At Woman’s, we call our approach to care the “Woman’s Touch.” It’s the happiness our nurses share with families after their baby is born. It’s holding a comforting hand before surgery. It’s a guiding voice through cancer treatment.

This year’s report is titled “Touching Excellence” because it showcases how our intangible qualities – compassion, character and values – led to substantial organizational successes that improved patients’ experiences as well as set the foundation for our new 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.

INNOVATION – This past year, we bridged technology with the human touch. Woman’s was one of only 40 hospitals nationwide to use a tablet-based, nurse “rounding” app to gain patient feedback to improve their inpatient experience. We sought to reduce patients’ anxiety and stress through 3D mammography, which detects cancer at earlier stages with fewer callbacks for additional screenings. Using live video streaming through FaceTime®, mothers who are too ill to visit their infants in our NICU can now experience the joy of watching their babies from their room.

EVIDENCE-BASED PRACTICES – The integration of research with clinical expertise and patient values defines evidence-based medicine at Woman’s. Through enhanced patient and community education we have successfully reduced C-section rates and increased breastfeeding by new mothers. Our performance also exceeded all Louisiana and U.S. clinical benchmarks in surgical care, leading to better outcomes for women who undergo procedures at Woman’s.

STRATEGIC PARTNERSHIPS – In 2014, Woman’s launched an Adult Intensive Care Unit telemedicine program with Our Lady of the Lake Regional Medical Center to give critically ill patients access to medical specialists while being cared for at Woman’s. Physicians and nurses provided insight and guidance to lawmakers on caring for victims of sexual assault.

We opened Health Centers for Women in Gonzales and Central, our staff invested thousands of hours supporting community events and programs, and the Foundation for Woman’s was established to increase philanthropic support for our patients and their families.

2014 was a year of celebrating innovation, embracing change and making improvements, all while remaining who we are at heart.

Sincerely,

Teri G. Fontenot
President/Chief Executive Officer

Although technology advances the provision of healthcare, the Woman’s Touch focuses on continued excellence in individual patient experiences.

- Teri Fontenot
EXCELLENCE in Innovation
Seeking and embracing new ideas, opinions and the most advanced technology to continuously improve our family-centered care.

Engage • To occupy the attention or efforts of a person.

Patient Rounding
In January 2014, Woman’s was one of only 40 hospitals nationwide to use a new technology designed to track a patient’s satisfaction while still in the hospital. iRound is a web-based application (app) that allows nurse leaders to make rounds using an iPad and gain real-time actionable feedback from patients.

Rounding involves meeting individually with patients in their hospital rooms to learn their opinions of their stay. Questions range from communication and pain management to room cleanliness and meal service. Responses are then documented and shared with appropriate staff for immediate action.

An internal tracking tool identifies positive and negative trends and key opportunities for use in improving care and patient experience. Patient iRounding is utilized in Antepartum, Mother/Baby and Med-Surg/Oncology.

From January to October 2014, 7,178 iRounds were conducted. This feedback led to the positive recognition of 1,369 employees and helped Woman’s improve in the following areas:

- Nurse Communication: 9%
- Restfulness: 4%
- Hospital Cleanliness: 4%
- Meal Service: 5%
- Medication Communication: 2%
Volume-2-Value

Two years ago, Woman’s initiated a Volume-2-Value (V2V) strategy. The goal was to work more efficiently, reduce cost, and add value while maintaining best practices and patients’ experiences. What began as five teams focused on specific hospital functions quickly grew to include dozens of employees, hundreds of hours of work, thousands of great ideas and millions of dollars in savings.

Initially, Woman’s underwent an assessment of operations, then began learning new techniques for process improvement; the organization has now transitioned these improvements into its everyday operations. Through the process, Woman’s management learned how to critically assess itself, explore opportunities and implement change.

Electronic Infant Safety

Safety, especially for our smallest patients, is a priority at Woman’s. To further enhance existing infant security measures, the hospital added a new electronic system to provide an even greater level of infant monitoring throughout the hospital, and to ensure a secure environment for mothers and their infants.

Components of the program include infant bands that electronically monitor a baby’s location. Alarm sensors are installed to detect movement if the estimated time to transport an infant from one area of the hospital to another expires.

Patient Cards

The Woman’s experience is defined by quality of care, compassion and caring. As an extension of this experience, antepartal and all inpatients are now mailed a card signed by her caregivers. This extra sentiment is a strong commitment to furthering an exceptional experience from hospital to home.

Woman’s “Thinking of You” cards are also mailed to families of Newborn and Infant Intensive Care Unit patients. Over the past year, more than 20,000 cards have been signed by Woman’s caregivers and mailed.
3D Mammography
Woman’s transformed regional breast cancer screening and detection by implementing 3D mammography, the most advanced technology in breast imaging. This advancement, also called digital breast tomosynthesis, produces a three-dimensional view of breast tissue that helps radiologists view inside the breast, layer-by-layer. The benefits are clearer, more precise images that allow doctors to identify abnormalities and diagnose breast cancer in its earliest stages.

3D mammography works by producing more than 120 one-millimeter-thin images of each breast – compared to four images with routine 2D mammography – using virtually the same low radiation dose as standard 2D mammography. These images allow for greater accuracy in pinpointing the size and location of abnormalities, and reduce the need for additional tests or unnecessary biopsies.

