinatal guidelines and licensing standards and developed a plan for statewide outreach of perinatal services.



Cesarean Birth among First-Time Pregnant Women (NTSV Rate*)



*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.

The 3D Effect

Early cancer detection is a patient's best chance for a positive outcome. Woman's brought a new dimension to breast imaging with tomosynthesis mammography, technology that allows radiologists to examine breast tissue one layer at a time. This advancement reduces concerns with overlapping tissues, which can cause abnormalities to be obscured by normal structures, leading to phantom lesions (overlapping tissue that resembles, but is not, a real lesion).

Nearly 12,000 3D mammograms, 8,000 screening mammograms and 4,000 diagnostic mammograms were performed this year. Tomo, or 3D mammography, allows for more accurate cancer detection, which yielded the following results in 2015:

- Patient return visits decreased by 27 percent.
- Five cancers per every 1,000 patients were detected, compared to four cancers per 1,000 patients using traditional 2D mammography.



Sexual Assault Care

For the past three decades, Woman's has cared for and comforted women following the violent act of sexual assault. Woman's goal is to become the first choice for immediate care following sexual assault.

In 2015, 85 women were treated with dignity and respect through Woman's Care for Victims of Sexual Assault program. A victim will receive the privacy she needs in a private waiting area and a designated sexual assault exam room. A specially trained team of physicians collects forensic evidence. Woman's nursing staff provides a fresh set of clothing for patients who must leave their clothes as evidence. She will not have to wait until she gets home to shower; Woman's provides toiletries and a place to shower. She will share her account of the assault in Woman's private consultation room designed specifically for sexual assault victims.

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 women who are victims. No sexual assault victim will be asked to pay for her exam, clothing or care. These services are paid in part by Woman's employees as part of the hospital's annual Employee Giving Campaign and other generous philanthropic support.



Nobody knows women like Woman's. From pregnancy to cancer care, Woman's is a place where every woman receives seamless exceptional care and excellent service.

Breast and Gynecological Cancer Partnership

In 2014, Woman's, Mary Bird Perkins Our Lady of the Lake Cancer Center and Our Lady of the Lake Regional Medical Center began laying the groundwork for a comprehensive system of women's cancer care services. This collaboration will combine the organizations' expertise to offer the highest quality services for treating of breast and gynecological cancer in Baton Rouge. Leaders from the three organizations visited several nationally recognized cancer care organizations, including Johns Hopkins and the Dana-Farber Cancer Institute, to glean best practices from state-of-the-art technologies to facility design and operations, philanthropy and communication practices. In addition, work groups of physicians and staff from all three organizations are focusing on patient care and operational processes as well as opportunities for enhanced collaboration.

Centering Pregnancy

In August 2015, Woman's and LSU launched the Centering Pregnancy program at the Health Center for OB/GYN. This prenatal care program supports at-risk women and reinforces healthy behaviors during and after pregnancy. Program goals include encouraging women to attend prenatal visits, promoting breastfeeding, reducing preterm births, increasing vaginal deliveries, and increasing high infant birth weights. To promote peer support, a welcoming, private space for hosting group sessions was built adjacent to the clinic. Facilitators discuss prenatal care, nutrition, common discomforts and exercise. The classes also incorporate healthy initiatives such as safe sleep practices, breastfeeding and interconception planning following delivery. More than 250 women participated in the Centering Pregnancy initiative in its first four months.

Health Center for Women – Livingston

In March 2015, the Health Center for Women opened in Livingston Parish. It is Woman's third OB/GYN outreach clinic location – other health centers are located in Central and Gonzales. Since opening, physicians have seen more than 500 patients in the Walker location of Our Lady of the Lake Physician Group Livingston Clinic.



Creating a complex pattern is the result of time, commitment and attention to detail. Woman's has been a constant thread binding our community for over four decades, connecting people, programs and outcomes.

NOVA Award

The hospital's efforts extended beyond its campuses when it partnered with Mayor-President Kip Holden, four area hospitals and several community organizations to create the Mayor's Healthy City Initiative (MHCI). While one hospital can make a difference, a collaborative effort can generate a significant positive impact on the health and wellness of our city. The hospitals worked in partnership to develop a community-wide health needs assessment and action plans designed to address the city's primary health concerns: obesity, HIV and other sexually transmitted diseases, mental health and substance abuse, and overuse of emergency departments.

Woman's role in the MHCI focuses on preventing mother-to-child HIV transmission, providing dignified, professional care to female victims

of sexual assault, increasing breastfeeding initiation and education, supporting a healthier community through promotion of diet, exercise and preventive healthcare, and educating women on a healthy pregnancy.

