Development Annual Report 2010
Dear Friends,

As we look to 2011, we are excited about the future of our community and the future of Woman’s Hospital. Our new campus construction is going well and on target for a 2012 opening. We are blessed to live in such a caring and giving community and are grateful for your support of Woman’s philanthropic programs, including last year’s first community-wide Annual Giving Campaign. Your continued enthusiastic backing of our two long-standing events, Woman’s Victory Open and Rock-n-CHAIRity, is also deeply appreciated.

When you choose to invest in Woman’s, you sustain the entire community. Your generosity helps make possible vital programs and services that meet critical needs crucial to our region. These programs help in the fight to keep healthcare challenges from growing into even larger long-term problems. In today’s healthcare environment, we are ever reminded that, without your support, these programs could be reduced in scope or cut due to Medicaid reductions and state budget issues.

The challenges facing women and babies in our state are many:

• Louisiana ranks second in the nation in low birth weight babies and infant mortality.
• Louisiana has the nation’s fifth highest rate of AIDS, and Baton Rouge has the second highest rate of new HIV/AIDS cases.
• Baton Rouge has the highest average annual incidence rate of breast cancer in Louisiana.
• Louisiana has twice the rate of gestational diabetes as normal.
• 29% of Louisiana’s children live in poverty and approximately 800,000 Louisiana children and adults are uninsured.
• One in every six women in the U.S. has been the victim of assault or attempted rape.

Gestational diabetes, HIV/AIDS, sexual assault, infant mortality—all of these, and so many others, are daunting local and statewide issues that Woman’s is addressing head-on with community partners. This community has created a hospital that is a regional treasure, but it is only with support of the many individuals, businesses, foundations and groups that we are able to fulfill our mission. We thank you and ask for your continued help in improving the lives of women and babies now and in the future.

Sincerely,

Lynn S. Weill
Vice President, Chief Development Officer
Investment in Our Community

Since its opening in 1968, Woman’s Hospital has made significant contributions to benefit the collective health of the community through programs serving women and infants. In 2010 alone, over $19 million was invested in the community to help provide healthcare for women and babies in poverty, serve women with HIV, care for victims of sexual assault, offer lactation services, help high-risk newborns reach their potential, provide home care for underinsured or indigent children, make available breast cancer screenings for underserved women, offer community education programs, and conduct unsponsored research. The care that Woman’s provided for medically indigent patients was valued at over $11.7 million. Through the philanthropic support of the community, nearly one million dollars was invested in these programs and services for women, babies, and women with cancer.

Looking Forward to the Future. For the multi-parish Greater Baton Rouge area and Woman’s, the future holds many exciting things. As a region, our leaders are working to become one of the South’s most dynamic areas in which to live, work and play. As one of the nation’s premier healthcare facilities, Woman’s supports these efforts by providing high-quality care to the region’s women and babies.

We are also in the process of building a new, state-of-the-art hospital that will enhance our capabilities now and in the future. However, as we look ahead, the task of continuing this care is daunting. We know that next year costs will continue to rise. However, we also believe in our community and trust that businesses, individuals and organizations will be with us helping to support our mission of serving the community.
About Woman’s

Woman’s continues its pledge to provide “exceptional care” focused on our patients and the community. What began over 42 years ago has become the regional leader in serving mothers, babies and women in all stages of life.

Pregnancy and Childbirth
Woman’s is best known for its comprehensive pregnancy and childbirth services, including high-quality labor and delivery services, exceptional care for infants, breastfeeding support, and an array of education programs. In addition, we also provide care for women experiencing high-risk pregnancies, as well as services for low birth weight babies and high-risk newborns.

Wellness and Prevention
Helping women feel great and live well is one of our top priorities. Woman’s offers a range of wellness programs, classes and counseling services, as well as GI endoscopy and testing for osteoporosis and heart disease. Woman’s also provides extensive opportunities for mammography not only at our main campus and Fitness Center but also throughout 15 parishes by way of our mobile coach.

Treatment and Care
Woman’s is proud to offer a multitude of services beyond childbirth. We provide women’s cancer treatment; breast, gynecological and general surgery; diagnostic testing; colonoscopy; weight loss surgery; orthopedic surgery and more—all tailored to meet the specific needs of women.