Woman’s acquired 3D mammography in February 2014, and radiologists spent months mastering the technique to read these new images. The manufacturer recommends that radiologists read 250 3D mammograms to become proficient, and Woman’s radiologists have interpreted more than 800. Woman’s, which performs more than 45,000 mammograms a year, is already prepared for the future of breast cancer detection.

Adapt • To adjust to different conditions and environments.

Single-Site Hysterectomy
Woman’s made history in January 2014 when Dr. Edward Schwartzenburg, a board-certified obstetrician and gynecologist, performed the region’s first single-incision robotic hysterectomy. Now, patients will be left with a practically invisible scar within the natural folds of their navels. In addition to a single incision, the robotic surgical approach results in less blood loss, fewer complications and a quicker recovery.

SPIDER Ligating Shears
In April 2014, Woman’s connected weight loss surgery with the latest technology when Dr. Andrew Hargroder performed the first gastric sleeve bariatric surgery in the United States using Flexible Ligating Shears. This device allows the surgeon to easily reach abdominal spaces using a 360-degree radius. Its increased dexterity and use of thermal energy enables precise surgery while limiting impact to surrounding tissues, resulting in faster recovery.
On the Best Places to Work employee survey, Woman’s score for overall employee engagement was 95%.
Best Workplace

Connecting with employees and responding to their concerns earned Woman’s local and national recognition as a top workplace in 2014.

Becker’s Healthcare named Woman’s Hospital one of the “150 Great Places to Work in Healthcare” for providing an excellent employee work environment and outstanding benefits. Organizations were evaluated based on their benefits, workplace culture and professional development opportunities.

Modern Healthcare magazine recognized Woman’s as one of the “100 Best Places to Work in Healthcare” for the seventh consecutive year. Woman’s is the only hospital in the Baton Rouge area named and the only hospital in Louisiana to be recognized in the national list every year since its inception.

The Greater Baton Rouge Business Report named Woman’s to the inaugural list of the “Best Places to Work in Baton Rouge for 2014.”

Electronic Health Records

Digital technology has transformed our daily lives and the way we communicate in healthcare. With immediate access to patient information, physicians have improved their ability to make informed treatment decisions quickly and safely, resulting in more coordinated and improved quality of care.

In September 2014, Woman’s launched the second phase of its electronic health record (EHR) system - Computerized Physician Order Entry (CPOE) and electronic physician documentation (P-Doc). It was successfully deployed in areas where physicians care for adult inpatients.

The benefits of EHRs are increased efficiency and immediate access to clinical information for all caregivers. The Medicare and Medicaid Electronic Health Care Record Incentive Programs provide incentive payments to eligible hospitals as they adopt, implement, upgrade or demonstrate meaningful use of certified EHR technology. Woman’s is at Meaningful Use Stage 2 Year 1.

Womans.org

How many times have you “googled” a medical term? Medical information is literally at everyone’s fingertips. As the demand for easily accessible information continues to grow, Woman’s staff searched for ways to communicate more effectively with patients.

A major redesign of the website, womans.org, was undertaken using a responsive format that adjusts to the user’s device – smart phone, tablet or computer. Whether users are getting directions to the campus, signing up for a childbirth class, paying a bill, making a donation, or just asking a question – it is all available with the click of a mouse or the swipe of a screen.

Woman’s new website is crafted to reflect the way users search for information using streamlined menus and simplified navigation to create a more intuitive user experience.
Improve • To bring into a more desirable or excellent condition.

Newborn and Infant Intensive Care
A healthy newborn is the wish of every parent. Yet, when a baby faces a medical challenge, Woman’s has one of the most advanced Newborn and Infant Intensive Care Units (NICU) in the nation. As a regional referral center, our NICU team cares for the sickest infants in the region.

NICU admissions in 2014 remained consistent; the unit is still experiencing a downward linear trend. Woman’s continues to work toward reducing admissions by supporting community outreach and education with organizations such as the March of Dimes, and by following evidence-based guidelines that restrict elective inductions before 39 weeks unless medically indicated. Woman’s also provides access to prenatal care for women in need and provides online and classroom education on proper nutrition and lifestyle throughout pregnancy.

Human Donor Milk
One in eight babies born at Woman’s is premature. Without breast milk, premature babies and infants with low birth weight are at 10 times the risk for necrotizing enterocolitis (NEC). NEC is a severe, sometimes fatal illness that can damage or destroy premature babies’ small intestines. Woman’s Human Donor Milk Program was developed to give premature infants a fighting chance at life.

Human donor milk is not covered by insurance or Medicaid, so Woman’s program relies on philanthropic support and grants. In February 2014, Woman’s Hospital Foundation received a $10,000 grant for its Human Donor Milk Program from the William Edwin Montan Charitable Trust.

In 2014, Woman’s used approximately 620, 3-ounce bottles of human donor breast milk. A single 3-ounce bottle costs $15, and the average infant may need up to two or more bottles a day - approximately $1,500 a month.
Breastfeeding

Woman’s strongly supports breastfeeding as it is the most natural path for improving the health of newborns in our community. The nutrients available in a mother’s breast milk are nearly a perfect mix of vitamins, protein and fat for a newborn. Additionally, skin-to-skin touching and eye contact help a mother and baby bond. Breastfeeding benefits for the mother include extra calorie burn and the release of the hormone oxytocin, which helps the uterus return to its pre-pregnancy size and can reduce uterine bleeding after birth. Breastfeeding also lowers a woman’s risk of breast and ovarian cancer.

