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Telethon raises record amount

Hail to the Chief
Greg Feirn named CEO of LCMC Health

After Hours
Late night clinic opens in Metairie

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CHILDREN’S HOSPITAL
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Founding Member of

LCMC Health

Children’s Hospital

Small World is published by the Public Affairs Department of
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Children’s Hospital’s mission is to provide comprehensive pediatric healthcare which recognizes the special needs of children through excellence and the continuous improvement of patient care, education, research, child advocacy and management.

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On the Cover: New Chief Medical Officer John Heaton, M.D., and President & CEO Mary Perrin in Children’s Hospital Cardiac Intensive Care Unit, the only pediatric heart ICU in Louisiana. Photo by Mike Palumbo.
A TEAM approach

Children’s Hospital aims to better patient experience

As LCMC Health and its member hospitals – Children’s Hospital, Touro Infirmary, ILH and New Orleans East Hospital – are preparing for the opening of the new $1 billion University Medical Center (UMC) and negotiating the addition of West Jefferson Medical Center, system leadership has hired a consulting firm and begun an initiative to improve the growing system’s performance.

While being among the most highly regarded hospitals in the state, we are not immune to economic pressures, the realities of the changing healthcare environment and the continued downward pressure on payments for the services we provide.

We are firmly committed to being a top performer in all aspects of healthcare operations. We want to provide high quality, patient-centered care to all the members of our community in a more efficient, cost-effective manner.

As a result, LCMC Health has partnered with Huron Healthcare, a leading national healthcare consulting firm, to provide an extra set of hands and expertise to all of our entities as we assess system-wide operations and establish strategic plans for improved performance for the system as a whole and for each individual member hospital.

Huron comes highly recommended by some of the most prestigious and forward thinking hospital systems in the country. Providing tremendous support, Huron is partnering with us to form a collaborative effort of performance improvement that is exciting, encouraging and rewarding for all stakeholders involved. Their consultants are working with all levels of management and employees to help us improve processes, strengthen revenues and manage expenses.

We have launched the initiative, TEAM – Transformation, Excellence, Affordability, Mission – to provide high quality care, improved patient access, cost efficiency and strong physician alignment across the system. Over the next 12-15 months, the TEAM initiative will organize and implement Huron’s recommendations to improve our patient satisfaction and enhance our quality. Through this process, we expect to improve the patient and family experience by looking for efficiencies based on nation-wide best practices.

Our goals will not be easily reached; however, I am confident that we have the knowledge, commitment and desire to achieve great success.
**New Orleans Magazine’s Best Doctors**

Children’s Hospital congratulates our medical staff members who were named to New Orleans Magazine's Best Doctors list.

William K. Accousti
Christopher M. Arcement
Robert J. Ascuttto
Diego H. Aviles
John S. Barbara
Brian Barkemeyer
Rodolfo E. Begue
Brandon Black
Raynorda F. Brown
Joseph Caspi
Stuart A. Chalew
Charles C. Coleman
Jane D. Congeni
Randall D. Craver
Cary A. Culbertson
Stephen R. Deuty
Bonnie Desselle
Gary L. Duhan
George S. Ellis, Jr.
Davis A. Estes, Jr.
Anne L. Foundas
Renee V. Gardner
Abraham Gedalia
Ricardo Gomez
Joseph A. Gonzales, Jr.
Clarence S. Greene, Jr.
Stephen W. Hales
Stanley M. Hall
John F. Heaton

Stephen D. Heinrich
Michael G. Heller, Jr.
Charles B. Hill, Jr.
Andrew G. King
George P. Koclanes
Michael Marble
Shannon McGuire
Jaime A. Morales
Mark V. Morici
Staci Marie Olister
Joseph Ortenberg
Kenneth Paris
Duna Penn
Keith Perrin
Jeffery C. Poole
Dana L. Rivera
Sheryl Lynn Sawatsky
Ernest S. Siwik
Sam Solis
Ricardo U. Sorensen
Rodney B. Steiner
Sarah R.S. Stender
Aluizio Roberto Stopa
Ann H. Tilton
V. Matti Vehaskari
Maria C. Velez
Maria Weimer
Joaquin Wong
Lolie C. Yu

**CAP accredits Children’s Hospital’s Surgical Suite Laboratory**

The College of American Pathologists (CAP) has awarded accreditation to Children’s Hospital’s Surgical Suite Laboratory based on results of an on-site inspection as part of the organization’s accreditation programs.

