

IMPROVING LIVES

every time



AND WITH
every touch.

FISCAL YEAR ENDING 2015 BOARD ANNUAL REPORT



FOR 55 YEARS NORTH OAKS HEALTH SYSTEM HAS HAD THE PRIVILEGE OF TOUCHING LIVES IN OUR COMMUNITY THROUGH THE CARE WE PROVIDE. WE HOLD A STAUNCH BELIEF IN THIS MISSION AND ARE COMMITTED TO CONSISTENTLY IMPROVE THE LIVES OF THOSE WE SERVE WITH OUTSTANDING QUALITY, INNOVATIVE SERVICES AND MORE PROVIDERS TO SERVE THE GROWING NEEDS OF OUR REGION. IN THIS ANNUAL REPORT 2015, YOU WILL SEE EVIDENCE OF HOW STEADFAST OUR DEDICATION IS TO IMPROVING LIVES, EVERY TIME AND WITH EVERY TOUCH.

leadership



"OUR BOARD OF COMMISSIONERS, EMPLOYEES, MEDICAL STAFF, VOLUNTEERS
AND EXECUTIVE MANAGEMENT TEAM ARE TOUCHING THE LIVES OF OUR PATIENTS
AND OUR COMMUNITY WITH THEIR COMMITMENT TO QUALITY HEALTH CARE."

-JAMES E. CATHEY JR., PRESIDENT/CHIEF EXECUTIVE OFFICER

AN EXTRAORDINARY STORY



IMPROVING LIVES

CRNA **Judy** recently helped a gentleman confined to a scooter in our cafeteria. Because of the patient and kind manner in which she cared for him, others assumed he was a family member. Carrying his tray, she guided him through the food line as he made his selections, making sure he got a drink, utensils and condiments. After he paid for his meal, she carried his tray to the table and laid out his meal for him. She then helped him transfer from the scooter to the table, taking care to position his oxygen tank so he could sit in the chair. Judy took the time to treat this gentleman like a family member, certainly making his day. Her act of kindness is a shining example of how our employees are touching the lives of others.

BOARD OF COMMISSIONERS



The North Oaks Board of Commissioners works together to set the vision and policy for the health system.

*Seated, from left, are: Joycelyn Lee, R.Ph., of Hammond; and Vice Chairman Ann Carruth, DNS, RN, of Hammond.
Standing, from left, are: Ron Macaluso of Hammond; Blake Daniels of Ponchatoula; and Chairman A.J. Bodker of Ponchatoula.*

EXECUTIVE MANAGEMENT TEAM



Senior leadership creates and implements strategies and programs to achieve the vision set by the Board of Commissioners.

*Seated, from left, are: Senior Vice President/Legal Services Officer **John Derenbecker**; Executive Vice President/Chief Operating Officer **Michele Kidd Sutton, FACHE**; President/Chief Executive Officer **James E. Cathey Jr.**; and Senior Vice President/Patient Services **Shelly Welch**. Standing, from left, are: Senior Vice President/Rehabilitation Hospital Administrator **Sybil Paulson**; Senior Vice President/Chief Medical Officer **Robert Peltier, MD**; Senior Vice President/Chief Financial Officer **Shirley Hsing**; Senior Vice President/Operations **Michael Watkins**; Senior Vice President/North Oaks Physician Group/Network Administrator **Percival Kane**; and Senior Vice President/Human Resources **Jeff Jarreau**.*