Mission
To improve the health of women and infants

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

Values
Excellence
Continually improving everything we do

Commitment
Showing pride in, loyalty to, and ownership of the mission of Woman’s

Innovation
Securing our future through creating new dimensions of performance

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

Stewardship
Carefully and responsibly managing the resources of Woman’s

Sound Judgment
Making timely decisions based on the information available
Long-Term Volunteers and Donors
Frank and Kathy McArthur have been focused on the future of Woman’s for over 20 years, always leading by example. Frank began his involvement with Woman’s in 1989 when he served his first year on the board under the late Harvey Posner. He served on the board for ten more years, was chair in 1992 and later became a member of the foundation. Because of Frank’s special interest in working with people who wished to leave a financial legacy to help support the community, he helped establish the Founders and Friends endowment for the hospital in 1999. Kathy’s involvement with the hospital started with Woman’s Victory Open, now an all-women’s golf tournament that supports breast cancer outreach and education primarily through the mobile mammography coach. Kathy has chaired the event twice since its inception. Last year the McArthurs co-chaired Woman’s first community-wide annual giving campaign and are now chairing our New Campus fundraising efforts.

“We have committed so much of our lives to Woman’s because it is so unique and such a wonderful asset to the community. When you think about it, there are very few people in this community who have not been touched by Woman’s. It’s a hospital that’s generally a happy place and people have good memories from there; however, they provide so many services to women and babies in the community of which many people are not aware—the HIV program, counseling, and just so many others that really benefit women and children who cannot afford these services. We are excited that with the new facility, Woman’s will be able to expand on their services and do even more in the community. Another reason we support Woman’s is that it proactively looks at the needs of women and infants now and in the future, and develops programs to serve them. When you think about how much Woman’s improves the lives of women and babies in our community, it’s amazing.”

Frank and Kathy McArthur have left quite a legacy at the hospital through their leadership, vision and philanthropic support. Because of them, Woman’s is a better place now and will be in the future.
Kathy and Frank McArthur review plans for new hospital.
NICU and Home Care Patients

Pregnant with her son Ryan, Kim Alexander began having complications due to hypertension. Ryan was born at 28 weeks and, like many premature babies, experienced a number of health challenges, the most serious being a blocked intestine. A year later, Kim was surprised to find she was pregnant again and also experiencing problems stemming from hypertension. Her son Calib was born at 30 weeks and had severe respiratory issues caused from underdeveloped lungs. Luckily, Woman’s was there for the boys and their mom.

“I am very thankful for my two boys, but it was a very challenging time. Ryan’s issues with the blocked intestine were severe and he ended up having three surgeries while he was there in the NICU. After seven months, Ryan came back home and I went back to work and was also attending school when I was surprised by becoming pregnant with Calib. He spent three months in the NICU and I ended up homebound due to complications with my stitches. Jody from Woman’s Home Care helped me, and she was the same lady who took care of the boys when they came home. Now, Ryan and Calib are healthy 3- and 4-year-olds, and by far the busiest of my children. Woman’s provided us a tremendous amount of services. If it weren’t for them, I don’t know where my kids would be today.”

The specialized services of the NICU and Woman’s Home Care help children like Ryan and Calib have a future.
Kim with her sons Calib, left, and Ryan, right, holding photographs of them while in Woman’s NICU.
Patient and Donor
Following routine surgery to treat endometriosis, Kelli Richmond awoke to learn that doctors had made a discovery that changed her future—uterine cancer. Her OB/GYN, Dr. Estes, explained her options, and Kelli decided to seek treatment outside the state. She was not entirely pleased with the experience and came back to Woman’s.

“I decided to return to Woman’s because of the quality treatment and the team, especially the nurses. The care they provide is just so personal and everyone from admissions to the nurses on the sixth floor know you by name when you come in. That’s important when you’re fighting for your life, because you feel like they’re fighting with you. I was so impressed with the outstanding care that I made arrangements to become a planned giver and set Woman’s up as a partial beneficiary of my life insurance policy. I know they perform a lot of research to prevent ovarian and uterine cancer. They also help so many people who cannot afford healthcare. I plan to adopt one day and maybe I might be adopting from a mother who doesn’t have the means to take care of her child. I’ll be glad to know that one day, some of my support helped make a difference for the community in years to come.”

Right now, the future for Kelli is uncertain, but whatever it may hold, she knows that Woman’s will be there for her right by her side.
Kelli today, in her work office.
Physician and Donor

As a General OB/GYN at Woman’s for the past 30 years, Dr. Francis Henderson has witnessed the changes in healthcare for women as well as how Woman’s care has adapted to meet it. He is one of the physicians “on the front line” and has firsthand knowledge of the wide range of healthcare issues women face today. His primary job is to provide excellent care and if there are problems, make sure that the patient is referred to the right person to get the best care.