Facility director Matthew W. Stark, M.D., was advised of the national recognition and congratulated for the excellence of the services being provided. Children’s Hospital’s Surgical Suite Laboratory is one of more than 7,000 CAP-accredited facilities worldwide.

The U.S. government recognizes the CAP laboratory Accreditation Program, begun in the 1960s, as being equal-to or more-stringent-than the government’s own inspection program.

During the process, designed to ensure the highest standard of care for all laboratory patients, inspectors examine the laboratory’s records and quality control procedures for the preceding two years. CAP inspectors also examine laboratory staff qualifications, equipment, facilities, safety program and record and overall management.

**Sawatsky, Hall assume anesthesiology leadership**

Sheryl Sawatsky, M.D., has been promoted to director of anesthesiology. She will have administrative responsibility for anesthesiology and sedation services as well as providing medical guidance for our Short Stay unit and PACU. Stan Hall, M.D. has assumed the new role of clinical chief of anesthesiology. Dr. Hall will oversee the day-to-day logistical challenges of scheduling and personnel assignment, as well as continuing his long-standing role as an educator. He will also take the lead in ensuring that our existing practice guidelines are adhered to, and that new practices are disseminated and incorporated efficiently.

“One of the strengths of Children’s Hospital’s anesthesiology group is our ‘deep bench’ of experienced and capable anesthesiologists. I have no doubt that the new leaders will continue to guide the department to continued success supporting the mission and vision of Children’s Hospital,” said John Heaton, M.D., Children’s Hospital’s chief medical officer.
Traditions and Transitions

The past few months have been an eventful time at Children’s Hospital. There are new faces in senior leadership roles, and we have embarked on major projects to focus our planning and improve our performance, while at the same time striving to provide the best and safest care for the patients we serve. Everyone at Children’s is working hard to continue the tradition even while undergoing a transition. Change is never easy, but it is our duty to our patients and their families to continually reinvent ourselves so that the care we deliver is as safe and as effective as possible.

Of the myriad initiatives and innovations that we employ to improve patient care, information technology may be the most promising- and the most challenging for clinicians and support staff alike. The radical transition to an electronic medical record (EMR) from a paper chart ends a tradition dating back to the birth of modern medicine. On the surface, an EMR seems like an expensive solution to the legendarily bad handwriting of many doctors, and a meaningless drag on productivity. In fact, a properly constructed EMR will help guide practice, prevent errors, and collect data on a scale unimaginable just a few years ago. The ability to harness the power of that data to gauge the effectiveness of treatments and the efficiencies of clinical processes will be an engine which will propel us to the next level of safe and efficient care.

Likewise, we have been somewhat slow to embrace the lightspeed communications enabled by the internet, social media, and the proliferation of cellular phones. While one may accurately assert that not everything wrought by the 24 hour internet news cycle, Facebook, and text messaging has been either benign or beneficial; they are here to stay. Those media are also the way many of our patients and their families prefer to communicate and learn about our institution. So, even as we continue our traditional methods of messaging, we are implementing new avenues to reach those we serve.

In past times, this space was used to communicate medical matters of interest and importance to the Children’s Hospital community. While that tradition will continue, you may also be interested in some new features being developed on our website, www.chnola.org. The “Chief Medical Officer’s Blog”, which uses the traditional appellation for a CMO, will contain brief articles on medical and public health matters that we hope our readers will find interesting and perhaps entertaining. “The 30 Second Consult” will contain vignettes from a new service our Medical Staff is offering to community physicians-the ability to ask a general (not patient specific!) question about disease management or diagnosis, and get a response via email from one of our pediatric subspecialists. Selected questions and answers that may be of interest to the general public will be posted on our website.

