The first baby born at Woman’s Hospital, November 18, 1968, a six-pound, four-ounce baby girl, Marguerite Ann Wingate.
1956. Julius Mullins, Sr., MD, Jack Jones, MD, and Cary Dougherty, MD begin planning a healthcare facility unique to the needs of women and infants. Doctors specializing in obstetrics and gynecology join together to bring the hospital to fruition.

1957. Woman’s Hospital Foundation trustees co-sign the first bank loan for $64,000 to purchase eight acres of land.

1958. Woman’s Hospital Foundation is chartered.

1959. Woman’s Hospital is approved by state and county boards.

1960. Woman’s Hospital is founded.

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1966. October 27, construction begins.

1967. Woman’s Hospital opens on November 18 as one of the first women’s specialty hospitals in the nation. It encompasses 70,000 square feet, and features 90 private rooms and a 28-bed nursery. In the first year, 4,243 babies are born.

1968. Woman’s Hospital Foundation trustees co-sign the first bank loan for $64,000 to purchase eight acres of land.

1969. Woman’s Hospital opens on November 18 as one of the first women’s specialty hospitals in the nation. It encompasses 70,000 square feet, and features 90 private rooms and a 28-bed nursery. In the first year, 4,243 babies are born.

1970. Woman’s Hospital Foundation trustees co-sign the first bank loan for $64,000 to purchase eight acres of land.

1971-73. The fourth-floor addition adds 11 regular beds, 12 NICU beds, and 11,000 square feet in ancillary service areas. NICU opens.

1974. The Osteoporosis Center opens.

1975. The Breast Center opens. More than 3,000 mammograms are performed in the first year.


1977. Woman’s Hospital Foundation trustees co-sign the first bank loan for $64,000 to purchase eight acres of land.


1980. The new Labor and Delivery unit opens as one of the largest and most modern in the nation.

1981. The Breast Center opens. More than 3,000 mammograms are performed in the first year.

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1987. The Osteoporosis Center opens.

1988. The Osteoporosis Center opens.
1990. Perinatology Center opens, offering maternal-fetal services for high-risk pregnancies.
1992. Expansions include a new obstetrics wing, a 46-bed NICU with complete respiratory care and pathology lab support, and an isolation area for readmitting babies and providing follow-up care.


1994. The Louisiana Department of Health and Hospitals designates Woman’s Hospital as a Level III Regional Obstetrics and Neonatal Center. The oncology program is accredited by the Commission of Cancer of the American College of Surgeons. Spiral computerized tomography (CT) scanner and digital fluoroscopic unit are added. The four-level parking garage opens.

1995. Woman’s Health Research Institute collaborates with Mary-Claire King, PhD, to investigate inherited breast cancer in Louisiana. Woman’s Hospital begins its critical care air transport service using a medically configured BK-117 helicopter from Acadian Ambulance Service. Woman’s NICU operating room opens, one of a few in the country dedicated to surgery for infants.
Think for a moment. What are your memories of Woman’s Hospital? You might have given birth here, visited friends, worked as a member of our staff or been born here yourself. Chances are you’ve crossed paths with this incredible institution and its people at some point in your life.

Five decades ago, Woman’s was the dream of a handful of forward-thinking physicians who knew the importance of a hospital devoted exclusively to the needs of women and infants. Nearly forty years ago, their dream was realized. Since then, we have soared — garnering national awards, adding new services, and constantly striving for excellence.

That same energy is behind our decision to finally build a new hospital. Woman’s has been proudly bursting at the seams for some time, but now it’s clear that in the next few years the lack of space at our beloved campus threatens our ability to provide the experience you expect and the care our growing community needs.

Thus, last year, we announced plans to create a new campus, a state-of-the-art facility soon to be constructed on hospital-owned land. But our new campus won’t be unfamiliar bricks and mortar; it’s being thoughtfully designed by employees, medical staff, patients and members of the community, each of whom have a deep appreciation for our roots.

The future is exciting, but we can’t really prepare for it unless we understand our past. As you read about this year’s accomplishments, understand there’s a common thread that binds them all: our total dedication to improving the health of women and infants. It’s our mission, it’s where we came from, and it drives our future.

Teri G. Fontenot
Teri Fontenot, Woman’s Hospital President and CEO

2000. Woman’s Hospital is named in the 100 Top Hospitals: Regional Benchmarks for Success by HCIA and the Health Network.

2000. NICU Developmental Care Nursery opens, providing comprehensive chronic, long term care.

2001. Woman’s becomes the first hospital in the Baton Rouge area to be entirely smoke-free.

2001. Operating rooms are renovated, equipped with state-of-the-art, ceiling-mounted orbiters and video equipment, four larger endoscopic rooms, and larger patient recovery rooms.

2001. The Labor and Delivery Assessment Center opens.

2001. NICU Infant Care Center opens, providing five single patient rooms and five bays for the care of readmitted infants requiring surgical and medical care.

2002. Woman’s operating room, designed specifically for urological procedures.

2002. A state-of-the-art operating room designed for urological services opens.

2002. The Briarwood Golf Course is purchased as a possible site for future building.

2003. Woman’s Center for Wellness opens, combining outpatient physical, occupational, and audiology therapies along with breast imaging, fitness, and spa services in one building.

2003. The R2 Computer Aided Detection (CAD) system is added, the first US Food and Drug Administration-approved CAD system in use for breast cancer screening. Film mammograms are read by two board-certified radiologists, and the CAD system gives a third reading. Woman’s is the only breast imaging facility in the region, and one of only a few worldwide, that provides this triple-reading.

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Woman’s Hospital Annual Report 2007 3
The 39-year-old, landlocked campus is undersized by more than 11 percent in clinical areas and, by 2012, will only be able to meet 74 percent of projected needs. After a considerable amount of research and consulting with experts, Woman’s leadership determines that the most feasible option is to build a new hospital. In February 2006, officials announce plans to construct a new facility built on the hospital-owned, 225-acre Briarwood Golf Course, shown right, five miles south of the current location on Airline Highway.

2004. By late 2004, every square inch of Woman’s Hospital space has been either rebuilt or remodeled at least once. Challenges continue with both vehicular and pedestrian traffic, parking, and a general absence of available space and flexibility.

2005. Hurricane Katrina makes landfall on the Louisiana coast. Woman’s Hospital leads the evacuation of infants and pregnant women from New Orleans hospitals, collaborating with those hospitals, the military, and a range of agencies to rescue 122 babies. Digital mammography is installed, providing the most advanced technology to patients.

2006. Woman’s becomes the first hospital in Baton Rouge and the fourth in Louisiana to be granted Magnet status from the American Nurses Credentialing Center. Magnetic resonance imaging (MRI) is installed, adding a prenatal and breast diagnostic tool. Woman’s adds the Pink Ribbon mobile mammography coach with digital machines, making mammograms accessible to more women in more places.

2007. The American Cancer Society adds guidelines for MRI-guided needle localizations and core biopsies for women with a very high risk of developing breast cancer. Woman’s Hospital has performed these procedures since August 2006.

2004. Discovery Health Channel includes Woman’s in its BirthDay Live! broadcast. Woman’s becomes the host hospital for the broadcast the following year.

2005. The State of Louisiana designates Woman’s Hospital as the coordinating organization to manage the evacuation of babies and high-risk pregnant women from New Orleans after Hurricane Katrina. The hospital does the same important work during Hurricane Rita.