“Woman’s has developed quite a lot in the last 30 years. They’ve gone from a small, specialty hospital to a unique healthcare facility and true community asset. One of its strengths is that it is so inclusive in providing services for all women and babies, and I don’t think people realize how fortunate we are to have Woman’s in this area. Here in Louisiana, we are dealing with a diverse population and a wide range of challenges. The premature delivery rate is very high and Woman’s NICU is a major factor in helping many infants. One of the new areas we’re doing quite a bit of work in is diabetes, providing care to obese women. Another area not mentioned enough is the social services and support Woman’s provides to our community. Looking at the future, it is vital that we support Woman’s because we are all interdependent on one another. Each person’s health directly affects everyone in the community and Woman’s is here making a difference for us all.”

With the skills and support of physicians like Dr. Henderson, we look forward to a bright future at Woman’s.
Dr. Henderson makes notes after visiting a patient.
Contributions & Pledges 2010

Direct Mail $4,320
Honor/Memorials $2,350

Other Sources $23,515
New Campus Gifts $26,500

Founders & Friends Endowment $37,397
Rock-n-CHAIRity $62,345
Grants $118,615

Woman’s Victory Open $202,320

Annual Giving Campaign, including Employee Campaign $413,700

Total Contributions and Pledges $888,880
In 2010—Your Gifts Made an Impact

With the generous help and support from the community, Woman’s Hospital was able to provide the following vital services and programs for women, babies, and women with cancer in 2010:

**Women:**
- Provided 825 follow-up treatment visits for women with gestational diabetes through the newly opened Metabolic Health Clinic.
- Provided 14,338 inpatient lactation coaching visits to new mothers.
- Cared for and provided treatment for over 60% of all known sexual assault victims who presented themselves to a healthcare facility in the community for treatment—more than any other hospital in the area.

**Babies:**
- Provided 550 Neurodevelopmental Clinic visits for high-risk newborn babies with a diagnosis requiring neurological consultations and follow-up care. 75% of these babies were underinsured or indigent.
- Made over 14,600 home health visits, of which over 9,000 were for children. 40–60% of these children were underinsured or indigent.
- Provided individualized education and treatment for HIV/AIDS-infected pregnant women resulting in reduced mother-to-child-transmission rates. Since 2005, Woman’s Hospital has not had a positive baby born to a mother enrolled in its Case Management program.

**Women with Cancer:**
- Screened over 5,300 women on the Mobile Mammography Coach for breast cancer at 105 different locations in 15 parishes. More than 50% of the women screened were indigent, and in the rural parishes this increased to 90%.
- Provided 1,316 inpatient social services visits to women with gynecologic cancer and 183 women with breast cancer.
- Provided 213 inpatient dietary consultations and 161 inpatient nutritional follow-up visits to women with gynecologic cancer.
- Provided support group programs for 124 women living with gynecologic or breast cancer.
- Provided for a Breast Cancer Patient Navigator to support breast cancer patients from diagnosis to survivorship.

**Care for ALL Women and Babies:**
- Nearly half of the babies born at Woman’s are to Medicaid recipients—more than double the number born at any other hospital in Louisiana.
- In an effort to meet the needs of all women and babies in our community, Woman’s Hospital’s range of programs and services reached many of the underserved and uninsured. In 2010 alone, these vital community services created a shortage of over $19 million.
- Of this shortage, Woman’s Hospital provided over $11.7 million in care for Medicaid patients for which there was no reimbursement.

Community support helped make these programs and services possible.
Leadership Donors. Individuals, corporations, and foundations whose cumulative contributions this fiscal year to Woman’s Hospital total $1,000 or more.

President’s Circle
Gifts of Life ($25,000 and above)
Baton Rouge Area Foundation
Blue Cross and Blue Shield of Louisiana
Irene W. and C.B. Pennington Foundation
Susan G. Komen Foundation - Baton Rouge Affiliate
Woman’s Hospital Auxiliary

Philanthropist Circle
Gifts of Health ($10,000 - $24,999)
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All Star Automotive Group
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Gifts of Hope ($5,000 - $9,999)
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Gladys Solomon Brown
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Sari and Thomas Turner
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Visiting at the pink beam signing are from left to right Dr. Robert diBenedetto, Mrs. Ann Haile, Dr. William Haile and Mrs. Nathalie diBenedetto.
Leadership Circle