It is a high honor to serve in this new role, and I am humbled to be allowed to continue the tradition of medical leadership that has come before me.
Meet Our New Docs

Children’s Hospital welcomes these new members of the medical staff:

Elizabeth Alonso, M.D., G.I./Nutrition
Medical School: Universidad del Valle; Cali, Colombia
Residency: Tulane University HSC; New Orleans
Fellowship: LSUHSC; New Orleans

Kiran Mallula, M.D., Cardiology
Medical School: Osmania Medical College; Hyderabad, India
Residency: Rush University Medical Center; Chicago
Fellowship: University of California – San Diego; San Diego

Patrick McCarty, M.D., Anesthesia
Medical School: University of South Alabama; Mobile, Ala.
Residency: St. Louis University Hospital; St. Louis
Fellowship: Arkansas Children’s Hospital; Little Rock, Ark.

Scott Schultz, M.D., Physical Medicine & Rehabilitation
Medical School: George Washington University; Washington, D.C.
Residency: UCLA/VA Greater Los Angeles Healthcare System; Los Angeles
Fellowship: Kennedy Krieger/Johns Hopkins; Baltimore
Children’s Hospital’s Hemophilia and Bleeding Disorders Program, led by Jamie Morales, M.D., in conjunction with the Clinical Trials Center, is conducting a study with patients on a new form of Factor VIII replacement therapy to assist clotting in Hemophilia Type A patients. The medicine is based on Factor VIII, one of the normal coagulation factors in the blood that helps the blood to stop bleeds by making a clot.

Treatment can be given either as an injection on a regular basis to prevent bleeding episodes occurring and/or as treatment at the first signs of bleeding to stop the bleeding episode as quickly as possible.

The medication is produced using genetic technology under laboratory conditions. It is produced from hamster cells which have been tested thoroughly for viruses. No human or animal serum is used in the production of this Factor VIII replacement therapy.

In previous trials the medication has been shown to stay longer in the blood than other Factor VIII concentrates and in this trial we hope to show that this longer presence in the blood will lead to a prolonged effect which will reduce the frequency of injections needed to prevent bleeds.

“The patients that have received this medication at Children’s have been doing very well and have actually had less bleeds using this Factor VIII replacement versus their previous treatment,” Dr. Morales said.

Patients are seen every three months by the Clinical Trials Staff and Dr. Morales for clinical follow up and to ensure that they are not having any problems or issues with taking the study medication.

The patients will continue on the study until the medication is approved by the FDA and is available commercially which is expected not to be until the year 2018 or later.

The mission of Children’s Hospital’s Hemophilia and Bleeding Disorders Program is to provide the highest quality comprehensive healthcare services to Louisiana children with bleeding disorders and to their families, regardless of socioeconomic status or ability to pay, as well as assistance and education to our patients and their families so that they can have the knowledge and skills needed to cope with their disorder and to live active and fulfilling lives.

The program helps these children and their families better cope with their chronic conditions and train future healthcare providers in multiple disciplines, so that they are better able to take care of these patients in a compassionate and skillful manner.
When thinking about school for pre-school aged children, there are many things to consider.

Is the school a good fit for your family style, beliefs, or values? Does the school meet your family’s logistical and scheduling needs? Are the academic expectations appropriate? In terms of child development, perhaps the most important issue should be “school readiness”. If you think of school readiness as ABC’s and 123’s, you may be missing some important lessons. What exactly does school readiness mean? David Elkind of Childcare Information Exchange states...

“The phrase school readiness was most often used in connection with a child’s preparedness to meet the demands of a kindergarten classroom. This way of thinking assumes that school readiness resides entirely in the child’s head and is primarily academic, namely, knowing one’s letters and numbers. Another interpretation of readiness is that it is a matter of maturation and is related to age. While these ideas about readiness are understandable, they happen to be incorrect.

“Readiness does not reside in the child’s head. Likewise, the skills a child needs to succeed in most kindergartens are not knowing numbers and letters, but rather being able to communicate, follow instructions, and work cooperatively with other children. A true assessment of school readiness, therefore, must take into account the child’s level of intellectual and social/emotional development.”