NORTH OAKS MEDICAL CENTER MEDICAL STAFF LEADERSHIP



*Gregory Allen, MD
Chief of Staff*



*David Oubre, MD
Chief of Staff-Elect*



*Jay Smith, MD
Emergency Medicine
Chairman*



*Michael Drapcho, MD
Family Medicine
Chairman*



*Arvind Yertha, MD
Medicine
Chairman*



*Elizabeth Fritz, MD
Pediatrics and Obstetrics &
Gynecology Chairman*



*Robert Kidd, MD
Surgery Chairman*



*Ian Hodgdon, MD
Member-at-Large*



*James Parker, MD
Member-at-Large*

NORTH OAKS REHABILITATION HOSPITAL MEDICAL STAFF LEADERSHIP



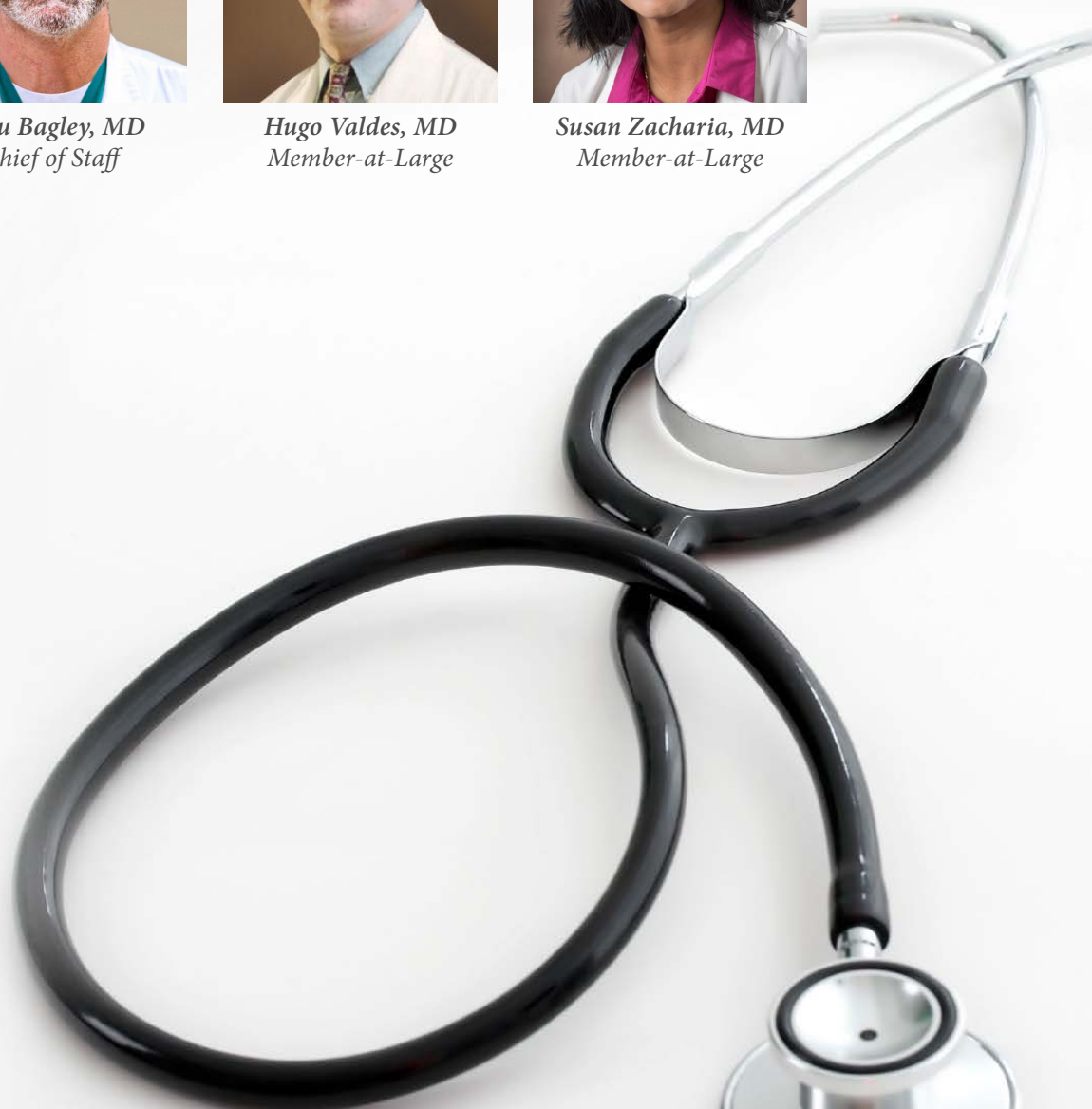
*Beau Bagley, MD
Chief of Staff*



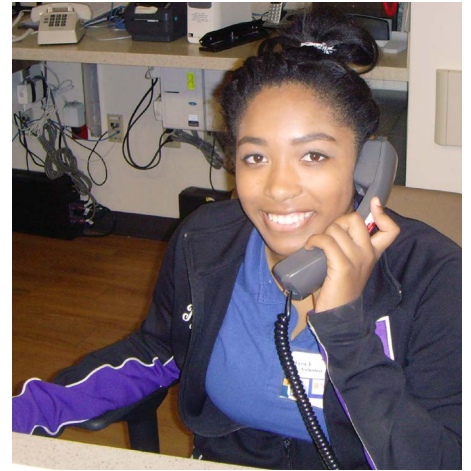
*Hugo Valdes, MD
Member-at-Large*



*Susan Zacharia, MD
Member-at-Large*



VOLUNTEERS



323 SELFLESS VOLUNTEERS • 32,725 SERVICE HOURS

Adult, junior and student volunteers and Medical Explorers logged 32,725 service hours of sharing their time, talents and compassion with our patients, visitors, staff and community.

EMPLOYEES

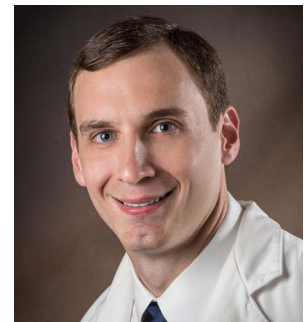
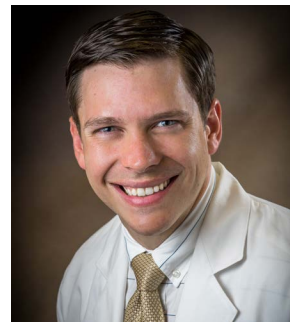
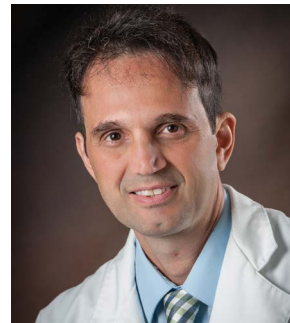
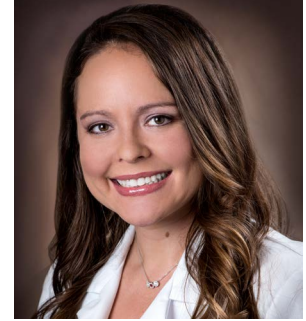


2,400* DEDICATED EMPLOYEES

As one of the largest employers in Tangipahoa Parish, we continually reinvest in our employees to improve the lives and health of our community. Our employees currently enjoy: Employee Engagement Surveys, Annual Salary Reviews to Ensure Competitive Salaries, Annual Employee Scholarship Programs, Lunch & Learn Educational Seminars, Continued Education Opportunities, Wellness Programs, Employee Recognition Programs and Growing Shared Governance Opportunities.

**Number of employees for calendar year ending 2014*

PHYSICIANS



243 SKILLED PHYSICIANS IN 38 SPECIALTIES AND SUB-SPECIALTIES OF MEDICINE

Aggressive recruitment efforts attracted 34 new physicians to the North Oaks Medical Staff in Fiscal Year Ending 2015. Their arrival built depth to the specialties of: Emergency Medicine, Family Medicine, Hospital Medicine, Neurosurgery, Obstetrics & Gynecology, Orthopaedics, Pain Management, Pulmonology, Radiology and Shock Trauma.

performance excellence



"NORTH OAKS IS PROUD OF OUR EXTENSIVE NUMBER OF AWARDS AND CERTIFICATIONS THAT DEMONSTRATE OUR ABILITY TO PROVIDE QUALITY HEALTH CARE EXPERIENCES. BY ALWAYS REACHING FOR THE BEST POSSIBLE PATIENT OUTCOMES, WE STRIVE TO BENEFIT OUR PATIENTS EVERY TIME."

-SHELLY WELCH, SENIOR VICE PRESIDENT/PATIENT SERVICES

AN EXTRAORDINARY STORY



IMPROVING LIVES

When word spread that a North Oaks employee had been robbed and was forced to cancel plans to celebrate the holidays with family, a group of coworkers pulled together to help in her time of need. Within 30 minutes of learning of their coworker's plight, Nuclear Medicine Supervisor **Glenn**, Patient Transport Assistant **Kimberly**, Sonographer **Lapreshia**, Radiology Receptionist **Mary**, MRI Technologist **Sarah**, Intermediate Care Unit Nursing Assistant **Keyonntae**, Patient Access Associate **Shanice**, Radiology Nurse **Tiffany**, Neurology Clinic Medical Assistant **Shanise**, Imaging Records Analyst **Aimee** and Monitor Tech **Ashley** sprang into action to make sure she would be able to have the holiday gathering she had planned.

As the recipient of their generosity explains, *"They handed me a brown envelope and told me, 'This is for you, and we hope it helps.' Inside was a beautiful card signed by everyone with some cash money. I could not help it; I started to cry. I have never been touched so deeply as I was that day! They don't know me; we see each other from time to time, speak and go on with our lives. These people went out of their way to help make my Thanksgiving better. They did something no one else has ever done in my whole life. I have never felt so touched as I did that day. They made me feel like family. They showed me we ARE one big family here at North Oaks. I can't say it enough. I have never felt so loved and so accepted as I did that day."*

Glenn, Kimberly, Lapreshia, Mary, Sarah, Keyonntae, Shanice, Tiffany, Shanise, Aimee and Ashley made a conscious choice to come to the aid of a member of their work family. Their generous act is an extraordinary example of our 4Cs Standards of Behavior—Communication, Compassion, Commitment and Courtesy.