Woman’s educates pregnant women and new mothers on these essential benefits through health fairs, one-on-one support, and online and social media outreach. Woman’s Lactation program and breastfeeding hotline are funded through private philanthropic support. Of the women who delivered at Woman’s in 2014, the hospital’s average exclusive breastfeeding rate was 78 percent, exceeding the Joint Commission mean of 58 percent.
Cesarean Section Delivery

A cesarean section (C-section) is performed when unexpected problems in pregnancy occur, such as the position or size of the baby, or signs of distress in the mother or baby. C-sections are more common in women expecting multiples.

In the United States, approximately one in four women have C-sections, despite the fact that the procedure is a major surgery with risks. The main drawbacks of a C-section are a longer recovery period and potential weak spots in the uterine wall. This type of delivery also results in a greater risk for subsequent C-section deliveries.

Woman’s continues to work toward reducing first-time C-section rates. In 2014, the hospital was at or below the Joint Commission standard of 26.7 percent for nearly half the year. Efforts to reduce rates include increased medical staff and patient education.

Reducing Induction of Labor

In 2014, the Louisiana Chapter of the March of Dimes and the Louisiana Hospital Association recognized Woman’s for its achievements in improving Louisiana birth outcomes by reducing non-medically indicated elective deliveries before 39 weeks of pregnancy.

Strong Start Grant

For its efforts to prevent deliveries before 39 weeks, Woman’s received a grant by the Strong Start for Mothers and Newborns initiative. This effort, by the Department of Health and Human Services, aims to reduce preterm births and improve newborn outcomes among pregnant women enrolled in Medicaid and Children’s Health Insurance Program beneficiaries. Woman’s was the only hospital in Baton Rouge and one of six in Louisiana to be recognized.

Family Favorite Birthing Hospital

For more than 45 years, having a baby at Woman’s has been a local family tradition. Baton Rouge Parents Magazine named Woman’s as the Family Favorite Birthing Hospital of 2014. Each year, the magazine’s readers nominate and choose the businesses they consider the best in Baton Rouge.

* A Primary Cesarean Section is a first-time mother who is pregnant with a single infant in the head-down position for delivery (nulliparous women with a live term singleton newborn in vertex presentation).
Surgical Improvements

The Surgical Care Improvement Project (SCIP) is a national quality partnership focused on improving surgical care by significantly reducing complications. By comparing Woman’s performance measures against state and national standards of care, the hospital continuously seeks to improve patient outcomes. In 2014, the hospital exceeded both state and national benchmarks.

### Surgical Care Improvement Projects (SCIP)

<table>
<thead>
<tr>
<th></th>
<th>Woman’s</th>
<th>Louisiana</th>
<th>National</th>
</tr>
</thead>
<tbody>
<tr>
<td>Prophylactic antibiotic received within one hour prior to surgical incision</td>
<td>100%</td>
<td>98%</td>
<td>98%</td>
</tr>
<tr>
<td>Outpatient prophylactic antibiotic within one hour of incision</td>
<td>100%</td>
<td>96%</td>
<td>97%</td>
</tr>
<tr>
<td>Prophylactic antibiotic selection appropriate</td>
<td>100%</td>
<td>98%</td>
<td>99%</td>
</tr>
<tr>
<td>Outpatient prophylactic antibiotic selection appropriate</td>
<td>98%</td>
<td>97%</td>
<td>97%</td>
</tr>
<tr>
<td>Prophylactic antibiotic stopped within 24 hours after surgery</td>
<td>100%</td>
<td>96%</td>
<td>97%</td>
</tr>
<tr>
<td>Treatment to prevent blood clots received within 24 hours before or after selected surgeries</td>
<td>100%</td>
<td>97%</td>
<td>97%</td>
</tr>
</tbody>
</table>

Q3 2014

### Patient’s Perspective of Care

Many patients use online sources to find information on the best care available. Woman’s provides links to publicly reported quality measures on womans.org. One of the most consumer friendly resources is the Hospital Consumer Assessment of Healthcare Providers and Systems (HCAHPS), a national survey that measures patients’ perspectives and experiences during their hospital stay. In 2014, Woman’s scores exceeded state and national benchmarks in all categories.

### Hospital Consumer Assessment of Healthcare Providers and Systems

<table>
<thead>
<tr>
<th></th>
<th>Woman’s</th>
<th>Louisiana</th>
<th>National</th>
</tr>
</thead>
<tbody>
<tr>
<td>Communication about medicine</td>
<td>81%</td>
<td>65%</td>
<td>64%</td>
</tr>
<tr>
<td>Communication with doctors</td>
<td>95%</td>
<td>85%</td>
<td>81%</td>
</tr>
<tr>
<td>Communication with nurses</td>
<td>88%</td>
<td>82%</td>
<td>79%</td>
</tr>
<tr>
<td>Discharge information</td>
<td>95%</td>
<td>86%</td>
<td>86%</td>
</tr>
<tr>
<td>Pain control</td>
<td>85%</td>
<td>73%</td>
<td>71%</td>
</tr>
<tr>
<td>Responsiveness of hospital staff</td>
<td>80%</td>
<td>65%</td>
<td>67%</td>
</tr>
<tr>
<td>Room kept clean</td>
<td>77%</td>
<td>69%</td>
<td>74%</td>
</tr>
<tr>
<td>Room quiet at night</td>
<td>74%</td>
<td>68%</td>
<td>60%</td>
</tr>
<tr>
<td>Hospital overall rating</td>
<td>86%</td>
<td>73%</td>
<td>71%</td>
</tr>
<tr>
<td>Would recommend hospital</td>
<td>92%</td>
<td>75%</td>
<td>72%</td>
</tr>
</tbody>
</table>