2006. Future Search Conference is conducted as part of the initial phase of planning the new campus. Employees, physicians, business and community leaders, and patients participate in a two-and-a-half-day session to create a vision for the new hospital.
Our New Vision

Moving toward a bright future. American author Oliver Wendell Holmes said, "The great thing in the world is not so much where we stand, as in what direction we are moving." That's a concept Woman's Hospital’s leadership takes to heart. This year, a bold course for the future was set by adopting a new vision statement.

It validates the organization’s commitment to excellence, faith in employees and understanding that patients are at the core of every act—large or small.

**Mission**
To improve the health of women and infants

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

**Values**

<table>
<thead>
<tr>
<th>Values</th>
<th>Definition</th>
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<tbody>
<tr>
<td>Excellence</td>
<td>Continually improving everything we do</td>
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<tr>
<td>Commitment</td>
<td>Showing pride in, loyalty to, and ownership of the mission of Woman's Hospital</td>
</tr>
<tr>
<td>Innovation</td>
<td>Securing our future through creating new dimensions of performance</td>
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</tbody>
</table>

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

**Stewardship**
Carefully and responsibly managing the resources of Woman's Hospital

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

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

"How will this affect our patients?" is a question asked repeatedly at Woman's. Patients are at the center of every decision made, every service offered, and every caring and compassionate effort extended. As plans move forward to build a new facility, the physical, emotional, and spiritual needs of patients and their families are at the very core of the design process.

Like a family, Woman's Hospital's employees, medical staff, volunteers and contract workers share a common set of values. Each believes in serving patients with both compassion and excellence. In the Woman's community, no one person is more valuable than another. Each offers a different skill or talent—an essential part of the whole.

Woman's Hospital’s employees find and express the best of the human spirit. Every day, they accept their responsibilities with exceptional skills and an unbeatable work ethic. Their expertise has helped the hospital secure numerous awards and achieve national recognition. Woman's employees open their hearts to the community outside the hospital's borders. Through volunteering, physicians and staff demonstrate their commitment to health and well-being throughout the community.

Woman's offers state-of-the-art care, leading edge technology, and best practices gleaned from a national network of peer hospitals. But excellence doesn't stop at clinical savvy—it's combined with the "Woman's Touch." Even under the best circumstances, a hospital stay can be overwhelming, so Woman's employees weave compassion and kindness into every patient interaction.

The dynamic pinwheel was chosen to symbolize Woman's new vision. Six spokes representing the hospital’s values help the pinwheel generate energy and movement.
At Megan Thibaut's first prenatal appointment, a tumor was found on her ovary. She had surgery at Woman's that allowed her pregnancy to successfully continue. Leyland Anthony was born a healthy baby on August 3, 2006.
Continuing Excellence

The work of many of Woman’s Hospital’s excellent staff members was acknowledged by several regional and national organizations this year:

Breast Imaging Center of Excellence. The Breast Center was named a Breast Imaging Center of Excellence by the American College of Radiology, one of 163 facilities in 35 states, and the only one in Louisiana to receive this designation. The certificate is awarded to facilities that are ACR-accredited in mammography, stereotactic breast biopsy, breast ultrasound and ultrasound-guided breast biopsy.

College of American Pathology Survey. Woman’s Hospital’s Pathology Laboratory received an excellent evaluation from peer reviewers during a required biennial College of American Pathology (CAP) survey. The unannounced survey took place in March. A team conducted a rigorous review of the lab’s extensive operations, which include cancer detection, phlebotomy, histology, cytogenetics, molecular biology, and more.

Hospital of the Year. Woman’s Hospital was named 2007 Hospital of the Year by the Louisiana State Nurses Association (LSNA). The award is bestowed on an organization in recognition of its professional nursing staff, innovation in leadership, nurse involvement in decision making, and overall community support for the institution.

Advanced Practice Nurse of the Year. At the sixth annual Nightingale Awards, Woman’s Hospital Nurse Practitioner Lucie Agosta, PhD, RNC, was recognized as Advanced Practice Nurse of the Year by the LSNA. Agosta is nurse practitioner at Woman’s Employee Health Clinic, an assistant professor of advanced practice nursing at Southeastern Louisiana University, and an active community volunteer.

Leadership Award for Operational Excellence. VHA Inc., a national healthcare alliance, honored Woman’s Hospital with its 2007 VHA Leadership Award for Operational Excellence in recognition of achieving Magnet status from the American Nurses Credentialing Center in 2006. The award was received at VHA’s Leadership Conference in Denver in May. It is one of only 13 VHA member hospitals nationwide that has earned Magnet status.

Highlights

Success is measured on a daily basis by each employee as he or she fulfills the Woman’s Hospital mission. The result of our staff’s hard work and commitment is an impressive collection of accomplishments. Here are a few from 2007.

Brett Schelin, Administrative Director of Laboratory Services, in the Cary Dougherty Lab. In 1958, the Foundation loaned Dougherty $500 to start a cancer detection laboratory. All profits were used to repay the property loan.

Terry Cangelosi shows the modern ThinPrep pap test used today.
Association of Women’s Health, Obstetric and Neonatal Nurses (AWHONN) and Johnson’s Childbirth Nurse to Nurse Award. Woman’s Hospital’s Nicole Fox, RN, received the 5th Annual AWHONN and Johnson’s Childbirth Nurse to Nurse Award. The award recognizes and honors the dedication and skill of childbirth nurses and promotes excellence in practice. Fox has worked at Woman’s as a full-time nurse for more than 17 years in Labor and Delivery, Newborn Care, Postpartum Care, and Home Health. She is currently working as a lactation nurse educator in the Neonatal Intensive Care Unit.

Joint Commission’s Gold Seal of Approval. Woman’s Hospital earned the Joint Commission’s Gold Seal of Approval™ in December 2006 by demonstrating compliance with the Joint Commission’s national standards for healthcare quality and safety. The voluntary accreditation demonstrates Woman’s commitment to patient safety and quality of care. Founded in 1951, the Joint Commission seeks to continuously improve the safety and quality of care provided to the public through the provision of healthcare accreditation and related services that support performance improvement in healthcare organizations.

Respiratory Care Services. Woman’s Hospital Respiratory Care Services received several accolades this year, including recognition by the American Association of Respiratory Care for providing quality respiratory care services to patients and the community, in large part due to the department’s role in serving infants in the Neonatal Intensive Care Unit. Respiratory Care was also awarded a grant from Woman’s Hospital Auxiliary to purchase tracheotomy travel bags, which support its transport services. Finally, Nicholls State University recognized Woman’s Respiratory Care therapist Linda Miller, RRT, as Most Outstanding Clinical Preceptor for the Cardiopulmonary Care Science Class for 2007. The recipient of this award is selected by Nicholls students, and is acknowledged as a statewide mentor who has provided excellent instruction.

Outstanding Accomplishment in Contract Utilization. The Materials Management (MM) team received an award for outstanding utilization of contracting services at the GHX Supply Chain Summit. The award recognizes savings and innovation through automation of processes to maximize savings and reduce redundant work. In addition, the MM team and Michael Maggio, MM-Information Technology Specialist, were featured in several articles and webinars focused on automation of purchasing processes.