AWARDS & CERTIFICATIONS

OUR PATIENTS CAN BE CONFIDENT IN THE EXPERTISE AND CARE THAT NORTH OAKS PROVIDES.



NORTH OAKS MEDICAL CENTER, NORTH OAKS HOSPICE AND NORTH OAKS REHABILITATION HOSPITAL

- Received Gold Seal of Approval for Health Care Quality from The Joint Commission



American Heart Association
American Stroke Association
CERTIFICATION
Primary Stroke Center

NORTH OAKS MEDICAL CENTER

- Earned The Joint Commission's Gold Seal of Approval® and the American Heart Association/American Stroke Association's Heart-Check mark for Certification for Primary Stroke Centers
- Received Premier Inc.'s Supply Chain Innovation Award for the successful work of the Antimicrobial Team
- North Oaks Outpatient Diagnostic Services received Press Ganey Guardian of Excellence Award for Patient Experience



NORTH OAKS PHYSICIAN GROUP

- Received Press Ganey Guardian of Excellence Award for Patient Experience



NORTH OAKS REHABILITATION HOSPITAL

- Accredited at the Highest Level by the Commission on Accreditation for Rehabilitation Facilities (CARF)
- Ranks among top 3 percent of CARF-Accredited facilities with no recommendations for improvement
- Only accredited rehabilitation facility in a seven-parish area (Ascension, Livingston, St. Helena, St. John the Baptist, St. Tammany, Tangipahoa and Washington), according to a 2012 CARF report
- Boasts one of five CARF-Certified Stroke Specialty Programs in Louisiana and the only one along the I-12 corridor
- Recipient of Press Ganey Guardian of Excellence Award for Patient Satisfaction for two consecutive years



DEPARTMENT OF LABORATORIES

- Accredited by the College of American Pathologists
- Accredited by the American Association of Blood Banks
- Accredited by the Clinical Laboratory Improvement Amendments



*The American Diabetes Association
Recognizes this education service as
meeting the National Standards for
Diabetes Self-Management Education.

DIABETES SELF-MANAGEMENT PROGRAM

- North Oaks Diabetes Education has been Recognized by the American Diabetes Association for Quality Self-Management Education*

AWARDS & CERTIFICATIONS

(CONTINUED)



DIETETIC INTERNSHIP

- Accredited by the Academy of Nutrition and Dietetics/Accreditation Council for Education in Nutrition and Dietetics



EDUCATION DEPARTMENT

- Approved by the Louisiana State Nurses Association as a provider of continuing nursing education
- Institutional Provider of Continuing Education by the American Society of Radiologic Technologists



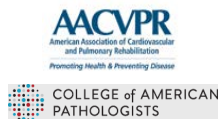
HEART HEALTH SERVICES

- Certified by the American Association of Cardiovascular and Pulmonary Rehabilitation for Cardiac Rehabilitation
- Accredited by Intersocietal Commission for the Accreditation of Echocardiography Laboratories



RADIOLOGY

- **Mammography Services:** Certified by the American College of Radiology and the Food and Drug Administration
- **Vascular Laboratory Services:** Accredited by the Intersocietal Commission for the Accreditation of Vascular Laboratories in Extracranial Cerebrovascular Testing, Peripheral Arterial Testing and Peripheral Venous Testing



RESPIRATORY CARE

- **Blood Gas Laboratories:** Accredited by the College of American Pathologists
- **Pulmonary Rehabilitation:** Accredited by the American Association of Cardiovascular and Pulmonary Rehabilitation



SCHOOL OF RADIOLOGIC TECHNOLOGY

- Accreditation by the Joint Review Committee on Education in Radiologic Technology



SLEEP DISORDERS CENTER

- Accreditation by the American Academy of Sleep Medicine



WOMEN & CHILDREN'S SERVICES

- Recognized by the March of Dimes and the Louisiana Hospital Association Research and Education Foundation for success in improving birth outcomes

PATIENT EXPERIENCE



CREATING POSITIVE PATIENT EXPERIENCES

Delivering exceptional patient experiences is the cornerstone of all that we do. Our efforts to always deliver the optimal patient experience rank North Oaks among top performers nationwide in many areas of medical care, according to Press Ganey, an industry leader in third party health care performance measurement and improvement.

Our patients benefit because:

- Press Ganey awarded us the “Guardian of Excellence Award” for North Oaks Physician Group and North Oaks Outpatient Diagnostic Services. The Guardian of Excellence Award honors organizations who have achieved the 95th percentile or higher for the composite overall rating based on the standard Press Ganey Quarterly Reports during the course of the award year.
- For 2015, Press Ganey recognized the following North Oaks services as Top Performers:
 - Cardiology practice for engaging cardiologists in patient experience and best practices in delays and wait time
 - Inpatient Nutritional Services for menu overall

Nationally, we have achieved a **5.3 percent increase** in health care services ranking in the **top 7 percent**. On average, **12 service areas** are recognized each quarter for achieving the highest honor of standings in the **top 1 percent**.

PRIMARY STROKE CENTER CERTIFICATION



HELPING IMPROVE THE OUTCOMES FOR STROKE PATIENTS

North Oaks Medical Center has earned The Joint Commission's Gold Seal of Approval® and the American Heart Association/American Stroke Association's Heart-Check mark for Certification for Primary Stroke Centers. The Gold Seal of Approval® and the Heart-Check mark represent symbols of quality from their respective organizations.

Achievement of Primary Stroke Center Certification signifies the dedication to fostering better outcomes for patients. This certification demonstrates that the North Oaks program meets critical elements of performance to achieve long-term success in providing prompt stroke care and improving outcomes for patients.

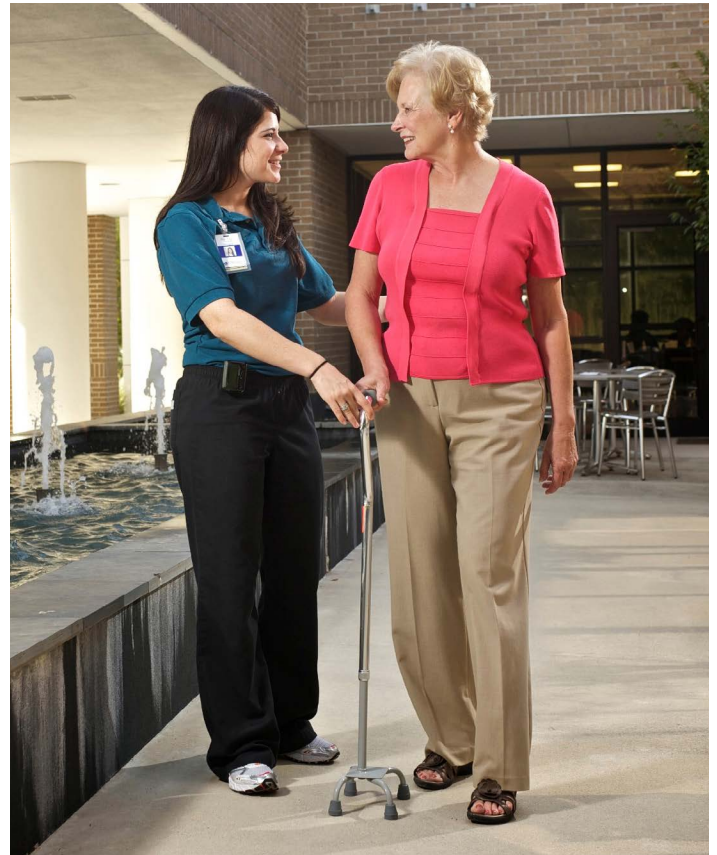
North Oaks Medical Center underwent a rigorous onsite review in November 2014.