Q3 2014

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**Mobilab Safety Award**

Woman’s was recognized by the Louisiana Hospital Association for its inpatient Mobilab technology, which allows the hospital laboratory to improve the accuracy of patient identification, eliminate delays and decrease the need for specimen relabeling. The 2014 Safety Star award marks the second straight Safety Star Award for Woman’s.

**Safety Award for Team STEPPS Training**

Teamwork within the patient care setting is one of the most important ways in which a hospital can improve patient safety. In 2014, Woman’s partnered with the Louisiana Hospital Association through TeamSTEPPS.

This is a system designed especially for healthcare professionals by the Agency for Healthcare Research and Quality and the Department of Defense to improve patient safety through evidence-based communication. Training included live classes using standardized multimedia formats that included vignettes of communication techniques and opportunities for interaction.
HIV Testing
Baton Rouge ranks fourth in the nation in HIV cases per capita based on the most recent data from the Centers for Disease Control and Prevention. In January 2014, Woman’s began offering voluntary HIV testing to all patients in the Assessment Center as part of Baton Rouge’s Healthy City Initiative. As of December 2014, 2,947 tests were administered at Woman’s and nine new HIV cases were diagnosed as a result. Specially trained nurses offer care management and medication at no cost to HIV-positive pregnant patients.

Central Line-Associated Bloodstream Infections
At Woman’s, central line catheters are often used when administering chemotherapy, blood or platelet transfusions and antibiotic therapies, and in patients needing frequent blood draws. Patients receiving central line catheters are closely monitored for bloodstream infections and reported to the Centers for Disease Control and Prevention’s National Healthcare Safety Network, the nation’s most widely used healthcare-associated infection tracking system. In 2014, Woman’s met its overall goal to reduce central line infections in adult and NICU patients to 0.5 percent.

Diabetes Self-Management Education
With close to 500,000 Louisiana residents living with diabetes, Woman’s has expanded community education through its Diabetes Self-Management Education program. The hospital was awarded a four-year ADA Education Recognition Certificate for programs that meet the national standards. As part of the program, patients are taught self-care skills to reduce unnecessary hospital admissions and prevent the acute and chronic complications of diabetes.
**Women’s Health Recognition**

Becker’s Hospital Review named Woman’s to its list of “100 Hospitals with Great Women’s Health Programs” for demonstrating clinical excellence and quality care in mammography, metabolic health, nutrition services, cancer care and surgery programs.

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**Learn** • To acquire knowledge by study, instruction or experience.

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**Fighting Cancer**

Cancer is a journey no one expects. Woman’s helps women successfully navigate the fight against breast and gynecologic cancers with comprehensive inpatient and outpatient diagnostics, surgical care and chemotherapy services. Registered dietitians provide nutrition guidance and dietary coping strategies to counter the side effects of treatment. Woman’s Center for Wellness offers patients a broad spectrum of physical and occupational therapies, including lymphedema management and supervised exercise programs.

Facing cancer is more than a physical fight; it can also be an emotional roller coaster. Woman’s supportive services include oncology social workers and navigators who help cancer patients manage every step of their journey.

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**Cancer Accreditation and Recognition**

Every day, Woman’s joins women in their fight against cancer. In support of this journey, the hospital strives to provide the most advanced, evidence-based care available.

- The National Accreditation Program for Breast Centers surveyed Woman’s on May 1, 2014, and granted the hospital a three-year full accreditation. Accreditation is only granted to centers that voluntarily commit to provide the best care to patients with breast diseases, and agree to undergo a rigorous on-site performance evaluation and review every three years.

- The American College of Surgeons’ Commission on Cancer survey was conducted at Woman’s on May 2, 2014. Woman’s demonstrated compliance with all required standards and received a Silver Commendation rating. The Commission on Cancer encourages hospitals to improve their quality of patient care through a full continuum of care. To maintain this accreditation, Woman’s must undergo an on-site evaluation every three years.
2013 Tumor Report Site Distribution