Gifts of Strength ($2,500 - $4,999)
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Air-Nu of Baton Rouge
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Pathology Group of Louisiana (APMC)
Pediatric Surgery of Louisiana
Postlethwaite & Netterville
ReMax Real Estate Group/Cherie Giblin/Julie Daboval
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Bayou Federal Credit Union
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From left to right; Frank McArthur and Teri Fontenot attend dinner at the home of hosts Fran and Leroy Harvey.
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EXCEL
Pat and Wayne Felder
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Watson, Blanche, Wilson & Posner
Felix and Lynn Weill
Westport Linen Services
E. Gay Winters, MD
A Woman’s Center for Reproductive
Medicine

Left to right: Melissa and Mark Sybrandt, JE Dunn
Construction Company, visit with Jan Hill and
Dr. Jane Peek at a donor appreciation reception at the
home of Dr. John and Donna Fraiche.
Friendship Circle. Individuals, corporations, and foundations whose cumulative contributions this fiscal year to Woman’s Hospital are less than $1,000.

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Mr. and Mrs. John Blount
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Rose Hudson, Louisiana Lottery Corporation, at donor appreciation reception at the home of Dr. John and Donna Fraiche.
Friends and eighth grade classmates of Catherine De Silva, daughter of Woman’s employee Bridget De Silva, help raise money for breast cancer awareness at a Halloween costume party.

The D’Angelo family signs the pink beam for the new campus.

Ann and Jim Miller
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John and Wendy Overton
Pam Parker
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Cara Chiasson
Linda M. Clark
Pamela V. Clary
“I wouldn’t have known what to do without Woman’s. They helped me find the right resources and were very supportive. I had a better outcome because of it.”

grateful patient, HIV Transmission Prevention Program
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Susan Holliday (left), owner of Head over Heels, presents a check to Janay Giblin Matt from a breast cancer fund-raising event held at the store.
Community Giving

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“...The nurse and doctor really took the time to explain the entire new problem that I was diagnosed with. I honestly felt that they really cared about my well-being so in turn I feel worthy of taking care of myself and being compliant with the regiment prescribed.

grateful patient, Woman’s Home Care
Ms. Evelyn B. Lenox
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“Thanks to everyone on the mobile coach and doctors and staff for being so nice even though I had no insurance nor could afford it.”

grateful patient, Woman’s Mobile Mammography Coach
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Support group for families with infants in NICU; left to right; Brooke Tanner, Windy Bloeth, and Marty Ducote.
Annual Giving. The Annual Giving Campaign is conducted yearly to raise funds for specific programs and services centered on women, babies, and women with cancer that are meeting critical community needs. These programs are addressing critical health-care issues head-on and serving a significant percentage of Medicaid and indigent patients. Without philanthropic support, these programs are at risk of being reduced or eliminated. Including the Employee Campaign, the Annual Giving Campaign raised over $413,000.

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Annual Giving Campaign Co-chairs,
Frank and Kathy McArthur, at
Campaign Kick-off.

Owen Cope (center), from Entergy, helps lead a
discussion with Industry Division Volunteers of the
Annual Campaign (from left to right) Lori Gary,
Marietta Krejci and Teal Phillips.
Community Giving

Circle of Giving Employee Campaign. The Employee Campaign gives all hospital employees the opportunity to make a charitable contribution to the hospital. More than 100 hospital employees were involved in planning, organizing, and implementing this philanthropic effort to raise funds to create an Employee Emergency Fund as well as to help fund a number of programs and services meeting critical community needs. With 69% participation from employees, the campaign raised over $79,000.

Superheroes
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Ms. Lynda M. Adams
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Tami Adams
Ms. Wilma C. Addison
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Cindy Baune
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Cheri Johnson, Teri Fontenot, Rebecca Boudreaux, and Tina Duplessis, at dedication for rooms renovated with funds raised from 2009 Employee Giving Campaign.
At the Grand Finale, hospital leadership reveal the amount raised at that point by employee donations.

Employee Giving Campaign’s winning team, X-ray Woman, solicited the highest number of employee donors.
Community Giving

Vice Presidents Greg Smith and Stephanie Anderson have fun with the Superhero theme.

Darryl Landry as Hemoglobin Man rides in for his team.

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Woman’s Development Report 2010

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Kim Corkern with campaign mascot, Wonder Tot.

Team Superheroes are introduced during the Employee Campaign.
Woman’s Victory Open

The 12th Annual Woman’s Victory Open, which was dedicated in memory of longtime committee member Queenie Hebert, netted more than $124,000 to benefit the breast cancer outreach and education programs of Woman’s Hospital.

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*Family of Queenie Hebert with Teri Fontenot and Lynn Weill at pre-tournament party, Pink on the Plaza.*
“I can’t afford health insurance, and I can’t afford to pay for a mammogram on my own. Because Woman’s mobile coach mammogram was free, I was able to get one. I’m so thankful that my breast cancer was caught at an early stage.”