A Joint Commission expert evaluated compliance with stroke-related standards and requirements, including program management, the delivery of clinical care and performance improvement.

Developed in collaboration with the American Stroke Association and launched in 2003, The Joint Commission's Primary Stroke Center Certification program is based on the Brain Attack Coalition's "Recommendations for the Establishment of Primary Stroke Centers" and the "Revised and Updated Recommendations for the Establishment of Primary Stroke Centers."

Stroke is the number four cause of death in Louisiana, according to the American Heart Association/American Stroke Association. On average in the United States, someone suffers a stroke every 40 seconds; someone dies of a stroke every 4 minutes; and 795,000 people suffer a new or recurrent stroke each year.

TOP PERFORMER



NORTH OAKS REHABILITATION HOSPITAL RECOGNIZED AS NATIONAL FOUR-TIME RECIPIENT OF UDSMR TOP PERFORMER AWARD

North Oaks Rehabilitation Hospital has been nationally recognized as a 2015 Top Performer by the Uniform Data System for Medical Rehabilitation (UDSMR) for achieving patient outcomes that **exceed 90 percent** of the hospitals in the United States. North Oaks Rehabilitation Hospital patients were found to make greater improvements faster, according to UDSMR 2014 data.

The 2015 award marks the fourth time that North Oaks Rehabilitation Hospital has earned UDSMR's Top Performer honors. Previous years include 2014, 2011 and 2009.

TOP PERFORMER

(CONTINUED)



The UDSMR looks at how patients improve in activities like memory; caring for one's self; eating, bathing and dressing; toileting and bladder control; and mobility, locomotion, navigating stairs and transfers (e.g. moving from bed-to-chair, tub-to-shower and wheelchair-to-toilet.) The facility was compared to other hospitals in our region and across the nation.

Patients who have had a stroke or other brain injury; surgery for joint replacement or other orthopaedic or spinal cord injuries; or suffer from neurological disorders, arthritis or other congenital conditions often benefit from inpatient rehabilitation.

UDSMR is a not-for-profit organization affiliated with the University at Buffalo, the state university of New York. Facilities from all over the world use UDSMR's measurement system to document how quickly and how completely patients recover when they receive medical

rehabilitation. UDSMR provides the most comprehensive rehabilitation data in the industry and is the world's largest database for medical rehabilitation outcomes.

This is the latest in a series of awards North Oaks Rehabilitation Hospital has received.

North Oaks Rehabilitation Hospital:

- ranks among the **top 3 percent** of 22,000 facilities worldwide surveyed by the Commission on Accreditation of Rehabilitation Facilities (CARF)
- has **one of only five** CARF-Certified Stroke Specialty Programs in Louisiana (and the only one along the I-12 corridor)
- is **the only inpatient** medical rehabilitation facility in the state to be recognized for patient satisfaction, receiving the 2013 and 2014 Guardian of Excellence Award from Press Ganey Associates Inc.

NATIONAL RECOGNITION



NORTH OAKS MEDICAL CENTER RECOGNIZED NATIONALLY FOR IMPROVING COMMUNITY HEALTH AND REDUCING COSTS

In June, Premier Inc., a health care improvement alliance, honored North Oaks Medical Center as one of 120 health care organizations nationwide for outstanding work improving community health and cost efficiencies.

North Oaks earned Premier's "Supply Chain Innovation Award" for introducing an innovative, high-impact health care improvement idea in the area of antimicrobial stewardship.

North Oaks Pharmacy Clinical Manager **Jamie Covington** accepted the award at Premier's annual Breakthroughs Conference and Exhibition held this summer in National Harbor, Md. The Antimicrobial Stewardship program at North Oaks has been in place for 4 years to promote the appropriate use of antimicrobials, including antibiotics, to improve patient outcomes, as well as reduce drug resistance and the spread of infections caused by multidrug-resistant organisms.

Each summer, thousands of health system, academic institution and supplier representatives attend Premier's

annual Breakthroughs Conference to learn practical, replicable strategies to improve health care delivery. In this spirit, Covington was invited to share North Oaks Medical Center's Antimicrobial Stewardship success story at the conference.

Covington explained how the hospital used data to drive the reduction of antibiotic resistance and realize better patient outcomes. In the 4 years that the program has been in place at North Oaks, Covington shared how the effectiveness of one class of antibiotics used to treat bacterial infections has increased from 82 to 98 percent. The hospital's efforts also have resulted in an estimated \$2.5 million savings over the 4-year period.

According to the Centers for Disease Control and Prevention, antibiotics are among the most commonly prescribed drugs used in human medicine and can be lifesaving drugs. However, up to 50 percent of the time antibiotics are not optimally prescribed.

NATIONAL RECOGNITION

(CONTINUED)



Also at the conference, **Tammy Murphy**, Vice President of Performance Management, presented “Navigating the Complexities of Physician Quality Reporting.”

Murphy noted that North Oaks Medical Center providers successfully reported quality measures for 73 eligible providers, **which ultimately saved the facility from a 2 percent downward payment adjustment estimated at \$70,000.**

In addition, North Oaks Physician Group reported quality measures for 82 eligible providers, **also avoiding a 2 percent downward payment adjustment estimated at \$170,000,** according to Murphy. North Oaks Physician Group also received a **\$26,000 incentive for reporting nine measures of three National Quality Strategy domains.**

As an industry leader, the Premier alliance unites about 3,400 hospitals and 110,000 other providers across the United States in the transformation of health care.

HEALTH TRANSITION ALLIANCE



HEALTH TRANSITION ALLIANCE TOUCHES THE LIVES OF THE CHRONICALLY ILL TO HELP REDUCE HOSPITAL READMISSIONS

With the common goal of reducing hospital readmissions among chronically ill patients, North Oaks Health System has created the Health Transition Alliance, an innovative pilot program with Southeastern Louisiana University. The program aims to not only reduce costs, but also to provide an extra measure of care to those who need it most, such as the more seriously ill and the elderly.