If your child is currently attending a pre-school, look for these signs that the pre-school is helping your child get ready for school age learning:

1. Strong, positive relationships are being developed, the staff is communicating and listening to your child in an active way, trust and security is promoted with consistent and predictable rules and consequences.
2. The environment is supportive, space and opportunity are provided for socio-dramatic play, there are predictable schedules and routines.
3. Social skills and problem solving are being modeled, children are coached on appropriate language for feelings and given opportunities to practice acceptable responses and behavior. Stay at home parents or other caregivers can be doing much of the same, but also emphasize:
   1. Communication Skills: have regular conversations with your child. Listening and speaking are the first steps to reading and writing. Answer their questions, even if the answer is no. Model the language you want your child to use.
   2. Independence: let your child dress him or herself. Buy shoes and clothing that are easy for your child to put on and fasten on their own.
   3. Academic Readiness: Read to your child everyday and talk about what you have read, sing songs, repeat rhymes and do finger play. Visit the library for story time and check out books. Foster creativity and curiosity through play.
   4. Social Readiness: have regular routines for mealtime and bedtime. Set age appropriate limits and rules and give consequences for breaking them. Encourage your child to play and talk with other children.

Now that you know how to support your child’s school readiness, you can also get yourself ready at our Parenting Center School Fair. Get the most up-to-date information on the One App process, over 20 different schools in our area and what they offer, and get questions answered about specific schools face-to-face with a school representative.

The School Fair is Tuesday, October 7th from 6:30 – 8:00 pm.
Hope to see you there!
Ice Bucket Challenge

Children’s Hospital accepted the Ice Bucket Challenge on Aug. 15 and raised more than $5,000 for the Team Gleason Foundation and ALS research. Drs. Kathryn Beatty and Ryan Pasternick gathered more than 25 Children’s Hospital and LSUHSC physicians and residents and CHNOLA administrators, including President & CEO Mary Perrin and Chief Medical Officer John Heaton, M.D., to dump an ice-cold bucket of water over their heads to raise awareness and funds. A handful of hospital patients assisted the doctors with pouring water on their heads.

Children’s Hospital Telethon

The 31st annual Children’s Hospital Telethon was the most successful on record, raising more than $2.06 million. The event was broadcast live on WDSU Channel 6 on Saturday and Sunday, May 31 – June 1. Fadeyemo McAlpine, who had reconstructive surgery on his jaw using transplanted bone from his leg, served as this year’s Telethon Ambassador. Since 1984, the Telethon has brought in more than $28 million for Children’s Hospital (For more on the Telethon, please see Pg. 16).
Hyundai Hope On Wheels gives $75,000 for cancer research

Hyundai Hope On Wheels and New Orleans-area Hyundai dealers donated a $75,000 Hyundai Young Investigators Clinical Award to Children's Hospital fellow Chittalsinh Raulji for his work on the most aggressive primary malignant central nervous system tumors. The award was presented during a Hope On Wheels Handprint Ceremony at Children's Hospital. Celebrating its 16th year, Hope On Wheels will surpass $86 million in total donations to pediatric cancer research and programs since its inception in 1998. Since 2006, Children's Hospital has received $290,000 from Hope On Wheels.

Prom of Champions

The 2014 Prom of Champions was held April 18, at The Board of Trade on Magazine Street. The Prom of Champions is dedicated to providing amazing events throughout the year to Children's Hospital New Orleans patients battling cancer and blood disorders, as well as support for their loved ones. The night started out with everyone arriving in limousines and being announced on the red carpet. Hosts Randi Rousseau and Chet Pourciau were joined by Saints players Roman Harper and Robert Meachem and other local celebrities to greet patients and their guests as they entered. From there the night was filled with dancing, singing, pictures, food and quite possibly the biggest candy table ever! A very big thank you goes out to the prom's benefactor G. Smith Motorsports.

Contact the Public Affairs Department at (504) 896-9373 for more information on Children's Hospital events.
For almost 30 years, Children’s Hospital was guided by the leadership of President and CEO Steve Worley and Chief Medical Officer Alan Robson, M.D. However, this spring, Worley transitioned to a senior advisory position with Children’s Hospital’s parent company, LCMC Health, and Dr. Robson retired.