Glenda Vines, Mobile Mammography Coach

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2010 WVO Celebrity Putting Contestants (left to right) Tammi Arender, NBC 33; Ashley Sexton Gordon, inRegister; Andrea Clesi McMakin; Temeka Johnson, WNBA Phoenix Mercury; and Sylvia Weatherspoon, WBRZ Ch.2. Not in picture Jeanne Burns, WAFB Ch. 9.

Left to right; past WVO chair Vickie Theriot, Marlow Paul representing Underwriting Sponsor All Star Automotive Group, Gay Lazare, WVO Chair, and Sherie Starkey, Honorary Chair, lead the second line in sending off the WVO players.

WVO players (seated left to right) Kathy McArthur, Bobbi Grigsby, Kathy Chenvert and Diane McGowen. Standing are Michael Ann Crawford and Julie Harrison.
Community Giving

Rock-n-CHAIRity. The Rock-n-CHAIRity Auction features original art by area artists as well as one-of-a-kind chairs. The event benefits baby-centered programs offered by Woman’s Hospital that are meeting critical community needs. The 2010 Auction netted over $44,000.

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Dr. and Mrs. Ted Veillon

Artist David Humphreys poses by his donated work.

Gabriella St. Amant, Rock-n-CHAIRity Chair, and Dr. Marshall St. Amant enjoying the evening.

Joe Landry (right), from Frost Barber, with wife, Catherine and John Toups, consider an auction item.
Pat and Cherie Giblin viewing auction items.

Beau and Lynn Box at Rock-n-CHAIRity.
In-Kind Contributions. Woman’s Hospital benefits each year from a wide variety of non-monetary gifts in the form of goods or services that have been donated to the organization.

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Students from St. Louis King of France School present mint baskets for cancer patients.
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Sharon Hicks (2nd from right) with Baton Rouge Quilts for Kids presents quilts to NICU staff (from left to right) Mary DeBarbieris, Nurse Manager; Darcy Gann, Director; Melissa Ewing, Laurel Kitto, NICU Managers; and Haley Binder, Development Intern.
“When I first found I was pregnant, my first thought was that I was scared for the babies. Woman’s kept a close watch on the infants and they really took care of me during the pregnancy.

“This program is important because women are most affected by this disease. People still don’t understand a lot about the disease (HIV) and it’s important to have a program that can educate. It helps the entire community.”

Anonymous mother under Woman’s HIV program
Community Giving

Gifts in Honor. Woman’s Hospital gratefully acknowledges the following gifts made in honor of a loved one, a special person, or an exceptional caregiver during the period of Oct. 1, 2009 – Sept. 30, 2010.

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- Scharla Kaiser, 2007
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- Kristen Wray, 2005
- Patsy Picard, 2004
- Cathy Walker, 2003
- Sue Rainer, 2002
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Gynecology/Oncology
Mary Ann Smith, RN, BSN, OCN

Health Information Management
Danielle Berthelot

Home Care Services
Claudia Kammer, RN

Imaging Services
Cynthia Rabalais, RT(M)

Information Systems
Rhett Roy

Laboratory/Pathology
Brett Schelin, MT, ASCP

Managed Care
Sherry Poss

Marketing and Business Development
Merri Alessi

Materials Management
Phillip Bateman

Medical Director
Ken Brown, MD, MBA

Mother/Baby
Dana Vidrine, RNC-MNN, BSN

Nursing Administration
Lori Denstel, MBA, RNC-OB

Obstetrical Services
Cheri Johnson, RNC-OB, BSN

Patient Services
Monica Metz

Perioperative Services
Laura Clouatre, RNC-OB, MSN

Pharmacy
Peggy Dean

Physician Practice Management
J. Thomas Baggett

Quality and Utilization Management
Del Currier, RN

Respiratory Services
Danette Legendre, RCP, CRT-NPS

Retail Services
Lisa Garland

Social Services/Outpatient Clinics
Beth Manning, LCSW-BACS

Wellness Services
Chrissie Olsson, MS, LOTR

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Woman’s Hospital Foundation

Founded in 1968, Woman’s is a nonprofit organization, governed by a board of community volunteers, which funds research, community education, and services in order to improve the health of women and infants. Towards this goal, Woman’s provides comprehensive services including, but not limited to, pregnancy and childbirth, surgery, cancer treatment and wellness programs. Joint Commission accredited and a Nursing Magnet hospital, Woman’s signifies excellence and quality patient care.