Stephanie Estelle, RRT, and Danette M. Legendre, RCP, CRT-NPS, Director, Respiratory Care Services, in the NICU.


Productivity and Efficiency

Operational Efficiency Project. The global firm Tefen Management Consulting studied Woman’s obstetrical operations and recommended strategies for improved efficiency. Experts from Tefen worked closely with Woman’s staff to examine the workflow and suggested changes to streamline the ways in which patients are scheduled and discharged. A patient itinerary was developed to help women and their families prepare for events that occur before discharge, such as hearing tests, car seat checks, and baby photos.

Pathology Laboratory Efficiency Project. Woman’s Hospital’s Pathology Laboratory continued its commitment to excellence and innovation this year by undertaking a self-driven efficiency project. Using the principles of the Japanese Lean production model, the team researched how to make processes flow as accurately and as cost-effectively as possible. One change resulted in reducing the amount of time required for sample processing by 30 minutes. Lab Director Brett Schelin and his staff also used their research in design sessions for the lab at Woman’s new facility.

Program Updates

HIV/AIDS Task Force. Clinical Services Coordinator Pam Ellis represented Woman’s Hospital on the Mayor’s Task Force on HIV/AIDS. The Task Force is dedicated to coordinating services for people affected by HIV/AIDS and providing public education, prevention and awareness about its transmission. One of the main events sponsored this year was the “Rap-It-Up Women’s Health Conference,” a nationally renowned HIV/AIDS public awareness initiative in partnership with Black Entertainment Television.

Neurodevelopmental Clinic Bayley–III Testing. The Neurodevelopmental Clinic’s purpose is to monitor the development of low-birthweight and other high-risk newborns, and to identify developmental problems early so children get the resources they need as soon as possible. The clinic screens for a range of developmental issues including motor disorders, language, and cognitive delays. This year, the clinic began offering the Bayley-III Scales of Infant and Toddler Development diagnostic test. The state-of-the-art, user-friendly test allows the clinic to assess the fine and gross motor skills and receptive language capabilities of children who were born prematurely or experienced high-risk births. Because it can help healthcare providers pinpoint problems early, the Bayley III test gives children a better chance at success in school and in life.

Technology and Services

Electronic Documentation. In March, staff began using electronic nursing documentation in the Mother-Baby, Antepartum, and Labor and Delivery departments. More than 500 nurses were trained to document using an electronic medical record. Mobile carts and desktop computers are utilized to capture information at the point of care. The system achieves a variety of positive results such as reducing redundant questions to patients, giving staff better access to charts, improving the ability to capture data and enhancing interdisciplinary communication. The program was implemented after two years of planning and preparation.
**New American Cancer Society Guidelines.**
The American Cancer Society released new guidelines this year recommending women with very high risk of developing breast cancer should receive an MRI along with their annual mammogram. The guidelines also recommended that women seek breast MRIs at facilities with the capability and expertise of performing MRI-guided needle localizations and core biopsies. Woman’s Hospital has been a pioneer in such technologies. The imaging department has featured breast MRI services since 2006 and is one of a few facilities in the south equipped with appropriate specialized coils and related computer capacity.

**Mobile Mammography Coach.** Since the mobile mammography coach’s first screening in November, more than 5,340 mammograms were performed for women of all income levels in Baton Rouge and nine surrounding parishes. The mobile services are a collaboration among Mary Bird Perkins, the YWCA’s ENCOREplus program and Earl K. Long Medical Center. By featuring digital mammography, the coach enables the hospital to deliver the most advanced technology in a cost-effective, community-based manner.

**Community Events and Outreach Updates**

**Rocketchix Triathlon.** “You’re not just a woman. You are an athlete,” is the philosophy of Rocketchix, an all-women triathlon that was initiated this year. The Fitness Club at Woman’s Center for Wellness supported the program by providing coaching, clinics, and inspiration to help women go from couch to triathlon in 12 weeks. During the three events conducted in 2007, more than 600 women participated, many of whom had never considered themselves triathlon-ready in the past!

**Lilly Oncology on Canvas Exhibit.** From rage to courage to gratitude, the roller-coaster ride of facing cancer was depicted in a special art exhibition displayed in Woman’s Hospital’s lobby in April. Organized by the oncology staff, *Lilly Oncology on Canvas: Expressions of a Cancer Journey*, was presented by Eli Lilly and Company in partnership with the National Coalition for Cancer Survivorship. Forty original pieces created by survivors, their families, and friends revealed the tumultuous and life-affirming experiences of cancer patients and those who love them. The pieces were selected from 2,000 entries in an international competition last year.
The New Campus

Knowing how to get there. Over the next few years, bricks and mortar will be assembled to create Woman's new, state-of-the-art campus. But before the first slabs are poured and nails are driven, plans must be drawn. Throughout 2007, Woman's employees, medical staff, patients, and members of the community studied renderings, walked through mock rooms, and thoughtfully offered opinions – all to help design a truly patient-centered facility that will celebrate life, encourage healing, and provide the safest, most advanced care for women and infants in the region.

Right, blueprints from 1968 for the original Woman's Hospital.
If you want a smart design for a new hospital, you hire one of the best healthcare architecture firms in the country. If you’re Woman’s Hospital, you also do something else.

Ask a nurse where things should go.

“This is a unique opportunity—to create a new facility from the ground up, exactly the way we want it,” says President and CEO Teri G. Fontenot. “It is essential that our clinical staff participate.”

In early 2007, employees, medical staff, patients, and community representatives began weighing in on the design of Woman’s new campus, a state-of-the-art facility scheduled for completion in 2011. The new facility will solve Woman’s current capacity challenges. It won’t just be larger; the landmark design is patient-centered, highly efficient, tranquil, and soothing—the result of a unique planning process that combined the skills and talents of design experts with the experience and passion of medical professionals.

“In past projects, we heard from a few employees, but nothing to this degree,” says architect Kylie Harvey of Dallas-based HKS, Inc., the firm selected to design the new facility, and a leader in healthcare architecture. “We’re excited about the results.”

Throughout 2007, more than a dozen staff committees representing diverse disciplines within Woman’s Hospital participated in ongoing design sessions.

In one exercise, Shelton created a mock patient room in the current hospital’s conference wing, where staff first placed furniture and equipment where it should be, then maneuvered temporary “walls” around the set up. They were given few constraints. “It was a totally unorthodox process,” says Shelton, “but we feel strongly about employee feedback.”

“They gave us a blank slate, and we started to visualize a room that provided the best possible experience for a patient,” said Cheri Barker Johnson, RN, Director of Obstetrics. “We would stand in the middle of the space and think about our job functions. Then we’d suggest ways to make it both inviting and efficient. One idea would spark another.”
Roxanne Butler, RN, staff liaison for New Campus Development. Butler reviews visitors’ comments left behind in the mock-up rooms and on schematics.

Working drawing of a patient room.

Founders of Woman’s Hospital with Teri G. Fontenot, President/CEO
Left to right, Frederick E. Lind, MD, C. William Lovell, Jr., MD, William C. Haile, MD, Billy R. Penn, MD, Richard H. Tannehill, MD, Robert L. diBenedetto, MD, and Leo M. Abraham, MD.