Those efforts helped the MHCI win the 2015 American Hospital Association NOVA Award, an honor recognizing health systems that help people live healthier, more productive lives.



Shown above: Eric McMillen, CEO, Ochsner Medical Center – Baton Rouge; Teri Fontenot, President and CEO, Woman's Hospital; Mark Slyter, CEO, Baton Rouge General Medical Center; Scott Wester, President and CEO, Our Lady of the Lake Regional Medical Center.



Breathe Free

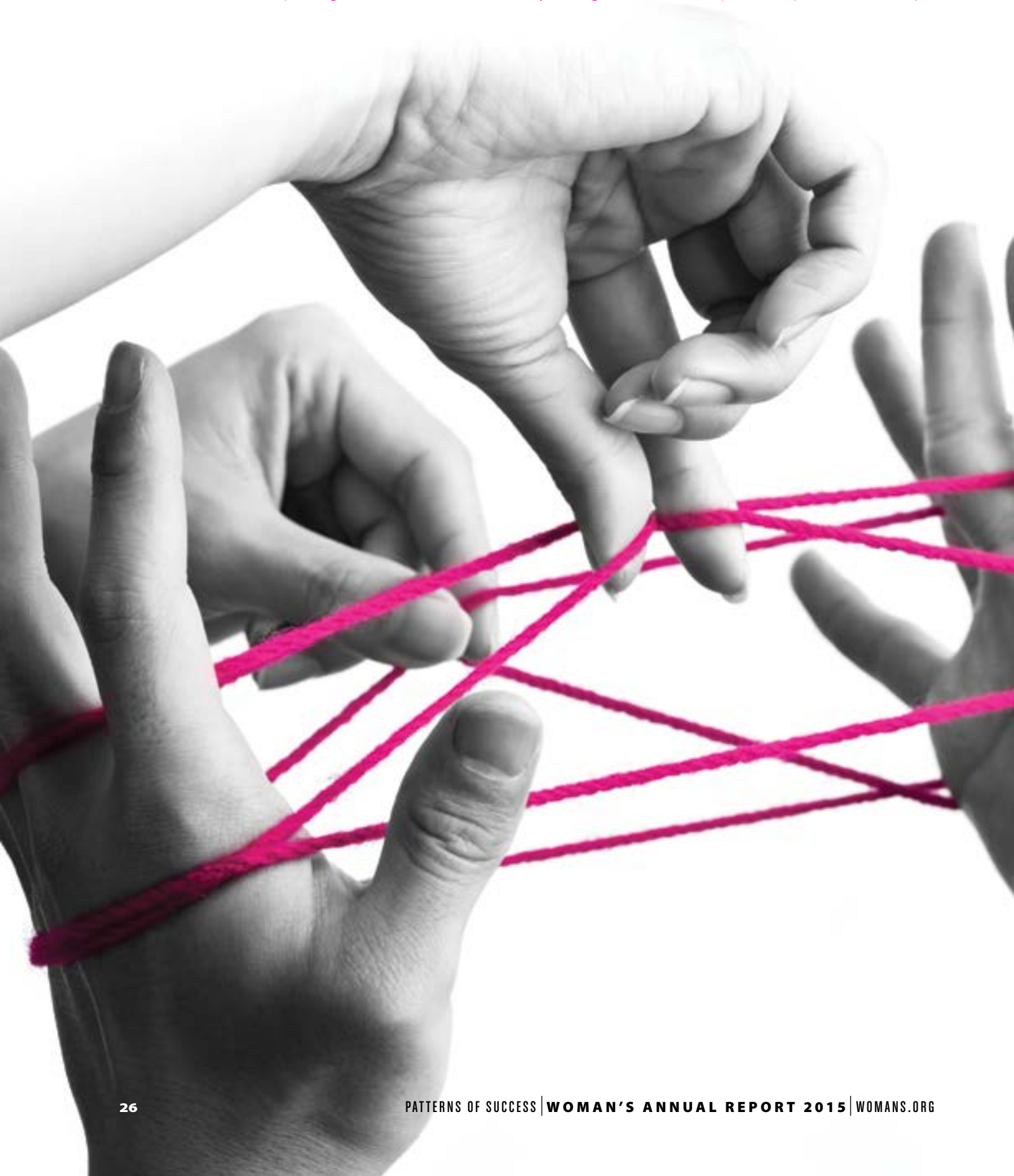
Woman's was the first smoke-free hospital in Baton Rouge, and its entire campus (including outdoor and off site locations) is a designated no-smoking area to ensure fresh, smoke-free air for babies' first breaths. To extend that pledge, Woman's joined Baton Rouge's "Breathe Free" campaign to encourage residents to live their lives tobacco-free.