On April 1, Mary Perrin was named Children’s Hospital’s president and CEO. Perrin, who started her career at Children’s Hospital in 1984 as director of Human Resources, has also served as vice president of operations, and most recently senior vice president and chief operating officer.

“Mary brings to the CEO position a unique set of skills, experience and knowledge of Children’s Hospital that could not be duplicated,” Worley said. “Not only is she completely familiar with the operations of the hospital, but she is also well known and respected by our medical staff, our academic partners and our Board of Trustees.”

In early May, John Heaton, M.D., was promoted to chief medical officer of Children’s Hospital. Dr. Heaton has most recently served as the hospital’s associate medical director and previously was the medical director of the Anesthesia Department.

“As medical director of anesthesia for the past 14 years, he has a very strong institutional knowledge of the medical staff, the hospital and our partnership with LSU,” Perrin said.

Time of Change

Perrin and Heaton are entering Children’s Hospital’s top leadership positions in an era of massive change – founding and expanding LCMC Health, acquiring and planning the development of the State Street Campus, formerly the old New Orleans Adolescent Hospital (NOAH).
property, and creating a strategic plan for hospital operations – that has meant many 12+ hour work days and an intense focus on the hospital’s future.

“I’ve worked with many departments in the hospital, which has given me a good basic understanding of the difficulties and challenges our departments have on a daily basis,” Perrin said. “I understand what it takes for those departments to succeed day in and day out and meet the demands of the hospital. My experience helps me to understand what we have to have in place in order to remain successful.”

She said in recent years Children’s has seen a consolidation of services.

“This has been good for our patients. It allows all of the resources to be in one place, which is beneficial for us, for the patients and for the community. Instead of many appointments over many days at many different locations, all can be done together at one time here.”

Both Perrin and Heaton said changes in Medicaid over the past three or so years have reduced reimbursement payments to the hospital. Costs of running the hospital continue to go up. The performance improvement initiative is going to focus on some very targeted opportunities that will help the hospital create new business and revenue opportunities, and some opportunities to streamline existing services and business practices.

“This is a very exciting time for the hospital and the system,” Perrin said. “It’s a privilege to be able to be part of the process that ultimately reshapes the hospital. It’s an opportunity to shape our future with a blueprint for how we move forward in terms of a strategy.”

**Patient focused care**

This summer, Perrin announced the nurses’ stations in Children’s Hospital’s center tower will soon receive a makeover that will spin heads and the positioning of the stations as well. Designs call for a sleeker look that is welcoming and comforting at the same time.

While additions and replacements have been made to various nurses’ stations over the years, vice president of nursing and director of the renovation project Diane Michel said it has been 10 to 15 years since they were renovated.

“We've changed the décor,” Michel said. “We're going with a modern, peaceful look. But we don't want it to be like an adult hospital. We're going to keep it kid friendly.”

Instead of primary colors, the stations will feature colors pulled from the new vinyl flooring recently installed on the first floor. Desks will be back-lit with colored light to add a soothing element, and wood flooring will be added at each station, and possibly down the halls, too. The most striking element of the plan, however, includes the repositioning of the stations’ entrances to face the blue elevators.

“We want it to have a presence so that when people – physicians, families, staff – get to the floor somebody is there to greet them,” Michel said.

Each station was designed with input from nurse managers to optimize space and give our medical staff as much functional room as possible.

Third floor nurse manager Angel Hargis said she often sees many patients wander her floor who are supposed to be in the Ambulatory Care Center on the other side of the hospital.

“I feel so badly for them because they have no idea where they’re going. This will be very helpful for them.”

Technology was a major consideration as well, with space given to store and charge mobile computers and adding as many computers at the station to facilitate access to electronic medical records.

“We’ll have more work stations that will be a lot more effective for our nurses, Hargis said. “They’ll have more space without being crowded when physicians, fellows and residents need to access the station, too.”