Marvin E. Stuckey, MD, one of the original physicians practicing medicine at Woman’s in 1968.
Later, staff groups also participated in a “stacking and blocking” exercise, which allowed them to situate the hospital’s major components on a large board with small moveable panels. Committee members worked together to place patient rooms, surgery wings, the neonatal intensive care unit (NICU), outpatient services, parking lots, the lobby, administrative buildings, support services, and more, until the overall design took shape.

In addition, some team members visited noteworthy women’s and children’s hospitals across the country, returning with fresh strategies.

“We found a lot of great ideas about how to organize the hospital to make it as family-friendly as possible,” Johnson said.

In August, plans for the new campus and a true-to-scale model of a patient room were presented at the first of several open houses, where more than 200 staff members observed and provided further comment. The design featured a floor plan that was both efficient and elegant, and many of its elements stemmed directly from staff feedback.

“For example, both staff and patients valued good views from every patient room,” says Shelton. “It’s a position supported by several studies suggesting pleasing imagery contributes to faster healing and shorter hospital stays. Consequently, designers created a star-shaped design, where clusters of patient rooms and a nurses’ station are situated in each point.”

The star-point strategy also solves other staff concerns, including the need for increased quiet and privacy for patients. Grouping patient rooms in hubs buffers them from the noise and traffic common in the “race track” design frequently used in hospitals. Each room will be universally-sized, so patients will never be transferred from a large room to a smaller one. Additionally, it creates flexibility for the hospital in the future.

Staff also felt strongly about the hospital’s interior. “They wanted beauty and tranquility, and they wanted a timeless look,” says architect and interior designer Jack Ford of Ford|Dickinson in Baton Rouge.

Ford’s resulting scheme defies the stereotypical mother-baby hospital. Forgoing pink and overtly juvenile imagery, Ford chose earth tones, natural textures, and wood to create a theme that plays on the four natural elements: air, earth, fire, and water.

“In every case we’ve tried to make it engaging and dignified,” said Ford. “We’re creating a design that encourages healing and celebrates life.”

It will be a place, says Butler, where the needs of women and their families have been woven into every element of the hospital.

“The feedback from the clinical staff and physicians has been amazing,” she said. “Throughout the process, they’ve all focused on patient needs.”
Room Space Type Legend

- Circulation
- Diagnostic and Treatment
- Inpatient Services
- Mechanical/IT
- Support Services
- Vertical Circulation

Antepartum (24 Beds)
- C-Section (6 ORs)
- C-Section Prep/Recovery (13 Pt. Stations)
- Pharmacy
- LDR (24 Rooms)
- Surgery (6 ORs)
- PACU (9 Pt. Stations)
- Day Surgery (16 Pt. Stations)
- AICU (12 Beds)

Working drawings of what the new facility could look like.
Money Matters

Making every penny count. As a stand-alone, independent hospital, Woman’s takes full responsibility for its own solvency and fiscal stability. It cannot fall back on a network of affiliates for support. In 2007, Woman’s leadership once again demonstrated excellence in financial management. A firm stand was taken for Louisiana’s neediest women and children to resolve a growing challenge regarding hospital reimbursement for patients covered by Medicaid.

Right, original expense notes from the 1950s. Every penny counted then, as it does today.
Addressing the Medicaid Shortfall. Woman's Hospital leadership understands that securing reimbursement for patient care from both private insurers and the government is a key part of sound fiscal management. It's how the hospital keeps its doors open to provide top-quality care.

Woman's takes the position that it has not received adequate reimbursement from the State of Louisiana for care of the community's neediest women and infants. While the hospital has continued providing quality treatment to every patient, the state has failed to pay the costs of providing care for patients enrolled in Medicaid. Approximately $70 out of every $100 spent on Medicaid care in Louisiana originates from the federal government. The state has failed to utilize available program dollars to adequately offset the cost of providing health-care coverage to its citizenry.

The financial impact on a hospital like Woman's, where Medicaid is the largest payer, is staggering. In 2006, the hospital experienced an $18 million shortfall as a direct result of inadequate Medicaid reimbursement, up from $12.6 million in 2005.

Repeated attempts to convince the state to fulfill its responsibility have been unsuccessful. Thus, after careful consideration, Woman's Hospital, along with a number of concerned beneficiaries, filed suit in federal court. The lawsuit claims violations of federal and state laws, certain applicable regulations, and provisions of the United States Constitution. The goal of such a necessarily drastic action is to correct this unfair situation as quickly as possible.

"It was a remedy of last resort," said Teri Fontenot, President/CEO, "but it's the responsible course of action to take. The refusal of the Department of Health and Hospitals to adequately fund necessary health-care services for women and infants has reached such proportions that it threatens the many services we are committed to provide."

The effects of Medicaid shortfalls are already apparent. With the losses from Medicaid expected to climb again this year, hospital leaders made the difficult decision to cut some programs. In August, Home Health services were reduced, and home PT/OT services were eliminated. These families now seek those services from the few remaining providers in the area.

Additionally, the Woman's Health Research Institute (WHRI) was reorganized and downsized. WHRI has provided significant molecular biology and genetic research services for the hospital, its medical staff, and the community since 1994. Limited research activities will continue in a decentralized manner.

Woman's also curtailed community education programs. Prenatal education remains intact because of its importance to the hospital's largest constituency. However, other programs on women's health had to be cut significantly.

"These were extremely tough decisions," said Fontenot. "We hope the lawsuit will call the state into action to correct these problems and honor its obligations, so that we can restore a broad spectrum of services."

As an independent, stand-alone hospital, Woman's has no national network to fall back on during fiscal ebb and flows, said Board Chair Nancy Richmond.

"We needed to take a strong stand," Richmond said. "This hospital plays a vital role in caring for thousands of women and infants of every income level throughout the region."
Even with the challenges of Medicaid described earlier, Woman’s Hospital continued to deliver a strong financial performance in 2007. Both income from operations and investment earnings exceeded budget expectations and prior year performance. Through the commitment of employees and physicians to provide exceptional care to patients, and a disciplined and experienced management team, the financial strength of the hospital continues to compare favorably to national benchmarks.

Woman’s Hospital ended the year with 20,751 admissions, 74,887 patient days, 8,333 births and 7,689 surgeries. Woman’s is the leading healthcare provider for women and infants in the area. This is a result of the hospital’s continued commitment to its mission of improving the health of women and infants. Inpatient and outpatient revenues were 4.4% higher than fiscal year 2006. The increase in inpatient revenues was attributed to higher neonatal intensive care patient days and the increase in outpatient revenues was due to increases in outpatient surgeries and breast procedures.

As part of its ongoing commitment to the community, the hospital provided charity care and participated in government programs, including Medicare and Medicaid which pay below the actual cost of care. Revenue deductions increased from the previous year because of higher patient revenues, decreases in payment rates from some payors and increased rates from other payors not keeping pace with the increase in the cost of providing services. By employing sound business practices, the hospital was able to offer services to those who are unable to pay the total cost of their care.

Operating expenses were 5.9% higher than the previous year. Salaries and benefits increased 7.4% and accounted for 64.5% of total operating expenses. Other significant increases were related to higher supply costs, collection fees, rent, and consulting fees. Identifying opportunities to reduce costs without affecting the quality of care continues to be a priority.

Employees, physicians, board members and volunteers take seriously their role as stewards for Woman’s Hospital, their responsibility to employ the best business practices, and to operate the organization as efficiently as possible. Hospital leadership achieves this by meeting regularly to discuss matters ranging from overall strategy and financial performance to staffing and compliance.