Analytic Cases Only

<table>
<thead>
<tr>
<th>SITE Group</th>
<th>CLASS Analytic</th>
</tr>
</thead>
<tbody>
<tr>
<td>All Sites</td>
<td>571</td>
</tr>
<tr>
<td>Breast</td>
<td>355</td>
</tr>
<tr>
<td>Corpus Uteri</td>
<td>94</td>
</tr>
<tr>
<td>Ovary</td>
<td>44</td>
</tr>
<tr>
<td>Cervix Uteri</td>
<td>42</td>
</tr>
<tr>
<td>Vulva</td>
<td>14</td>
</tr>
<tr>
<td>Vagina</td>
<td>2</td>
</tr>
<tr>
<td>Fallopian tube</td>
<td>2</td>
</tr>
<tr>
<td>Peritoneal</td>
<td>1</td>
</tr>
<tr>
<td>Thyroid</td>
<td>2</td>
</tr>
<tr>
<td>Non-Hodgkin’s Lymphoma</td>
<td>1</td>
</tr>
<tr>
<td>Leukemia</td>
<td>3</td>
</tr>
<tr>
<td>Colon</td>
<td>2</td>
</tr>
<tr>
<td>Small Intestine</td>
<td>1</td>
</tr>
<tr>
<td>Rectum</td>
<td>1</td>
</tr>
<tr>
<td>Anus</td>
<td>1</td>
</tr>
<tr>
<td>Other Digestive</td>
<td>2</td>
</tr>
<tr>
<td>Bladder</td>
<td>2</td>
</tr>
<tr>
<td>Kidney and Renal Pelvis</td>
<td>1</td>
</tr>
<tr>
<td>Skin</td>
<td>1</td>
</tr>
</tbody>
</table>

2013 All Sites Distribution by Race

<table>
<thead>
<tr>
<th>Race</th>
<th>Number of Cases</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Caucasian</td>
<td>411</td>
<td>72</td>
</tr>
<tr>
<td>African American</td>
<td>150</td>
<td>26</td>
</tr>
<tr>
<td>Asian/Other</td>
<td>10</td>
<td>2</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>571</strong></td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>

2013 All Sites Distribution by Age

<table>
<thead>
<tr>
<th>Age at Diagnosis</th>
<th>Number of Cases</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Under 20</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>20 - 29</td>
<td>8</td>
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<tr>
<td>30 - 39</td>
<td>25</td>
<td>4</td>
</tr>
<tr>
<td>40 - 49</td>
<td>94</td>
<td>16</td>
</tr>
<tr>
<td>50 - 59</td>
<td>173</td>
<td>31</td>
</tr>
<tr>
<td>60 - 69</td>
<td>159</td>
<td>28</td>
</tr>
<tr>
<td>70 - 79</td>
<td>84</td>
<td>15</td>
</tr>
<tr>
<td>80 - 89</td>
<td>22</td>
<td>4</td>
</tr>
<tr>
<td>90 - 99</td>
<td>6</td>
<td>1</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>571</strong></td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>
EXCELLENCE in Strategic Partnerships

Joining together and supporting one another in order to continuously respond and effect change in our community’s evolving medical needs and culture.

Advance • To improve; further.

Adult Critical Care Telemedicine
In response to a nationwide shortage of intensivists, or specially trained critical care physicians, Woman’s partnered with Our Lady of the Lake Regional Medical Center to provide around-the-clock, virtual monitoring of its Adult Intensive Care Unit.

Woman’s telemedicine program does not remove personal contact between physician and patient; it simply provides faster access to specialized medical care. The end result is better patient outcomes.

Through video-conferencing, Our Lady of the Lake’s expert critical care staff has real time access to medical charts and vital signs. Doctors and nurses at each hospital can easily communicate to ensure the highest level of care without the time delay of a drive across Baton Rouge. By providing faster response time in urgent situations, lives can be saved and hospital stays shortened.

In recent years, patients have become more accepting of telemedicine technology as society in general has become more familiar and comfortable with video communication. By partnering with a large, local hospital, Woman’s ensures continued expert care for patients.

Woman’s Health Centers
This year, Woman’s expanded its reach beyond Baton Rouge in order to make healthcare more convenient with satellite locations in Gonzales and Central. Health Centers for Women provide local OB/GYNs with an office location, enabling them to expand their care into growing, outlying communities.

These clinics offer women a site in which to receive annual wellness visits and checkups during pregnancy without having to drive to Woman’s main campus. OB/GYN doctors from Louisiana Women’s Healthcare and Associates in Women’s Health staff the two locations.
From events to stop breast cancer (Komen Race for the Cure) to curbing heart disease (American Heart Walk and Go Red for Women) to encouraging overall wellness (Mayor’s Family Fit Day and Pennington Wellness Day) and giving babies a healthier start in life (March of Dimes), Woman’s is helping guide the community to a better future.

As part of the HealthyBR initiative, Woman’s nurses and dietitians frequently travel with BREADA’s mobile farmer’s market to promote healthy nutritional choices, including breastfeeding. Dietitians also help local restaurants redesign menu selections to offer healthier options for diners.
Partnering to Improve Our Community

From healthy eating to preventive health screenings, Woman’s partnerships with community wellness organizations have helped employees and patients adopt a healthier lifestyle.

October 2013 and December 2013
Woman’s teamed up with Red Stick Farmers Market to offer easy access to fresh produce, locally canned items and fresh meats on the hospital campus.

October 2013 – April 2014
Woman’s tightened its belt when it joined the Louisiana Hospital Association’s Geaux Lite Weight Loss Challenge. Patients and employees collectively dropped more than 7,500 pounds in six months.

June – July 2014
A grant from the Robert F. and Ruth S. Nichols Memorial Endowment through the Baton Rouge Area Foundation helped create the Woman’s Center for Wellness Arthritis Assistance Program for physical therapy graduates with low income.