“We feel like this will help morale because of the new environment our medical staff will be in while working,” Michel said. “The stations are so old now and really are dated. We're trying to upgrade.”

“I'm so excited it's ridiculous,” Hargis said. “Our patients will come on the
floor and immediately see us and we'll immediately see them instead of them walking around wondering where they're going.”

**Learning the system**

Perrin said that as the founding member of LCMC Health, Children’s Hospital has increased its visibility locally, regionally and even nationally.

“Among our peers in the pediatric hospital community, there are many who feel that Children’s and LCMC, by acquiring adult-care hospitals, are creating a path that no one else has traveled,” she said. “This has allowed us to align ourselves with other institutions and organizations in a network of providers that will give us the ability to transition patients from here to adult facilities as they need it. LCMC Health delivers the full continuum of care from pediatrics to geriatrics.”

As chief medical officer, Dr. Heaton’s goal is to ensure Children’s continues to embrace its position as the regional medical center for children.

“My goal is to get every possible service properly staffed and equipped so that we can be in the top quartile (of children’s hospitals). We have a strong reputation,” Heaton said, “but there are people who are not quite aware of what we do, how we do it and how well we do it. They don’t realize what we have here. I would like Children’s Hospital to be foremost on people’s minds, for people to not even think about going anywhere else to have their child taken care of.”

“The most important thing we do every day here is take care of patients,” Perrin said. “We should never lose sight of that; it is our number one priority.”

**Heart of the community**

In addition to pointing out how important Children’s Hospital is to the community, the new administration is also quick to say how essential community support is to Children’s Hospital.

“It truly takes an entire community to support Children’s Hospital, to enable us to truly provide the full scope of services,” Perrin said. “But in addition to the providers and staff, it takes the help of everyone who helps us put on events; it takes all of the parents and family members who help patients transition from their hospital stay. And obviously, with the finances we receive from the state being reduced, we rely on our donors more heavily than we ever have, and we are very grateful to them.”

**Window to the world**

While her free time has diminished greatly, Perrin is fond of socializing, enjoying various cultures, traveling and relishing being a New Orleanian. “I love the vibrant culture of New Orleans,” she said. “We have a window on the world, right here in our city.”

She and her husband, Keith Perrin, M.D., share their home with their Bichon Frisé, Lola.

When she can fit in a session, she enjoys yoga and reading, especially Irish writer James Joyce’s A Portrait of the Artist as a Young Man.

“I would say that one of my hobbies used to be cooking, but now that my children are both grown and live elsewhere, I don’t do that much anymore,” she said. “So I have transcended from cooking at home and entertaining a lot... to going out to eat!”

**If this doc’s a-rockin’...**

While Heaton generally carries a very serious demeanor at the hospital, he unwinds in the outdoors through hunting, fishing and competitive shooting. When he’s forced inside, he enjoys reading about all periods of history and the works of Hemingway and Faulkner, and has a “room full of guitars,” that help him express himself through rock music.

“I’m an avid outdoorsman and love to play, but that part of my life has been on hold,” he said. “I usually get to the hospital between seven and eight in the morning to check on the day’s surgeries and how the ER did overnight, and 12 to 14 hours later I’ll pass through the ER again – because eight to nine at night is their prime time with volume – before heading home.

“I believe in leading from the top,” he said. “The most rewarding part is being able to help solve problems that have frustrated and stymied others. I enjoy finding resolution. That’s a carryover from a long, previous career in the operating room.”
Greg Feirn named LCMC Health CEO

With his 8th promotion within the company, Feirn assumes system leadership

On May 1, Greg Feirn assumed the role of CEO for LCMC Health, the $1 billion hospital system governing Children’s Hospital, Touro Infirmary, the Interim LSU Hospital and forthcoming University Medical Center and New Orleans East Hospital. In his role as CEO for LCMC, he is responsible for management coordination of the LCMC Board of Trustees and for oversight and analysis of the system’s operations and investment portfolio.

At just 43, Feirn has had eight different titles in his 16 years with Children’s and LCMC.