As part of the 3-year Louisiana Delta Health Coach Program, Southeastern trains selected students and health care professionals as health coaches with the goal of ensuring that discharged patients who have chronic conditions comply with post-hospital orders. The \$351,989 federal grant is funded by the U.S. Department of Agriculture. Students in the program are selected

from the kinesiology and health studies program and health education and promotion program at Southeastern. Once the students have been trained, North Oaks provides the students a supervised internship, where they monitor discharged patients for compliance with physicians' instructions such as taking medications, following a specific diet and using appropriate therapies.

For the second quarter of fiscal year ending 2015, the Hospital-wide All Cause Unplanned 30-day Readmission Rate of 13.27 percent, is well below the national average of 15.2 percent. The programs of the Health Transition Alliance and the Readmission Reduction Team have led to these improvements. In the Health Transition Alliance program, targeted patients' readmissions have been reduced by 42 percent.

SHARED GOVERNANCE

IMPROVING CARE OPPORTUNITIES THROUGH ENGAGEMENT

The North Oaks Physician Group (NOPG) and Nursing Shared Governance bodies continue to expand and enhance engagement and decision-making for delivery of care.

In an example of our unending dedication to improve lives, the four councils of Nursing Shared Governance have taken great strides toward making every patient experience one of utmost quality.

- **Clinical Quality Council** improved patient outcomes through diligent compliance with Core Measures, achieving 100 percent compliance on stroke and perinatal care measures and 97-100 percent on venous thromboembolism (VTE) prevention.
- With innovation and creativity, the **Coordinating Practice Council** completely rebuilt the electronic care plan template to improve compliance with regulatory requirements and improve the patient care planning process. The new layering process has four distinct categories used to create the patient care plan. The plans include General Adult Care, Acute Diagnoses Care, Grouped Care and Interventional Care.
- The **Operations Council** implemented a “Less is Best” linen conservation program throughout North Oaks Medical Center to reduce linen utilization. This program realized a \$64,000 savings in linen cost for fiscal year ending 2015.
- The **Professional Development Council** adopted a system of color-coded uniforms to help patients better distinguish between the types of staff members who provide care during a hospital stay. Color charts including the distinctions are displayed in patient rooms to assist in identification.



SHARED GOVERNANCE

(CONTINUED)

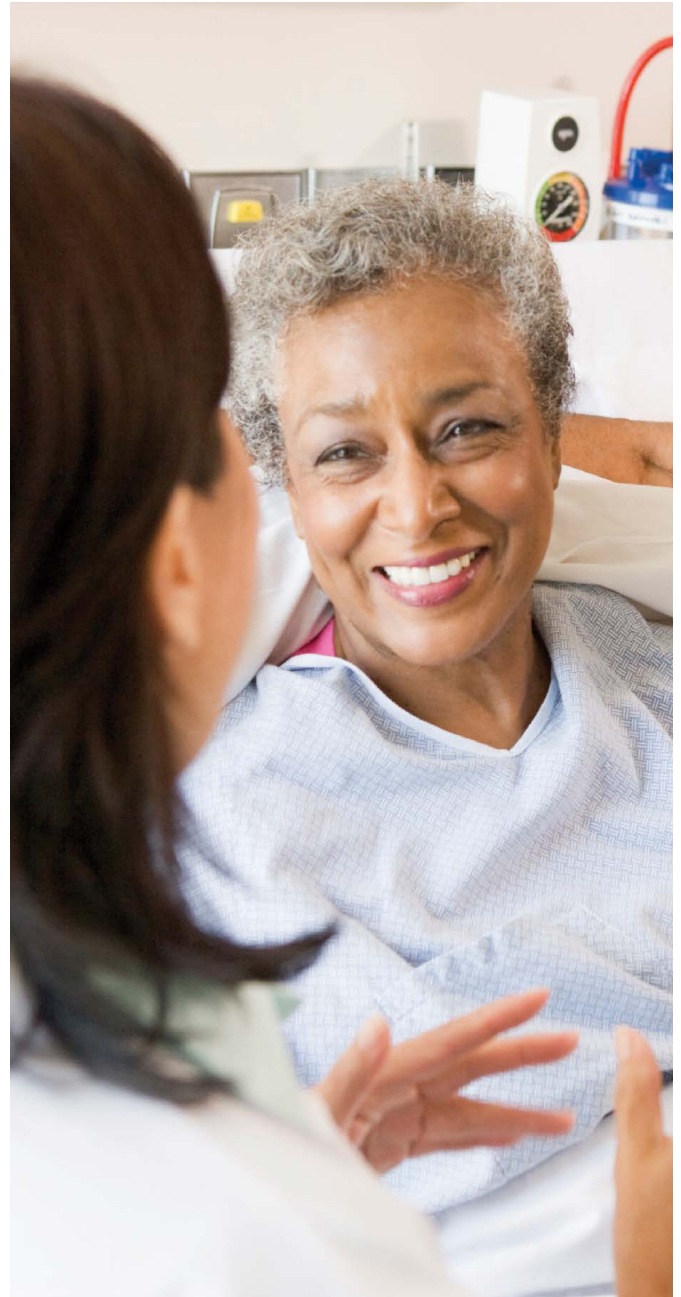
The Network Operations Council (NOC) of NOPG developed new and reformed policies, further expanded its governing structure and streamlined patient scheduling.

A new Open Charts Policy was created to improve quality and billing processes by requiring providers to complete documentation in patient charts in a timely manner. Another policy was revised to develop more sound and distinct procedures for handling messages through the patient portal, myCHART.

In an extension of the NOPG governing structure, three new councils and sub-committees were formed that extend beyond the Practice Operation Councils (POCs) to include staff level employees of the clinics:

- **Employee Engagement Council** – Representative staff members from every practice and central billing office serve on this council to provide staff perspective to matters addressed by the NOC and POCs.
- **Epic Credentialed Trainers and Supervisors Committee** – The Epic trainers and superusers on this committee provide assistance to clinical staff and troubleshoot any issues that may arise.
- **Clinical Shared Governance** – A sub-committee of Clinical Quality and Innovation, this group consists of Licensed Practical Nurses, Medical Assistants and Radiology Technologists/Medical Assistants who help deliver clinical orientation to staff and identify all clinical excellence challenges.

In the fourth quarter of fiscal year ending 2015, the NOC began implementing an approved centralized business services model. This includes the establishment of the Patient Access Center that provides appointment streamlined appointment scheduling and insurance verification services for the clinics. Additionally, the efforts to perform claims review, billing and entering of patient charges was all transitioned out of the clinics and centralized within our Central Business Services Department. This process began in two clinics and will be fully implemented in the second quarter of fiscal year 2016.



CONTINUOUS QUALITY IMPROVEMENT (CQI)



20 ACTIVE CQI TEAMS ADDRESS CLINICAL QUALITY, PATIENT SAFETY, PATIENT EXPERIENCE AND EFFICIENCY

The **Surgical Care Improvement Team** is a component of The Joint Commission's 2015 Hospital National Patient Safety Goals to improve patient safety. The team achieved a quality composite score of **97 percent**.