The organization’s financial success helps to provide continued funding for reinvestment in its existing facility as well as future financing of the planned new hospital. As leadership anticipates exciting growth and change in the future, it will focus on maintaining the hospital’s history of a unique culture and exceptional patient care that has always set it apart.
Summary of Financial Contributions to the Baton Rouge Community Through Community Benefit Programs

The hospital is an active, caring member of the community it serves. In carrying out its mission of improving the health of women and infants, the hospital has served the community by:

<table>
<thead>
<tr>
<th>Providing Care for Persons Living in Poverty</th>
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<tbody>
<tr>
<td>Charity Care</td>
<td>$348,000</td>
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<tr>
<td>Unreimbursed Cost of Medicaid Program</td>
<td>14,633,000</td>
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<tr>
<td>Subsidized Health Services</td>
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</tr>
<tr>
<td>Emergency Services and Clinical Consultation</td>
<td>906,000</td>
</tr>
<tr>
<td>Better Beginnings Program</td>
<td>171,000</td>
</tr>
<tr>
<td>HIV Case Management</td>
<td>106,000</td>
</tr>
<tr>
<td>Subspecialty Clinics</td>
<td>394,000</td>
</tr>
<tr>
<td>Unreimbursed Nurse Practitioner Costs</td>
<td>435,000</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Providing Benefits to the Community and State</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Community Education of Health Issues</td>
<td>959,000</td>
</tr>
<tr>
<td>Support of Community Service Organizations</td>
<td></td>
</tr>
<tr>
<td>Family Road of Greater Baton Rouge</td>
<td>4,000</td>
</tr>
<tr>
<td>Susan G. Komen Breast Cancer Foundation</td>
<td>5,000</td>
</tr>
<tr>
<td>In-Kind Printing</td>
<td>17,000</td>
</tr>
<tr>
<td>Other Grants and Awards to Service Organizations</td>
<td>7,000</td>
</tr>
<tr>
<td>Subsidized Health Care</td>
<td></td>
</tr>
<tr>
<td>Care for Sexual Assault Victims</td>
<td>37,000</td>
</tr>
<tr>
<td>Unsponsored Research</td>
<td>420,000</td>
</tr>
<tr>
<td>Emergency Management</td>
<td>1,000</td>
</tr>
<tr>
<td>Mobile Mammography Coach</td>
<td>256,000</td>
</tr>
<tr>
<td>Total Financial Support</td>
<td>$18,699,000</td>
</tr>
</tbody>
</table>

While the above list is not all-inclusive, it represents the significant community benefits provided by the hospital.
# Financial Review

As a result of our careful planning and effective resource management:

<table>
<thead>
<tr>
<th>Service Type</th>
<th>2007</th>
<th>2006</th>
</tr>
</thead>
<tbody>
<tr>
<td>Inpatient services such as nursing care, laboratory tests, and pharmaceuticals</td>
<td>$189,124</td>
<td>$181,093</td>
</tr>
<tr>
<td>Outpatient services such as home health, maternal-fetal medicine, laboratory, imaging, therapy and related healthcare services</td>
<td>96,996</td>
<td>92,967</td>
</tr>
<tr>
<td>Nonpatient services, such as investment income, cafeteria, child care center, and wellness center</td>
<td>28,146</td>
<td>21,080</td>
</tr>
</tbody>
</table>

**Total Earned Revenue**

$314,266  $295,140

As part of our ongoing commitment to the community:

<table>
<thead>
<tr>
<th>Service Type</th>
<th>2007</th>
<th>2006</th>
</tr>
</thead>
<tbody>
<tr>
<td>Services provided to patients unable or unwilling to pay</td>
<td>$1,969</td>
<td>$2,536</td>
</tr>
<tr>
<td>Medicare and Medicaid patients and other government programs</td>
<td>69,470</td>
<td>69,160</td>
</tr>
<tr>
<td>Managed care companies</td>
<td>33,187</td>
<td>28,436</td>
</tr>
</tbody>
</table>

**Total Revenue Unpaid**

$104,626  $100,132

Net Revenue

$209,640  $195,008

In order to provide the necessary resources for excellence in patient care:

<table>
<thead>
<tr>
<th>Service Type</th>
<th>2007</th>
<th>2006</th>
</tr>
</thead>
<tbody>
<tr>
<td>Employee wages, salaries, and benefits</td>
<td>$116,459</td>
<td>$108,444</td>
</tr>
<tr>
<td>Medications, medical and surgical supplies, and food</td>
<td>25,937</td>
<td>25,018</td>
</tr>
<tr>
<td>Other operating expenses such as utilities, depreciation, interest, maintenance, insurance and continuing education for employees and patients</td>
<td>38,054</td>
<td>36,888</td>
</tr>
</tbody>
</table>

**Total Operating Expenses**

$180,450  $170,350

In order to ensure the hospital's future growth and stability:

<table>
<thead>
<tr>
<th>Service Type</th>
<th>2007</th>
<th>2006</th>
</tr>
</thead>
<tbody>
<tr>
<td>New equipment, replaced old equipment, incurred building and renovation expenses, reduced long-term debt, and provided for future growth</td>
<td>$29,190</td>
<td>$24,658</td>
</tr>
</tbody>
</table>

**Total Operating and Capital Expenses**

$209,640  $195,008
**Medical Statistics**

<table>
<thead>
<tr>
<th></th>
<th>2007</th>
<th>2006</th>
<th>2005</th>
<th>2004</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adult Admissions</td>
<td>12,136</td>
<td>12,607</td>
<td>11,780</td>
<td>11,847</td>
</tr>
<tr>
<td>Adult Average Length of Stay</td>
<td>2.77 days</td>
<td>2.81 days</td>
<td>2.78 days</td>
<td>2.79 days</td>
</tr>
<tr>
<td>Births</td>
<td>8,333</td>
<td>8,705</td>
<td>8,111</td>
<td>8,003</td>
</tr>
<tr>
<td>NICU Discharges</td>
<td>1,511</td>
<td>1,569</td>
<td>1,508</td>
<td>1,341</td>
</tr>
<tr>
<td>Inpatient Surgeries</td>
<td>2,840</td>
<td>2,844</td>
<td>2,818</td>
<td>2,830</td>
</tr>
<tr>
<td>Outpatient Surgeries</td>
<td>4,849</td>
<td>4,522</td>
<td>4,759</td>
<td>4,641</td>
</tr>
<tr>
<td>Outpatient Visits</td>
<td>133,271</td>
<td>130,939</td>
<td>125,670</td>
<td>138,416</td>
</tr>
<tr>
<td>Breast Procedures</td>
<td>44,111</td>
<td>42,578</td>
<td>40,011</td>
<td>48,388</td>
</tr>
<tr>
<td>Home Health Visits</td>
<td>17,447</td>
<td>17,887</td>
<td>16,933</td>
<td>27,984</td>
</tr>
<tr>
<td>CT Scans</td>
<td>2,587</td>
<td>2,251</td>
<td>2,121</td>
<td>1,844</td>
</tr>
<tr>
<td>Neonatal Transports</td>
<td>87</td>
<td>81</td>
<td>137</td>
<td>54</td>
</tr>
<tr>
<td>Pap Smears</td>
<td>82,857</td>
<td>86,236</td>
<td>84,193</td>
<td>82,195</td>
</tr>
<tr>
<td>Maternal-Fetal Medicine Office Visits</td>
<td>8,768</td>
<td>8,998</td>
<td>8,043</td>
<td>6,884</td>
</tr>
<tr>
<td>Pediatric Specialty Clinic Visits</td>
<td>571</td>
<td>953</td>
<td>1,113</td>
<td>1,234</td>
</tr>
</tbody>
</table>