An estimated 17 percent of adults in East Baton Rouge Parish smoke, and 80 percent of Louisiana residents are exposed to secondhand smoke. Education was focused on the effects cigarette smoke has on an unborn infant and the impact secondhand smoke has on a child.

Shown right: Dr. Dore Binder, Woman's Chief Quality Officer of Perinatal Services, participated in a citywide press conference and video promotion on the effects of cigarette smoke.



Woman's is committed to improving the health of the community through education and partnerships with local nonprofits.



Infant and Child Health

Woman's joined the March of Dimes in an effort to prevent birth defects, premature birth and infant mortality through the annual March for Babies walk.

Nearly 50 children participated in Swim Strong, an eight-week program designed to build strength, endurance and independence in the water for children with special needs, including those diagnosed with cerebral palsy, spina bifida and developmental delay.

Employee Health

Woman's partnered with Luckett Farms in Central to offer boxes of farm-fresh produce to employees each week. The boxes featured seasonal fruits and vegetables as well as recipes. Over 100 employees participated in the program.

For a six-week period, employees were challenged to walk 7,500 steps each day. Employees logged an impressive 12 million steps.

Cancer Awareness

Woman's participated in several cancer awareness events this year, including Relay for Life, Race for the Cure (breast cancer), Geaux Teal (ovarian cancer), Get your Rear in Gear (colon cancer) and Doc's Dash for Pennington Biomedical Research Center (skin cancer).

Deep Vein Thrombosis Awareness

Woman's helped raise awareness of the risk factors and symptoms of deep vein thrombosis (DVT) by sharing messages on Facebook to more than 12,000 friends and including information in the Surgery Care Guide and the Mother/Baby Care Guide. More than 16,000 women received these patient education materials in 2015.

Wellness

Pennington Wellness Day and the Mayor's Family Fit Day featured fitness demonstrations from staff at Woman's Center for Wellness.

Healing Arts

The Healing Arts Program enhances the hospital experience. Roving concerts provided relaxation and distraction for visitors and patients. Class participants made jewelry, painted, cooked healthy recipes and more.



March of Dimes Pre-Walk Warmup



Swim Strong Program



Healing Arts Roving Concert



WellSpot

Louisiana ranks in the lowest 10 states for overall health, diabetes, smoking and obesity. The WellSpot designation is part of the Department of Health and Hospitals Well-Ahead Louisiana campaign, which focuses on creating changes to make healthier living easier for employees and the community.

Woman's Hospital, Woman's Center for Wellness, Woman's Business and Technology Center and Woman's Child Development Center each received the "WellSpot" designation by the Louisiana Department of Health and Hospitals for implementing healthy initiatives, such as being tobacco-free, breastfeeding-friendly and encouraging healthy nutrition options.

NAPSACC

Woman's Child Development Center achieved accreditation in 2015 through completion of the Nutrition and Physical Activity Self-Assessment for Childcare (NAPSACC). An essential component of the President's "Let's Move" campaign, the NAPSACC program recognizes childcare centers that have demonstrated excellence in nutritional quality of food served; amount and quality of physical activity; education regarding diet and exercise for children, parents and providers; and policies supporting the prevention of childhood obesity.

Gold Fit-Friendly

Woman's struck gold for the fifth consecutive year as it was again recognized as a Gold Fit-Friendly Worksite by the American Heart Association. Woman's encourages a healthy lifestyle among its employees through healthy food options, a comprehensive wellness program, free or reduced-cost preventive healthcare, walking paths, a seasonal farmers market on the campus and health-related information and tips in employee newsletters.

Working Well

Woman's received recognition as a Working Well employer from the Louisiana Business Group on Health for its commitment to "providing the programs, services and tools that support early intervention and the lifestyle changes necessary to improve the health of our community."

History-Making Giving

Woman's employees generously donated more than \$102,000 during the 2014 Employee Giving Campaign, the largest donation amount in the campaign's history. The funds benefited the Employee Emergency Fund, care for victims of sexual assault, cancer care and the human donor milk and palliative care programs.