July 2014
For the third year in a row, Woman’s was recognized as a Gold Fit-Friendly Worksite by the American Heart Association for its emphasis on nutrition and exercise, a physical environment that supports wellness and its comprehensive employee wellness program.

August 2014
As part of a 12-city tour aimed at facilitating conversations about the realities of sexual violence, the Baton Rouge Sexual Trauma Awareness and Response Center brought the Monument Quilt to Baton Rouge. Woman’s added a square in support.

September 2014
Woman’s joined with area hospitals and Mayor Kip Holden to make flu shots mandatory for healthcare professionals throughout the city. More than 97 percent of Woman’s employees received the flu vaccine.

August – December 2014
Woman’s participated in the city’s MedBR collaborative to assess community health needs and create unified plans to improve the health of Baton Rouge residents.
In October 2014, Foundation for Woman's was created to raise and manage private financial support for Woman's Hospital. The formation of the foundation creates a transparent separation of private philanthropic support from other funds generated by the hospital.

The foundation also provides the community with an additional way to become involved in supporting Woman's Hospital. An independent volunteer Board of Trustees directs Foundation for Woman's and makes recommendations, with final governance resting with the Woman's Hospital Foundation Board of Directors. As a private supporting foundation, the Foundation for Woman’s is accountable to the donors, patients, staff and trustees of Woman's Hospital.

Programs for the Underserved
With generous philanthropic support, Woman’s was able to provide many vital services in 2014.

- **30** premature and sick babies were nourished with **620** bottles of human donor milk.
- **55%** of all known adult sexual assault victims who presented to a healthcare facility in Baton Rouge were treated at Woman’s.
- **1,206** breast cancer and **1,407** gynecological cancer patient visits were conducted by Woman’s patient navigators, specially trained providers who help patients manage every step of their cancer journey.
- **5,349** women were screened in the Mobile Mammography Coach throughout **15** parishes.
- **17,641** inpatient lactation visits were made to new mothers.
Sexual Assault Care

Sexual assault is one of the most violent acts a woman can endure. For the past three decades, Woman’s has cared for and comforted women during their darkest hour. In 2014, 41 women were treated with dignity and respect through the hospital’s Care for Victims of Sexual Assault program.

Woman’s OB/GYN hospitalists and Assessment Center nurses are specially trained in the collection of forensic evidence. The hospital continuously works with the District Attorney’s office to put assailants behind bars, and with the Baton Rouge Sexual Trauma Awareness and Response (STAR) Center to advocate for women who are victims.

At Woman’s, a victim will receive the privacy she needs. Woman’s has a private waiting area and a designated sexual assault exam room.

- She will not go home in a hospital gown when she must leave her clothes for evidence; Woman’s provides her with a fresh set of clothing.
- 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 consult room designed specifically for sexual assault victims.

No sexual assault victim will receive a bill from Woman’s to pay for her exam, clothing or care. These services are paid in part by Woman’s own employees as part of the hospital’s annual Employee Giving Campaign and other philanthropic support.
Palliative Care
There are times when Woman’s NICU families face incredibly difficult decisions, such as a newborn with life-limiting conditions. In response to this need, Woman’s Perinatal Palliative Care program offers support and home care training for parents to ensure the best quality of life for their child – whether it’s for months, days or only hours.

In 2014, Woman’s expanded its palliative care outreach. If parents choose to return home with their child, the hospital’s relationship with pastoral services at Our Lady of the Lake Regional Medical Center now bridges patient care to their children’s hospital.

Palliative care includes symptom relief and pain management for the infant and supportive care for the parents. Individual care is based on parents’ wishes as well as spiritual and cultural beliefs. At Woman’s, physicians, nurses, social workers, pharmacists, nutritionists, chaplains and more work together to support patients and their families.

Adult cancer patients at Woman’s may also receive palliative care. The team focuses on improving the patient’s quality of life by relieving symptoms, pain and distress. The emphasis is on the person, rather than the disease.

Circle of Life Palliative Care
In 2014, Woman's Perinatal Palliative Care staff were privileged to offer support to the families of 62 babies.

The staff’s commitment to provide all families with end-of-life care became stronger with additional training and certifications in Perinatal Loss and Advanced Certified Hospice and Palliative Care. Perinatal members also underwent extensive team training at Children’s Hospital of Minnesota.
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
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  Allyson Boudreaux, MD  David Boudreaux, MD  Rebecca Boudreaux, 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  Marcia Gremillion, MD  Charles Gruenwald, Jr., 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  Frederick Lind, Jr., MD  Cecil William Lovell, Jr., MD  Julie Martin, MD  Frank McArthur, II  Fritz McCameron, PhD  Markham McKnight  Merritt Melker, III, MD  Jamar Melton, MD  F. A. Moore, III, MD  Julius Mullins, Jr., MD  Beverly Ogden, MD  Amanda Pearson, MD  Jane Peek, MD  Michael Perniciaro, MD  N. LaRon Phillips  Karl Pizzolatto, MD  Susan Puyau, MD  Nancy Richmond  Carol Ridenour, MD  Kirk Rousset, MD  James Ruiz, MD  Donna Saurage  Michael Schexnayder, MD  Cheree Schwartzenburg, MD  Clifford Schwartzenburg, MD  Edward Schwartzenburg, MD  Ellis Schwartzenburg, MD  George Schwartzenburg, MD  Curtis Solar, MD  Steven Sotile, MD  Steven Spedale, MD  James Stenhouse, MD  Robert Stuart, Jr.  Marvin Stuckey, MD  Richard Tannehill, MD  Yolunda Taylor, MD  Michael Teague, MD  Terrie Thomas, MD  Arthur Tribou, MD  David Walker  Kyle Waters  Bobby Webster, MD  Laurie Whitaker, MD  Sunshine Willett, MD  Elizabeth Gay Winters, MD