**Gross Patient Revenue by Service**

<table>
<thead>
<tr>
<th></th>
<th>2007</th>
<th>2006</th>
<th>2005</th>
<th>2004</th>
</tr>
</thead>
<tbody>
<tr>
<td>Obstetrics</td>
<td>21%</td>
<td>23%</td>
<td>21%</td>
<td>23%</td>
</tr>
<tr>
<td>Gynecology / Oncology / Surgery</td>
<td>10%</td>
<td>10%</td>
<td>11%</td>
<td>11%</td>
</tr>
<tr>
<td>Newborn</td>
<td>5%</td>
<td>5%</td>
<td>5%</td>
<td>5%</td>
</tr>
<tr>
<td>Neonatal ICU</td>
<td>30%</td>
<td>28%</td>
<td>30%</td>
<td>25%</td>
</tr>
<tr>
<td>Total Inpatient</td>
<td>66%</td>
<td>66%</td>
<td>67%</td>
<td>64%</td>
</tr>
<tr>
<td>Outpatient Surgery</td>
<td>9%</td>
<td>9%</td>
<td>9%</td>
<td>10%</td>
</tr>
<tr>
<td>Other Outpatient</td>
<td>25%</td>
<td>25%</td>
<td>24%</td>
<td>26%</td>
</tr>
<tr>
<td>Total Outpatient</td>
<td>34%</td>
<td>34%</td>
<td>33%</td>
<td>36%</td>
</tr>
</tbody>
</table>

**Gross Patient Revenue by Financial Class**

<table>
<thead>
<tr>
<th></th>
<th>2007</th>
<th>2006</th>
<th>2005</th>
<th>2004</th>
</tr>
</thead>
<tbody>
<tr>
<td>Insurance*</td>
<td>54%</td>
<td>51%</td>
<td>53%</td>
<td>55%</td>
</tr>
<tr>
<td>Medicaid*</td>
<td>40%</td>
<td>43%</td>
<td>41%</td>
<td>39%</td>
</tr>
<tr>
<td>Medicare*</td>
<td>5%</td>
<td>5%</td>
<td>5%</td>
<td>5%</td>
</tr>
<tr>
<td>Self-Pay+</td>
<td>1%</td>
<td>1%</td>
<td>1%</td>
<td>1%</td>
</tr>
<tr>
<td>100%</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

* Pays less than 100% of billed charges based upon a contractual arrangement or governmental regulations.
+ Pays less than 100% of billed charges based upon qualifications for financial assistance, discount for package priced services, or prepayment for services.
Woman’s Hospital Leadership

Board of Directors
Chair
Nancy M. Richmond
Vice Chair
Dorè Binder, MD
Secretary-Treasurer
Markham McKnight
President/CEO
Teri G. Fontenot
Robert S. Greer, Jr.
Renée Harris, MD, Chief of Staff, 2007
Francis Henderson, MD
Jamar Melton, MD
Amy Phillips
N. LaRon Phillips
Susan Puyau, MD
Ellis Schwartzzenburg, MD
Pete Stewart
Robert Stuart, Jr.

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Vice Chief of Staff
Edward Schwartzzenburg, MD
Secretary-Treasurer
Yolunda Taylor, MD
Chief of Department of Clinical and Support Services
Edward Schwartzzenburg, MD
Chief of Anesthesiology
Timothy Maher, MD
Chief of Maternal-Fetal Medicine
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Ronald Andrews, MD
Chief of Neonatology
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Chief of Obstetrics-Gynecology
Jan Benanti, MD
Chief of Pathology
Beverly Ogden, MD
Chief of Pediatrics
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Chief of Radiology
Chet Coles, MD
Chief of Surgery
Mary Elizabeth Christian, MD
Chief of Urology
William Kubricht III, MD

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Accounting
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Building Operations
Thomas Gautreau
Child Development Center
Hope Juge
Compliance Officer
Robert Hawkins
Environmental Services
Orlando DeMoss
Food and Nutrition Services
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Gynecology/Oncology
Mary Ann Smith, RN
Health Information Management
Danielle Berthelot
Home Care Services
Claudia Kammer, RN
Imaging Services
Cynthia Rabalais
Information Systems
Rhett Roy
Laboratory/Pathology
Brett Schelin
Managed Care
Sherry Poss
Marketing and Development
Janice Lamy
Materials Management
Joseph Perez
Medical Director
Ken Brown, MD

Mother/Baby
Dana Vidrine, RN
Nursing Administration
Lori Denstel, RN
Obstetrical Services
Cheri Johnson, RN
Patient Accounting
Geralyn Thibodeaux
Patient Services
Monica Metz
Perioperative Services
Laura Cloutatre, RN, MSN
Pharmacy
Peggy Dean
Quality and Utilization Management
Del Currier, RN
Research, Grants and Appropriations
Jaquetta Clemons
Respiratory Services
Danette Legendre
Retail Services
Lisa Garland
Social Services/Outpatient Clinics
Beth Manning
Center for Newborn and Infant Care
Darcy Gann, MSN, RNC
Wellness Services
Chrissie Olsson

Vice Presidents
Senior Vice President, Financial Services
Stephanie Anderson
Senior Vice President, Medical Staff Services
Nancy Crawford
Senior Vice President, Operations
Jamie Haeuser
Senior Vice President, Chief Nurse Executive
Patricia Johnson, RN, MN
Senior Vice President, New Campus Development
Stan Shelton

Vice President
Employee Services
Donna Bodin
Vice President, Information Systems
Paul Kirk
Vice President, Finance
Julia Lively
Vice President, Support Services
Greg Smith
Vice President, Infant/Pediatric Services
Staci Sullivan, MSN, APRN-BC
Woman's Hospital Foundation. The hospital is a not-for-profit organization that opened in 1968 and was founded by obstetricians and gynecologists who envisioned a hospital that specialized in caring for women and infants. The members of Woman’s Hospital Foundation include physicians and community leaders who are dedicated to preserving the hospital’s mission.