Programs for the Community

In 2015, Woman's was able to provide many vital community services due to generous donor support:

- 32 premature and sick babies were nourished with 848 bottles of human donor milk.
- 18,848 inpatient lactation visits were made to new mothers.
- 85 adult sexual assault victims were treated.
- 1,278 breast cancer and 1,570 gynecological cancer patient visits were conducted by Woman's patient navigators, specially trained providers who help patients manage every step of their cancer journey.
- 4,784 women were screened in the Mammography Coach. The coach traveled 16,143 miles in 215 trips to 67 locations in 17 parishes.

Donors Win Philanthropy Awards

Two of Woman's generous donors were honored with philanthropy awards. Joseph "Joey" Aiden Roth, the 9-year-old whose nonprofit, Jar for Change, funded a program to virtually connect families with their sick and premature babies, was named "Outstanding Youth in Philanthropy" by the Association of Fundraising Professionals Baton Rouge Chapter. In addition, Roth was also selected as a finalist for the National Philanthropy Day Honors, which recognizes extraordinary charitable work by individuals and organizations across the country.

Chris Ciesielski, who served as Vice Chair of the 2014 Annual Giving Campaign Cabinet, earned "Outstanding Volunteer Fundraiser" by the Association of Fundraising Professionals Baton Rouge Chapter.



Joey Roth visits Woman's NICU to see his virtual visiting program in action.



Accomplishments

Woman's continued to earn accolades in 2015 for exceptional care and an outstanding work environment. Those honors and awards include:

- "Best Places to Work in Healthcare" by *Modern Healthcare* magazine for the eighth consecutive year
- "2015 Best Places to Work" by the *Baton Rouge Business Report* for the second consecutive year
- "150 Great Places to Work in Healthcare" by *Becker's Hospital Review* for the second consecutive year
- "100 Hospitals With Great Women's Health Programs" by *Becker's Hospital Review* for the second consecutive year
- "Family Favorite Birthing Hospital" by *Baton Rouge Parents* magazine readers for the second consecutive year
- "Top Ranked Hospital" by *Louisiana Life* magazine



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Retail Services

Lisa Garland

Social Services/ Outpatient Clinics

Beth Manning

Woman's Center for Wellness

Brooke Coogan

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.

Founder

William Haile, MD

Voting

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Mathew Abrams, Jr., MD
Sandra Adams
Ramon Aizpurua, MD
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Phillip Barksdale, MD
W. Dore Binder, MD
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David Boudreaux, MD
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Thomas Sparks, MD
Gerald Stack, MD
Marvin Stuckey, MD
Fahimeh Tahvildari, MD
Michael Teague, MD
Rosemary Haas Williams

Deceased in 2015

Barbara Deming, MD



Foundation for *Woman's*

The mission of the Foundation for Woman's is to raise philanthropic support to improve the health of women and infants at Woman's. The organization has made it a priority to address profound problems in the community that affect women and babies, including infant prematurity, sexual assault care, HIV/AIDS transmission prevention, access to breast cancer screenings and more.

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Performance

Fiscal year 2015 income from operations was excellent compared to our financial plan for the fiscal year and was 87.6% higher than fiscal year 2014. These exceptional results were due to higher than expected admissions and patient days in the Newborn and Infant Intensive Care unit (NICU), along with higher than expected patient volume in several outpatient areas such as assessment center, laboratory, cancer detection laboratory, imaging and infusion. Net patient revenue was 10.0% higher than budget, while expenses were only 5.0% higher.

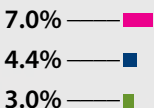
Net patient service revenues were \$251.3 million, compared to \$236.2 million in fiscal year 2014. Woman's operating margin of 7.0% compares quite favorably to Moody's most recently published median for A3-rated hospitals of 3.0%. The operating margin also compares favorably to fiscal year 2014 which was 4.4%.

Woman's continues to experience a favorable payor mix, with commercial insurance representing 51.0% of gross patient revenue, an increase of 1.7% over fiscal year 2014. The hospital received \$5 million in supplemental payments from the state's Low Income Needy Care Collaborative (LINCC) program.