Areas the team focused on to prevent mistakes in surgery include:

- Making sure that the correct surgery is done on the correct patient and at the correct place on the patient's body
- Marking the correct place on the patient's body where the surgery is to be done
- Pausing before the surgery to make sure that a mistake is not being made
- The team also achieved a "zero" in Hospital Acquired Potentially Preventable Venous Thromboembolism, meaning that no cases were realized.

CQI

(CONTINUED)

The **Acute Myocardial Infarction (AMI) Team** achieved a quality composite score of 97 percent, and the **Heart Failure (HF) Team** achieved a quality composite score of 99 percent. One measure that was implemented was to contact HF patients with follow-up phone calls.

North Oaks Medical Center was rated “high performing” in the treatment of heart failure in the *U.S. News & World Report* Best Hospitals for Common Care ratings. The ratings evaluate more than 4,500 hospitals nationwide on common inpatient procedures and conditions in five procedures and medical conditions – heart bypass surgery, hip replacement, knee replacement, heart failure and chronic obstructive pulmonary disease (COPD) – and rated them high performers, average or below average. Only about 10 percent of the hospitals were rated as high performers.

The **Perinatal Care Team** received recognition for improving birth outcomes by partnering with the March of Dimes to help improve the health of babies by supporting efforts to prevent premature birth, birth defects and infant mortality.

The March of Dimes and Louisiana Department of Health and Hospitals (DHH) also recognized the Perinatal Care Team for its part in the Birth Outcomes Initiative in which DHH challenged hospitals not to induce labor unless medically necessary. North Oaks accepted this challenge and has become an industry leader, receiving the March of Dimes and DHH's Pioneer Award in “Going the Full 40” for being one of the first hospitals to accept and excel in efforts to reduce elective deliveries and let pregnancies last the recommended 40 weeks. North Oaks still leads the pack, with no cases of a non-medically necessary induction since December 2011 for 39-week deliveries.



SHOCK TRAUMA



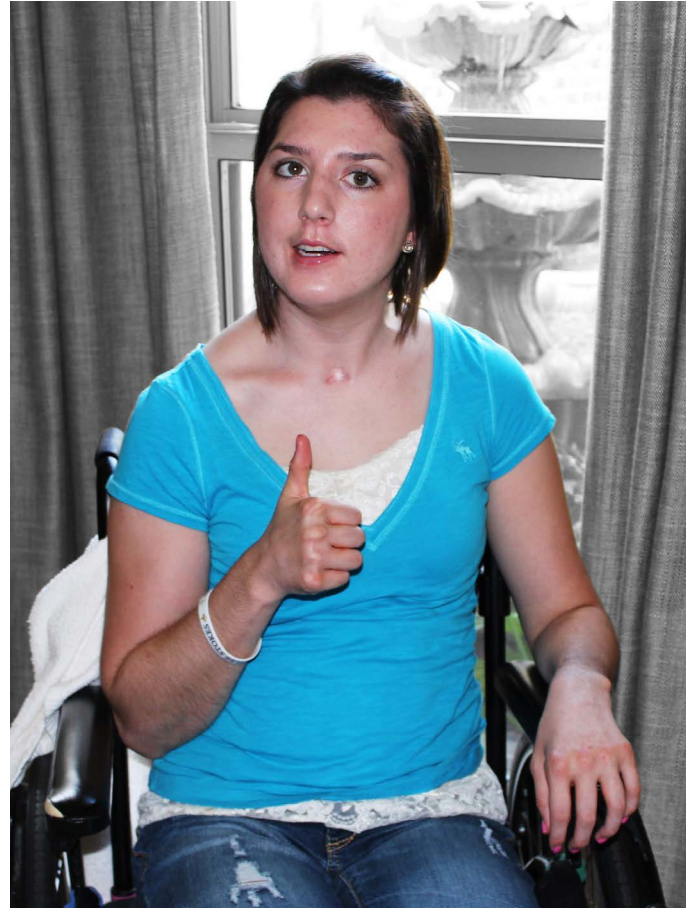
EXPANSION OF NORTH OAKS SHOCK TRAUMA PROGRAM HELPS TO IMPROVE LIVES OF THOSE STRUCK BY TRAUMATIC INJURY

North Oaks Shock Trauma Program welcomed Surgeons **Marquinn D. Duke, MD**, and **Wesley B. Vanderlan, MD**, to the practice and to North Oaks Medical Center. The addition of these physicians allowed the hospital to expand its services to include 24-hour in-house coverage for trauma surgery.

In late 2014, Dr. Duke and Dr. Vanderlan joined Trauma Director **Juan Duchesne, MD, FACS, FCCP, FCCM**, in treating trauma cases involving falls, motor vehicle crashes, sports injuries and other accidents. The hospital has the second busiest emergency department in Louisiana, seeing more than 70,000 patients annually.

With the addition of Dr. Duke and Dr. Vanderlan, the North Oaks Shock Trauma program now offers trauma surgeons in-house at all times for victims suddenly stricken by serious traumatic injury. Located on the North Oaks Medical Center campus, the trauma program serves patients in Region 9, which includes Tangipahoa, Livingston, St. Helena, St. Tammany and Washington parishes. North Oaks is voluntarily working toward becoming an American College of Surgeons-verified Level II Trauma Center. Levels are determined by the American College of Surgeons based on resources available at a verified trauma center and the number of patients admitted yearly.

SUDDEN IMPACT



HELPING TO SAVE LIVES OF TEENAGERS THROUGH SUDDEN IMPACT EDUCATION

One of the state's premier safety programs, Sudden Impact is a 7-hour program that targets high school sophomores and is offered by hospitals across Louisiana in partnership with Louisiana State Police, the Louisiana Highway Safety Commission, University Medical Center and the Louisiana State Troopers Foundation. The program targets teen drivers to help prevent fatalities and injuries from impaired, distracted and/or unrestrained driving. Families of crash victims and survivors, such as those pictured above, help to educate young drivers and prevent tragic scenarios from happening by sharing their personal stories with Sudden Impact students. Beginning with the 2014-2015 academic year, North Oaks Medical Center became the first hospital Sudden Impact partner in Tangipahoa Parish, with these local schools participating: Jewel Sumner High School, Oak Forest Academy, Ponchatoula High School and St. Thomas Aquinas Regional Catholic High School.

community reinvestment



“WHILE HANDLING INCREASING NUMBERS OF PATIENT NEEDS AND COMPLEX MEDICAL CONDITIONS, NORTH OAKS IS EQUIPPING OUR MEDICAL TEAM WITH A FULL RANGE OF TREATMENT OPTIONS AND CAPABILITIES AND REINVESTING IN NEW FACILITIES THROUGHOUT THE REGION.”