Founders
Leo Abraham, MD
James C. Atkinson, MD
William C. Haile, MD
Lamar L. Lambert, MD
Henry K. Miller, MD

Greg Gelpi, MD
Charles Gruenwald, Jr., MD
Kathy H Guidry, MD
Faith Hanksbrough, MD
Renée S. Harris, MD
Francis H. Henderson, MD
Gregory M. Heroman, MD
Jack D. Holden, MD
Wendy Holden-Parker, MD
Nicole Hollier, MD
Jeffery L. Janies, Jr., MD
Shawn C. Kleinpeter, MD
Sharon J. Knight
Ann M. Lafranca, MD
James H. LaRoche
Charles H. Lawler, MD
Sharon J. Lee, MD
Michael Leggio, MD
Frederick E. Lind, Jr., MD
Cecil W. Lovell, Jr., MD
Frank D. McArthur II
Fritz A. McCameron, PhD
C. Brent McCoy
John D. McIntyre, MD
Miriam McMains
Merritt F. Melker III, MD
F. A. Moore III, MD
Julius H. Mullins, Jr., MD
Beverly W. Ogden, MD
Jane B. Peek, MD
Billy R. Penn, MD
Michael T. Perniciaro, MD
N. LaRon Phillips
Karl J. Pizzolatto, MD
Susan F. Puyau, MD
Nancy M. Richmond
Carol R. Ridinour, MD
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James F. Ruiz, MD
Donna M. Saurage
Michael C. Schexnayder, MD
Clifford J. Schwartzenburg, MD
Edward Schwartzenburg, MD
Ellis J. Schwartzenburg, MD
Sterling E. Sightler, MD
Curtis J. Solar, MD
Karen Kay Solar, MD
Steven Sotile, MD
Steven B. Spedale, MD
Beverly W. Ogden, MD
F. A. Moore III, MD
Julius H. Mullins, Jr., MD
Beverly W. Ogden, MD
Jane B. Peek, MD

Emeritus
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Hoyt Ayres, MD
John H. Bateman
Edwin A. Bowman, Jr., MD
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Stephen M. Chatelain, MD
Diana L. Dell, MD
Susan Futayyeh, MD
Evelyn K. Hayes, MD
Thomas R. Hightower
D. Wade Hollensworth, MD
Mrs. Ralph F. Howe
Mary L. Laville, MD
Mrs. F. Drew Mayfield
Robert P. Moon, MD
Jo Anne Pine, MD
Ralph H. Sims
J. Noland Singletary
Thomas W. Sparks, MD
Faimeh H. Tahvidari, MD
Rosemary Haas Williams

Woman’s Hospital Annual Report 2007  27
Woman’s Hospital Development Report

Woman’s Hospital is fortunate to have many dedicated volunteers from the community who are committed to help raise funds for a range of purposes, all in support of our mission—to improve the health of women and infants.

Development Council. The Development Council is an organization of community leaders dedicated to raising funds for Woman’s Hospital. The council also governs the Founders and Friends Endowment, which supports the hospital’s long-term growth and stability.

Chair
Michael J. Coogan, MD

Vice Chair
Hans Sternberg

Secretary-Treasurer
Missy Epperson

President/CEO
Ex-Officio Member
Teri G. Fontenot

Chair, Board of Directors
Ex-Officio Member
Nancy M. Richmond

Members
James C. Atkinson, MD
Kevin Curry
Judy Ewell Day
Robert L. diBenedetto, MD
Chancellor Myrtle Dorsey
Rene Greer
Faith Hansbrough, MD
Rose Hudson
Scharla Kaiser
Rucker Leake III
Kathy McArthur
Jamar Melton, MD
Christy Oliver Reeves
Gabriella St. Amant
Clifford J. Schwartzenburg, MD
Steven B. Spedale, MD
Marvin E. Stuckey, MD
Todd Waguespack
Founders and Friends

Endowment Life Members

Dr. and Mrs. Leo M. Abraham*
Dr. and Mrs. Ramon A. Aizpurua*
Dr. and Mrs. Peter W. Aldoretta*
Dr. and Mrs. Timothy G. Andruss
Dr. and Mrs. James C. Atkinson*
Elizabeth B. Lindsay, MD
Angelle Berry, MD
Dr. and Mrs. W. Doré Binder*
David A. Boudreaux, MD*
Ms. Melanie Boyce
Dr. and Mrs. Frank W. Breaux*
Kenneth Brown, MD
Drs. William and Laura Cassidy*
Drs. Deborah and Steven Cavalier*
Dr. and Mrs. V. Dale Coffman, Jr*
Dr. and Mrs. Chet C. Coles*
Dr. and Mrs. Michael J. Coogan
Michael Crapanzano, MD
Shelley Davies, MD
Ms. Judy Ewell Day*
Robert L. diBenedetto, MD*
Dr. and Mrs. Alston E. Dunbar III
Dr. and Mrs. Steven D. Feigley*
Teri and Gerald Fontenot*
M. Giles Fort, III, MD*
Marcia B. Gremillion, MD, and John Gremillion*
Kathy H. Guidry, MD, and Kevin Guidry*
Jamie and Robert Haeuser*
Faith Hansbrough, MD
Renée Harris, MD*
Mr. and Mrs. Mark Hebert
Jack D. Holden, MD*
Mrs. Estelle Holliday*

Charlotte Hollman, MD
Mrs. Ralph Howe*
Mr. and Mrs. Cheney C. Joseph*
Lloyd Kibert, MD*
Tim Maher, MD*
Ms. Mary Jane Mayfield*
Mr. and Mrs. Frank D. McArthur II*
Mr. and Mrs. Charles W. McCoy*
Miriam and Ty McMains
Mr. and Mrs. John Noland
Beverly Ogden, MD, and Bayne Dickinson*
W. Robert Pace, MD*
Jane B. Peek, MD*
Mr. and Mrs. N. LaRon Phillips*
Drs. Susan F. and Michael Puyau*
Dr. and Mrs. James Ruiz*
Mrs. Donna M. Saurage*
Patricia M. Schneider, MD, and Ronnie Martin
Dr. and Mrs. Clifford Schwartzenburg*
Dr. and Mrs. Ellis Schwartzenburg*
Drs. Cynthia and Edward Schwartzenburg*
Henry S. Smith, MD
Dr. and Mrs. Steven B. Spedale*
Kimberly M. Stewart, MD
Dr. and Mrs. Marvin E. Stuckey*
Mary H. Thompson and Paul R. Thompson*
Mr. and Mrs. Thomas H. Turner
Cynthia A. Voelker, MD
Mr. and Mrs. Todd Waguespack
Ms. Sandra Wilson
E. Gay Winters, MD
Robert C. Witcher, Jr., MD
Ms. Margaret Womack*

*Charter Life Members

Endowment Legacy Gifts

Estate of Helen S. Barnes
Frank D. McArthur II
N. LaRon Phillips

Endowment Annual Members

Sandra C. Adams
Matthew Blunt, MD
Richard Busceme
Randall and Karen Fletcher
Kathleen Hoffpauir
Vicki Kellum
John D. Koontz
Saundra Lane
Tommie G. Langlois
S. R. Losavio
Doug Manship
Gary McInnis
Annie Morrison
P. A. Penton
Chancellor Freddie Pitcher
A. J. and Tamara Sabine
Sandra Sells
Toni B. Shelnaberry
Ralph H. Sims
Melissa Smith
Dr. and Mrs. Marvin E. Stuckey
Bishop Robert C. Witcher
Women In Media
2007 Annual Fund Campaign. The funds raised through the 2007 Annual Fund Campaign, chaired by René Greer, were dedicated to the Community Care Fund and the vital programs it supports:

- Better Beginnings Program
- Care for Victims of Sexual Assault
- Neurodevelopmental Clinic
- Special Needs Assistance for Patients

The Community Care Fund was established to help the hospital continue to offer four vital programs that are currently subsidized by the hospital. The costs associated with these programs total more than $375,000 per year. Donations to the Community Care Fund help offset these expenses, and enable Woman’s to positively impact the lives of more women, infants and their families for years to come.