Emeritus
Charles Aycock, MD  Hoyt Ayres, MD  John Bateman  Jan Benanti, MD  Edwin Bowman, Jr., MD  Malton Bullock, Jr., MD  Stephen Chatelain, MD  Diana Dell, MD  Barbara Deming, MD  Margaret Womack Hart  Evelyn Hayes, MD  Jeffery Janies, Jr., MD  Sharon Knight  Mary Laville, MD  C. Brent McCoy  Sterling Sightlter, MD  Lydia Sims, MD  J. Noland Singletary  Thomas Sparks, MD  Gerald Stack, MD  Fahimeh Tahvildari, MD  Rosemary Haas Williams

Deceased in 2014
Jerry Affolter, Jr.  D. Wade Hollensworth, MD  Mary Jane Mayfield
Woman’s Leadership

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Chair-Elect
Christel Slaughter, PhD
Secretary-Treasurer
Edward Schwartzengrub, MD
President/CEO
Teri Fontenot

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Robert Greer, Jr.
Renée Harris, MD
Tom Hawkins, Jr.
Ben Marmande
Jamar Melton, MD
Mike Polito
Cheree Schwartzengrub, MD
Mike Wampold

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Senior Vice President, Medical Staff Services and Quality
Nancy Crawford
Senior Vice President, Patient Care/Chief Nursing Officer
Patricia Johnson
Senior Vice President, Planning, Development and Construction
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Chief Medical Officer
Susan Puyau, MD
Chief Quality Officer
W. Dore Binder, MD
Vice President/Chief Financial Officer
Greg Smith
Vice President, Employee/Wellness Services
Donna Bodin
Vice President/Chief Information Officer
Paul Kirk
Vice President/Ancillary Services
Kurt Scott

Vice President, Infant/Pediatric Services
Staci Sullivan
Vice President, Perinatal Services
Cheri Johnson
President, Foundation for Woman’s
Beverly Brooks Thompson

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Vice Chief of Staff
Jeffrey Breaux, MD
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Timothy Maher, MD
Chief of Department of Clinical and Support Services
Sarah Davis, MD
Chief of Maternal-Fetal Medicine/High Risk OB
Marshall St. Amant, MD
Chief of Medicine
Lalitha Chalasani, MD
Chief of Neonatology
Steven Spedale, MD
Chief of OB/GYN
Julie Martin, MD
Chief of Pathology
Beverly Ogden, MD
Chief of Pediatrics
Samantha Gulino, MD
Chief of Radiology
Marcia Gremillion, MD
Chief of Surgery
Alec Hirsch, MD
Chief of Urology
Henry Hollier, MD

Directors
Building Operations
Tommy Gautreau
Child Development Center
Hope Juge
Educational Services
Joan Ellis
Environmental Services
Johnathan Landor

Financial Services
April Chaisson
Food and Nutrition Services
Margie Ricks
Gynecology/Oncology/PACU/AICU
Mary Ann Smith
Health Information Management/UM
Danielle Berthelot
Human Resources
Dusty Oursou
Imaging Services
Cynthia Rabalais
Information Systems
Rhett Bay
Laboratory/Pathology
Brett Schelin
Managed Care
Sherry Poss
Marketing and Public Affairs
Amiee Goforth
Materials Management
Phillip Bateman
Mother/Baby
Dana Vidrine
Newborn and Infant Intensive Care Unit
Laurel Kitto
Nursing Administration
Wendy Singleton
Obstetrical Services
Amye Reeves
Patient Services
Monica Parish
Perioperative Services/Surgical Care
Zinda LeBlanc
Pharmacy
Peggy Dean
Quality/Risk Management
Cathy Maher-Griffiths
Respiratory Services
Danette Legendre
Retail Services/Birthplace Photos
Lisa Garland
Social Services/Outpatient Clinics
Beth Manning
Wellness Center
Brooke Bramlett
Performance
Fiscal year 2014 financial results were exceptional due to consistently higher than expected patient volume and significant effort by employees to improve processes and efficiency to better position Woman’s Hospital for future success. Deliveries, surgeries, and Newborn and Infant Intensive Care Unit (NICU) patient days approached the historical peaks experienced in the years immediately following Hurricane Katrina. Additionally, fiscal year 2014 included the full annual impact of the Volume-2-Value (V2V) initiative that kicked off in fiscal year 2013. That initiative focused on improving reimbursement for existing patient services, reducing operating costs and improving efficiency to eliminate waste. All levels of staff were involved in the V2V implementation and the goals of the initiative were exceeded.

Net patient service revenues were $236.2 million, compared to $220.6 million in fiscal year 2013. Woman’s operating margin of 6.2% and excess margin of 10.6% compare very favorably to those of Moody’s A3-rated hospitals.