-MICHELE KIDD SUTTON, EXECUTIVE VICE PRESIDENT/CHIEF OPERATING OFFICER

AN EXTRAORDINARY STORY



IMPROVING LIVES

No matter where North Oaks employees find themselves, their calling to help others is strong. Recently, a stalled SUV stopped traffic flow on Emergency Services Drive. Information Technology Analysts Matt and Colby, who were traveling in the opposite direction, realized the situation, made the choice to stop and approached the SUV's driver to offer their help. They pushed the SUV out of the roadway to further assist the driver and allow traffic to flow. Matt and Colby are deserving of recognition because they made a choice to help someone in need rather than continue on their way. Their actions are shining examples of the 4Cs Standards of Behavior in action—Communication, Compassion, Commitment and Courtesy.

NEW SERVICES APPROVED FOR DEVELOPMENT AND IMPLEMENTATION

SERVICE

DEPARTMENT

Anatomical Pathology Lab



North Oaks Medical Center

North Oaks Department of Laboratories now has the capability to process tissue specimens onsite. In-house processing means quicker results to the physician and faster diagnosis and treatment for patients, which help improve outcomes. Routine anatomical pathology provides results in 24-48 hours, a great reduction in time from when specimens were outsourced to external labs.

Bedside Bronchoscopies

North Oaks Medical Center

Blood Draws

North Oaks Cardiology Clinic

Bubble Studies

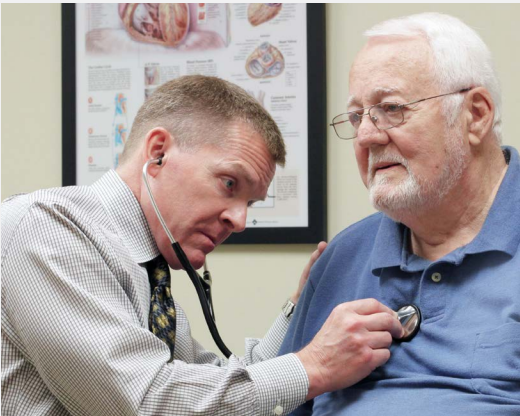
North Oaks Cardiology Clinic

Circumcision

North Oaks Primary Care–Independence

Clinical Trial

North Oaks Cardiology Clinic



*Cardiologist **William Kopfler, MD**, and Nurse Practitioner **Charlie Shelton** of North Oaks Cardiology Clinic are leading local efforts for the Cardiovascular Inflammation Reduction Trial (CIRT), a trial conducted by physicians at special sites across the the United States and Canada. The study hopes to determine if reducing inflammation can lower the risk of having a future heart attack, stroke or dying from heart disease. Dr. Kopfler believes the study has the potential to significantly change how heart disease is treated.*

SERVICE

Cosmetic Botox

Fiber Optic Endoscopic Evaluation
of Swallowing (FEES)

IV Lasix in the Clinic Setting

Latisse Retail

MRI Breast Biopsies

Pregnancy Testing

Punch Biopsies

Rotem Analyzer

Screening, Brief Intervention and Referral
Treatment (SBIRT)

Southlake Surgical Pathology Services

Therapeutic Botox Injections

Therapy Maintenance Program

DEPARTMENT

Northshore ENT

North Oaks ENT & Allergy Clinic

North Oaks Cardiology Clinic

Northshore ENT

Diagnostics

Emergency Department

North Oaks Neurology Clinic

Department of Laboratories/Shock Trauma

Shock Trauma

Department of Laboratories

North Oaks Physician Group

Outpatient Rehabilitation

Volunteer Chaplain Program



North Oaks Medical Center

In September 2014, North Oaks welcomed its very first full-time Chaplain, beginning a new Pastoral Care program to provide care for our patients, families and staff as they journey through the emotional, social and spiritual aspects of healing. Pastoral Care is dedicated to promoting wellness, restoring health and providing comfort. As the burdens of care, illness and bereavement, along with the many hurdles of life are encountered, Pastoral Care Chaplains provide a moment of comfort, an ear to listen and a word of encouragement. Volunteer Chaplains from a variety of creeds and religious groups and Eucharistic Ministers assist the North Oaks Chaplains in daily coverage.

WOC Tele/Photo Triage

Wound, Ostomy and Continence (WOC)

PRIMARY CARE



HELPING REACH THE YOUNGEST PATIENTS

North Oaks Primary Care–Independence expanded staff and services to offer health care for patients of all ages, from birth to senior adulthood. Family Nurse Practitioner **Rebecca “Becky” Haase** joined her husband, **Anthony “Tony” Haase III**, an Internal Medicine and Pediatrics Physician, in practice at the Independence-based clinic, allowing treatment of entire families.

PRIMARY CARE



EXPANSION TOUCHES MORE LIVES IN LIVINGSTON PARISH

North Oaks Physician Group added a Primary Care Clinic in Denham Springs in September 2014. The clinic specializes in comprehensive health care for children, ages 2+, and adults and is staffed with full-time Nurse Practitioner, **Michelle Civello**. Family Medicine physician, **Brandi Basso, MD**, joined the staff in early Fiscal Year 2016.

ACHIEVING GOALS



IMPROVING HEALTH THROUGH WEIGHT LOSS

The popular weight loss program Ideal You at North Oaks expanded to the Livingston Parish Medical Complex in December 2014. A registered dietitian staffs the clinic and offers informational seminars, as well as initial and follow-up consultations to assist in the clients' weight loss journey.

SOCIAL MEDIA



NORTH OAKS KEEPS A FINGER ON PULSE OF SOCIAL MEDIA

To complement the social media marketing strategy already in place on Facebook, Twitter and YouTube, North Oaks can now be found on Pinterest and LinkedIn, two popular social media sites.

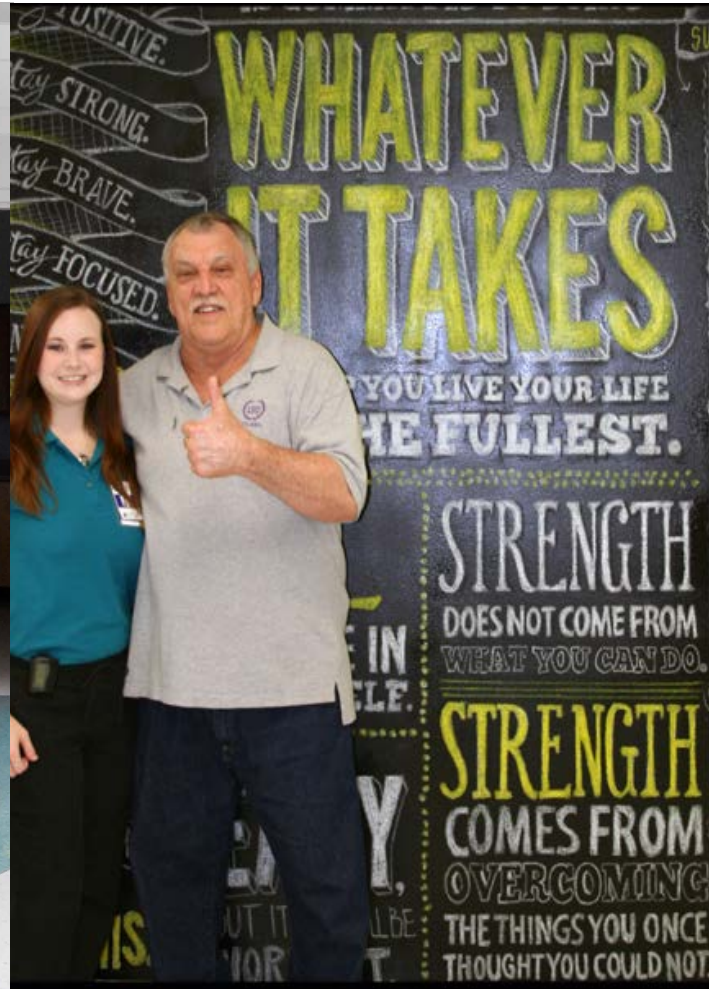
Pinterest has been described as a “content sharing service that allows members to ‘pin’ images, videos and other objects to their pin board.” This digital bulletin board allows us to continue to expand our reach and build our brand by sharing tips on healthy lifestyles, instructive videos and informative graphics.