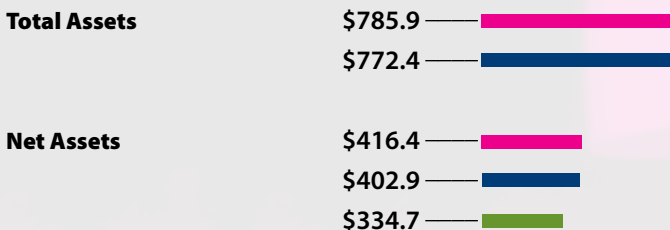
Volume	2015	2014	2013	2012	2011	2010
Adult Admissions	10,667	11,012	10,952	11,585	11,454	11,473
Adult Average Length of Stay	2.78 days	2.69 days	2.77 days	2.73 days	2.65 days	2.68 days
Adult Patient Days	29,659	29,673	30,301	31,658	30,453	30,786
Births	8,720	8,802	8,490	8,486	7,953	7,951
NICU Admissions	1,259	1,205	1,208	1,207	1,210	1,201
NICU Average Length of Stay	17.06 days	17.71 days	15.80 days	16.22 days	15.28 days	14.40 days
NICU Patient Days	21,484	21,343	19,086	19,582	18,485	17,295
Neonatal Transports	77	73	98	58	63	55
Maternal-Fetal Medicine Office Visits	14,239	15,661	17,559	16,214	16,143	15,902
Surgeries	7,510	7,429	7,044	7,049	7,014	6,915
Pap Smears	59,227	51,577	60,771	77,355	85,230	86,907
Breast Procedures	44,775	46,206	47,327	47,107	47,314	46,644
Other Outpatient Services	689,304	604,086	557,324	586,447	561,444	560,940

- FY 2015
- FY 2014
- Moody's comparison for A3-rated hospitals (as available)

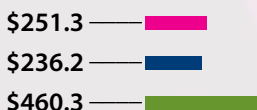
Margin Operating Margin as a Percent of Revenues



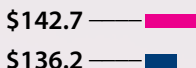
Assets Total Assets and Net Unrestricted Assets (in millions)



Net Patient Service Revenues (in millions)

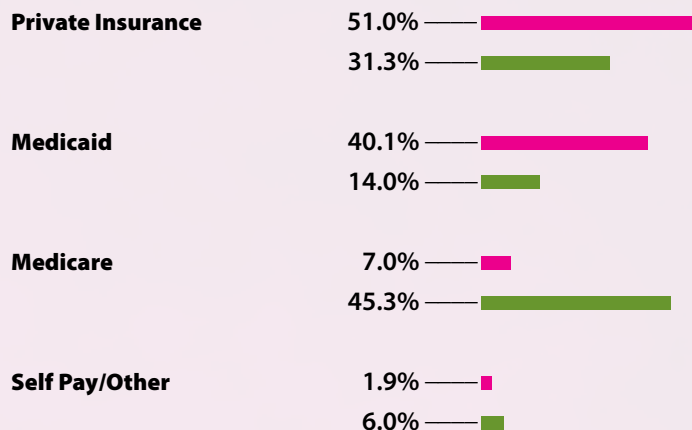


Salaries and Benefits (in millions)



Payor Mix of Gross Patient Revenue

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

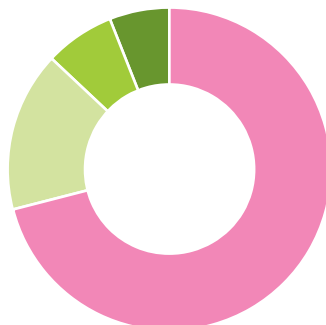


Supporting Our Mission

Community Benefit Costs (in millions)

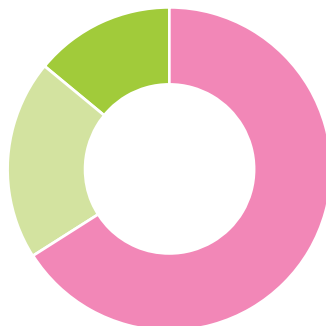
FY 2015

Unreimbursed Cost of Medicaid	71%
Other Community Benefit	16%
Charity Care	7%
Medicare	6%
Total	\$51.2M



FY 2014

Unreimbursed Cost of Medicaid	66%
Other Community Benefit	20%
Charity Care	14%
Medicare	0%
Total	\$34.5M



2015 Community Benefit Programs

Charity Care	\$3,709,000
Unreimbursed Cost of Medicaid Program	36,528,000
Unreimbursed Cost of Medicare Program	2,803,000
Subsidized Health Services	
Emergency Services and Clinical Consultation	2,418,000
Lactation Services	580,000
HIV Case Management	110,000
Subspecialty Clinics	660,000
Unreimbursed Hospitalists	3,493,000
Community Education of Health Issues	457,000
Support of Community Service Organizations	
Susan G. Komen Breast Cancer Foundation	5,000
March of Dimes	8,000
Printing Services	29,000
Other Grants and Awards to Service Organizations	92,000
Care for Victims of Sexual Assault	44,000
Un-sponsored Research	232,000
Total Financial Support	\$51,168,000