Woman’s continued to have a favorable payor mix, with commercial insurance representing 50.13% of gross patient revenue. The hospital received $3.3 million in supplemental payments related to the state’s Low Income Needy Care Collaborative (LINCC) program.

Statistics

<table>
<thead>
<tr>
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<tbody>
<tr>
<td>Adult Admissions</td>
<td>11,012</td>
<td>10,952</td>
<td>11,585</td>
<td>11,454</td>
<td>11,473</td>
<td>11,893</td>
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<tr>
<td>Adult Average Length of Stay</td>
<td>2.69 days</td>
<td>2.77 days</td>
<td>2.73 days</td>
<td>2.65 days</td>
<td>2.68 days</td>
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<tr>
<td>Adult Patient Days</td>
<td>29,673</td>
<td>30,301</td>
<td>31,658</td>
<td>30,453</td>
<td>30,786</td>
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<td>Births</td>
<td>8,802</td>
<td>8,490</td>
<td>8,486</td>
<td>7,953</td>
<td>7,951</td>
<td>8,245</td>
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<tr>
<td>NICU Admissions</td>
<td>1,205</td>
<td>1,208</td>
<td>1,207</td>
<td>1,210</td>
<td>1,201</td>
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<tr>
<td>NICU Average Length of Stay</td>
<td>17.71 days</td>
<td>15.80 days</td>
<td>16.22 days</td>
<td>15.28 days</td>
<td>14.40 days</td>
<td>14.52 days</td>
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<tr>
<td>NICU Patient Days</td>
<td>21,343</td>
<td>19,086</td>
<td>19,582</td>
<td>18,485</td>
<td>17,295</td>
<td>19,850</td>
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<td>Neonatal Transports</td>
<td>73</td>
<td>98</td>
<td>58</td>
<td>63</td>
<td>55</td>
<td>76</td>
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<tr>
<td>Maternal-Fetal Medicine Visits</td>
<td>15,661</td>
<td>17,559</td>
<td>16,214</td>
<td>16,143</td>
<td>15,902</td>
<td>15,200</td>
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<tr>
<td>Surgeries</td>
<td>7,429</td>
<td>7,044</td>
<td>7,049</td>
<td>7,014</td>
<td>6,915</td>
<td>7,282</td>
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<td>Pap Smears</td>
<td>51,577</td>
<td>60,771</td>
<td>77,355</td>
<td>85,230</td>
<td>86,907</td>
<td>94,493</td>
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<tr>
<td>Breast Procedures*</td>
<td>46,206</td>
<td>47,327</td>
<td>47,107</td>
<td>47,314</td>
<td>46,644</td>
<td>49,372</td>
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<tr>
<td>Outpatient Services</td>
<td>596,627</td>
<td>557,324</td>
<td>586,447</td>
<td>561,444</td>
<td>560,940</td>
<td>576,440</td>
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</table>

* Mammography, sentinel node biopsy, stereotactic breast biopsy, breast ultrasound-guided breast biopsy
Operating Margin and Excess Margin as a Percent of Revenue
The median operating margin and excess margin is 2.1 percent and 5.7 percent, respectively, for A3-rated hospitals.
Source: Moody’s Investors Services

Total Assets and Net Unrestricted Assets (in millions)
The median value of net assets of A3-rated hospitals is $295.7 million.
Source: Moody’s Investors Services

Net Patient Service Revenue (in millions)
The median value of net patient service revenues of A3-rated hospitals is $415.4 million.
Source: Moody’s Investors Services

Salaries and Benefits Paid to Hospital Staff (in millions)

Payor Mix of Gross Patient Revenue (in millions)
The A3-rated hospital medians are shown for comparison to the payor mix for Woman’s Hospital.
Source: Moody’s Investors Services
Community Benefit Programs
Providing Benefits for Persons Living in the Community and State and Living in Poverty

<table>
<thead>
<tr>
<th>Description</th>
<th>2014</th>
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</thead>
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<tr>
<td>Charity Care</td>
<td>$4,695,000</td>
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<tr>
<td>Unreimbursed Cost of Medicaid</td>
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<tr>
<td>Subsidized Health Services</td>
<td></td>
</tr>
<tr>
<td>Emergency Services and Clinical Consultation</td>
<td>$2,229,000</td>
</tr>
<tr>
<td>Lactation Services</td>
<td>$523,000</td>
</tr>
<tr>
<td>HIV Case Management</td>
<td>$111,000</td>
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<tr>
<td>Subspecialty Clinics</td>
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<tr>
<td>Unreimbursed Hospitalists</td>
<td>$2,954,000</td>
</tr>
<tr>
<td>Community Education of Health Issues</td>
<td>$446,000</td>
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<tr>
<td>Support of Community Service Organizations</td>
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<tr>
<td>Susan G. Komen Breast Cancer Foundation</td>
<td>$5,000</td>
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<tr>
<td>March of Dimes</td>
<td>$5,000</td>
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<tr>
<td>Printing Services</td>
<td>$29,000</td>
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<tr>
<td>Other Grants and Awards to Service Organizations</td>
<td>$130,000</td>
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<tr>
<td>Care for Victims of Sexual Assault</td>
<td>$65,000</td>
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<tr>
<td>Unsponsored Research</td>
<td>$220,000</td>
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<tr>
<td><strong>Total Financial Support</strong></td>
<td><strong>$34,521,000</strong></td>
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