LinkedIn is a business-oriented social networking site and is an important part of our recruitment strategy to attract well-qualified candidates to North Oaks.

Follow North Oaks on Pinterest at pinterest.com/mynorthoaks and on LinkedIn at linkedin.com/mynorthoaks.



INSPIRING OTHERS



INSPIRING MESSAGES HELP PATIENTS ACHIEVE GOALS

A new and creative inspiration wall in the gym at North Oaks Rehabilitation Hospital helps to motivate patients through their recovery. A team effort between Rehabilitation Services and Print & Production, the chalkboard-painted wall features motivational messages and testimonials from former patients. Patients doing therapy in the gym receive encouragement from seeing other success stories and are offered the opportunity to take a photo in front of the wall at completion of their rehabilitation. These photos are then shared on our social media outlets.

community involvement



"THE NORTH OAKS' CULTURE ATTRACTS EMPLOYEES AND VOLUNTEERS WHO HAVE A FINGER ON OUR AREA'S NEEDS AND A STRONG SENSE OF GENEROSITY. WHETHER SELFLESSLY DONATING BLOOD, CONTRIBUTING VALUABLE TIME TO WORTHY CAUSES OR HOLDING COMPLIMENTARY EDUCATIONAL TALKS, WE ACTIVELY EMBRACE OUR COMMUNITY."

-JEFF JARREAU, SENIOR VICE PRESIDENT/HUMAN RESOURCES

AN EXTRAORDINARY STORY



IMPROVING LIVES

While caring for a patient recently, Physical Therapist **Allison** learned in the course of their conversation that she was in need of winter clothes and shoes. Known for her big heart, Allison responded to her patient's need by collecting clothing from her own home for the patient to choose from and then share the remainder with her roommates. Allison also looked for larger shoes to accommodate the patient's orthotics requirements. It was great to witness the appreciative reaction of the patient and her caregiver to Allison's selfless act of kindness. Allison's actions are a perfect example of our motto, "doing whatever it takes" to help our patients.

PARTNERSHIPS



IMPROVING COMMUNITY HEALTH THROUGH PARTNERSHIPS

North Oaks is involved in nearly 100 corporate partnerships, valued at more than \$251,000 in monetary and in-kind sponsorships. Cornerstone partnerships include:

- Southeastern Louisiana University Athletics – The Official Health Care Provider
- Louisiana High School Athletic Association (LHSAA) – An Official Regional Health Care Partner
- South Tangipahoa Youth Soccer Association (STYSA) – The Official Club Sponsor
- Livingston Parish Soccer Association (LPSA) – The Official Title Sponsor.



EDUCATION



IMPROVING COMMUNITY HEALTH THROUGH EDUCATION

- Advocating to improve wellness, the North Oaks Education team offered 470 health education classes and facilitated 121 support group meetings, attended by more than 8,350 people.
- Blood pressure check stations attracted 418 participants.
- More than 400 people took part in 367 infant and child car seat installations and safety checks.
- Weight check stations benefited 207 people.
- North Oaks experts offered free talks on: Concussion and Heat Illness, Cooking for Diabetics, Joint Pain, Nutrition for Athletes, Peripheral Artery Disease, Taping Sports Injuries, Warm-Up Techniques for Athletic Performance and Weight Loss.

TIME



IMPROVING COMMUNITY HEALTH THROUGH TIME

From May 1, 2014-April 30, 2015, 180 physicians, employees and volunteers contributed 1,722 service hours at 59 community events.

UNITED WAY



TOUCHING LIVES THE UNITED WAY

Once again named a Pacesetter Campaign Partner for the United Way, North Oaks employees, guided by dedicated team captains pictured above, contributed a total of \$24,442 to last year's annual campaign. That is an increase of more than \$9,000 over the 2013 campaign! United Way will use the donated funds to make a difference in people's lives and make the community a better place to live and work.

LIVE UNITED



SPIRIT OF GIVING



TOUCHING LIVES OF THOSE LESS FORTUNATE

Each year, North Oaks staff members spread holiday cheer through a “Spirit of Giving” collection drive during the holiday season. We partnered with Livingston Parish Sheriff Jason Ard’s Christmas Crusade, Santa Bear Christmas Crusade for Children, Operation We Care, Tangi Food Pantry, Don’t Be Cruel Animal Sanctuary and Rescue and Tater Tot Big Dog Rescue.

Year-round, staff members also assist our Health Transitions Alliance through donations of new health care and personal care items that the Alliance has identified as most needed by the patients they serve.

DONATION



TOUCHING LIVES THROUGH BLOOD AND ORGAN DONATION

The North Oaks Blood Drive in July 2014 collected enough units to save up to 381 lives. In addition, awareness of the importance of organ donation was raised during National Organ Donor Month in April 2015 when the Louisiana Organ Procurement Agency (LOPA) registered individuals as organ donors during an onsite visit.

North Oaks Medical Center began hosting LOPA flag ceremonies for families of those who have selflessly donated an organ. When an organ is donated, a memorial flag is flown above the campus in honor of the donor and a moment of silence is observed. Families are given the flag to keep as a meaningful memento of their loved one.

STUDENT-ATHLETES



TOUCHING LIVES THROUGH IMPROVING HEALTH OF COMMUNITY STUDENT-ATHLETES

More than 1,500 student-athletes from 36 schools in Livingston and Tangipahoa parishes received free physicals thanks to the volunteerism of 30 physicians and nurse practitioners and 200 employees and athletic trainers from North Oaks and Southeastern Louisiana University.

To assist in keeping student-athletes safe, 76 area coaches and athletic directors went “back to school” in August 2014 to tackle prevention and treatment of sports-related injuries at the 4th Annual North Oaks Sports Medicine Coaches’ Seminar.