Community Care Fund Donors

Robelynn Abadie
Acme Refrigeration
Dana James-Agnew
Angus Investments, Inc.
Marcia and Jeffrey Baldwin
Bateman’s Ice, Inc.
Bob and Jane Blackledge
Frank M. Bologna
Randy and Carol Bonnecaze
Drs. Peter and Leslie Bostick
Corporate Ideas, LLC
Mr. and Mrs. Trey Crawford
Grady Crawford Construction Company
Sean Davis
Robert Delarosa, DDS
Charles Dirks

Chancellor Myrtle Dorsey
BEBE Facundus
Nick and Linda Ferris
Darlene Foster
Mr. and Mrs. Carter Fourrier
Elizabeth Geheber
Nita Harris
Gregory M. Heroman, MD
Leslie Herpin Interior Design, Inc.
Mr. and Mrs. Thomas R. Hightower
Vicki Kellum
Dr. and Mrs. Munir Khalid-Abasi
Kleinpeter Farms Dairy, LLC
Saundra Lane
Christina Lawrence
Conville and Polly Lemoine
Diana Luikart

Mr. and Mrs. Blake E. McGehee
Jennifer Saurage Moreland
Robert and Dale Morris
Wanda G. Myers
Jimmy Roehrig
Mr. and Mrs. Henri Saunders
Mr. and Mrs. H.N. Saurage IV
Mr. and Mrs. William L. Silvia
Ralph H. Sims
Eula V. Smith
W. Martin Svendson Family
Thelma Lois Taconeau
Kate and Geordy Waters
Nancy Whitlatch
Beverly H. Williams
Jeana U. Womble
**Woman’s Circle of Friends ROCK-n-CHAIRity Auction.** The ROCK-n-CHAIRity was an evening of fun with great food from area restaurants and entertainment by the V-Tones. This spectacular first-time event, organized by the Circle of Friends, raised more than $50,000. Attendees bid on original, one-of-a-kind chairs and art created by local artists specifically for this event. Proceeds supported the Community Care Fund at Woman’s Hospital.

**Circle of Friends**

**Chair**
Gabriella St. Amant

**Committee**
Brooke Barnett
Lisa DiStefano
Lynley Dornier
Candace Kouns
Julie McFadden
Virginia Monceret
Jennifer Poche
Jennifer Waghalter
Lexie Woodard

**ROCK-n-CHAIRity Sponsors**

**ROCK-N-CHAIR**
The Boo Grigsby Foundation
The Lyceum Ballroom
The V-Tones
WAFB-TV

**High Chair**
Gastroenterology Associates
LaVie Magazine
Louisiana Hematology Associates
MAPP Construction
Mary Bird Perkins Cancer Center
and Southeast Louisiana Radiation Oncology Group
University Club

**Love Seat**
Kay Cason of Cason Gallery
Candace and Sinclair Kouns
Lee Michaels Fine Jewelry
Morgan Stanley
Drs. Schwartzenburg,
LaFranca and Guidry
Gabriella and Marshall St. Amant

**Car Seat**
Anahata Yoga Center
Karen Bahrnesen
Bertman and Associates
Bien Le
Billy Heroman’s Flowerland
Broujar
Kathy and John D’Angelo
Moncarer’s Fine Woodworking
John Naquin, Jr.
Satterfield’s
Chuck Winsted

**Baby Seat**
Ronald Andrews, MD
Tiffany and Drake Bellanger
Bienville Antiques
Ann Connelly
Dr. and Mrs. William Hadlock
IMELDA’S
Janine and Brian Jones
Jules Madere Creative Jewelers
Ty McMains
Mignon Faget
Pippen Lane
Brandi and Chris Rinaudo
Samir Oriental Rugs
The Store House
Robert Witcher, Jr., MD
Dr. and Mrs. Terry Zelmer
Memorials. Memorial gifts are tributes that, like our memories of the honoree, will go on forever. These gifts recognize the recipient in a profound and lasting way.

Bea Arango*  
Woman's Hospital Auxiliary

Shirley Bankston*  
Dr. and Mrs. Marvin E. Stuckey

Margaret Browder*  
Dr. and Mrs. Marvin E. Stuckey

Jennifer Casey, MD*  
Dr. and Mrs. Marvin E. Stuckey

Margaret Ann Coogan*  
Randy and Carol Bonnecaze Mr. and Mrs. Fielding Johnson Clifford Schwartzenburg, MD

Juanita Ann Coriell Madere*  
Anonymous Mr. Clifford Bixby

Doris Curtis*  
Woman's Hospital Auxiliary Ms. Nancy Crawford Ms. Judy Ewell Day Dr. and Mrs. Marvin E. Stuckey

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Tributes. A gift honoring a friend or a loved one is a meaningful way to recognize a special birthday or anniversary. Tribute gifts can also be made to recognize a caregiver for exceptional service.

Breast Cancer Education*  
Network for Good

Marjorie Daily*  
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*Honoree
Pink Ribbon Tributes. The Pink Ribbon Tribute Campaign was created by members of the Women's Victory Open Committee who wanted to provide a means of honoring those who fight the battle against breast cancer. In its third year, the campaign has been well received by the community.

Gwen Bond*
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Cynthia Cook*
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Peggy Crosby*
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Cathy Walker
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Mary Orgeron

*Honoree
**Hall of Stars.** The Hall of Stars was created to celebrate babies born at Woman’s Hospital. Family and friends have the opportunity to recognize a baby’s birth with a ceramic star inscribed with the child’s name and date of birth. Each new star hung in the Hall of Stars represents a donation that helps to further the mission of Woman’s Hospital.

- Rylee Kay Achord
- Coby Camardelle
- Alexandra “Allie” Loren Aguillard
- Inger, Delilah and Dee Dee McDowell
- Baleigh Rose Alleman
- Angela M. Alleman
- Steven Danford Allen
- Marcus and Amanda Allen
- Breland Thomas Anderson
- Kay Solar, MD
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- Eileen Armstrong
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Ninth Annual Women’s Victory Open. The ninth annual Women’s Victory Open golf tournament presented by Capital One raised more than $139,000 for the mobile mammography coach and outreach program at Woman’s Hospital. Congratulations to the members of Woman’s Victory Open Committee, whose year-round work drives the success of this event!

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Eighth Annual Tour of Ponds. During its eight-year history, the annual Tour of Ponds has raised more than $55,000 to support cancer care for women. Proceeds from the 2007 event benefited breast and gynecological services at Woman’s Hospital.

This year’s event was held the first weekend in June, showcasing more than 30 private water gardens in the Greater Baton Rouge area. The sponsor party was hosted by Sonny and Kathy Hutton. Mr. Charbel Harb, Tour of Ponds organizer and owner of Harb’s Oasis, presented a check for $12,000, which represented the proceeds from the event.

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- Margie Varner
- Barbara Vinet
- Audrey Walker
- Bobby Walker
- Joann Walsh*
- Myron Wheeler
- Carlean Williams
- Marian Yaun
- Helen York*
- Annette Zacharia
- Elaine Zollmann

*Cuddler Care. “Cuddlers” provide support in the Neonatal Intensive Care Unit (NICU) as directed by NICU staff. The role consists of providing “comfort” measures in the absence of parental interactions.

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- Ashley Ricks
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About Woman’s Hospital
Woman’s Hospital is a 501(c)(3) not-for-profit organization governed by a board of community volunteers. Contributions, along with proceeds from the hospital’s operations, are reinvested in research, community education, service programs, equipment, and facilities.