The Janesville, Wisc., native came to New Orleans after serving as an advisor for “Big 4” accounting firm, Deloitte & Touche, LLP. He was based in Minneapolis and commuted regularly to New Orleans and Nashville to meet with clients. He began getting weary of all the travel. In 1998 Children’s Hospital’s former CFO Dewain Hildreth offered Feirn the controller position, and he has taken off from there. At Children’s Hospital, he went from Controller to VP-Controller, then to VP-Research, VP-Operations & Research and then CFO. At LCMC, he started as CFO, then moved to President & COO, and in May became CEO.

Feirn hopes to continue to grow the system in a way that is mindful of the community and the people each hospital serves.

“We have three very strong affiliate hospitals that are working to become more integrated as a healthcare system in order to be more competitive,” Feirn said. “We’ve recently opened New Orleans East Hospital. I’m looking for LCMC to continue to integrate, create efficiencies that make us cost effective and create a sharing of best practices so that we do have the highest quality. “We have great employees, great physicians and great leadership at all of our affiliate hospitals,” he said. “It’s all coming together nicely.”

While he’s been extremely busy with the formation of LCMC Health, he enjoys spending time with his family – wife, Sara; son, Charles, 3; and daughter, Betsey, 11 – and in the outdoors. “I like to hunt, fish, golf and love watersports – skiing, barefooting, knee boarding, although I don’t have much time for any of those right now.”
With a record amount of $2.06 million, the people of the Gulf South showed their support of Children's Hospital by opening their hearts and wallets and surpassing the $2 million mark for the first time.

The 31st annual Children's Hospital Telethon aired live on WDSU on May 31 and June 1. Channel 6's talented staff broadcast from their studio and remotely from the hospital's kick-off party, intensive care units and on the helipad with CHNOLA1, the hospital's emergency transport helicopter.

Telethon Ambassador Fadeyemo McAlpine shared his story of how a bone in his leg was used to reconstruct a section of his jaw where a tumor was removed. He received a free year’s ice cream and goodies from Ron Davis, Blue Bell’s New Orleans branch manager and good friend of the hospital.

Take 5 Oil Change, their employees and customers celebrated a milestone during the telethon, too, having raised $500,000 over the past seven years for Children’s Hospital.

Leading the call for the public’s donations were WDSU personalities Margaret Orr, Norman Robinson, Heath Allen, and many other reporters and crew members.

Robinson’s appearance was bittersweet, as he retired from WDSU at the end of May. For the past 24 Telethons, he has lent his energetic, passionate and inspirational presence to the broadcast. At times he seemed to have out-of-body experiences, whether he conjured the spirit of James Brown imploring viewers to “get up off of your thing” to donate or playing on his signature persona of a preacher to help increase pledges by tossing out quotes from comedian Eddie Murphy’s 1988 movie, “Coming to America” in which Robinson borrowed Arsenio Hall’s Rev. Brown character saying the spirit of Children's Hospital is, “the spirit that helped Joshua fight the battle of Jericho, the spirit that helped Daniel get out the lion’s den, the spirit that helped Gilligan get off the island.”

“Children’s Hospital is my favorite charity,” Robinson said as this year’s event neared its conclusion. During his 24 years at WDSU, Robinson has helped raise a staggering $26 million for Children’s Hospital.

“Norman’s tall stature pales in comparison to the size of his heart,” said Brian Landry, LCMC Health senior vice president of marketing, public affairs and development. “We owe him a debt of gratitude for all that he has done for the children of this region.”
through his support of the telethon.”

Live remotes from the Chevron Volleyball Classic at Coconut Beach Volleyball Complex in Kenner, as well as interviews with doctors and patients’ families at the hospital, were also a feature of the program.

“The Telethon is a great opportunity for us to give the community an insight into the human side of what goes on here at the hospital,” Landry said. “They are able to hear directly from our doctors, nurses, and most importantly, the family members and patients who have walked through our doors.”

The Telethon’s success is the result of many hours of planning and preparation by a small army of employees, volunteers and corporate sponsors.

“It truly takes an entire community to support Children’s Hospital, to enable us to truly provide the full scope of services,” said Children’s Hospital President & CEO Mary Perrin. “But in addition to the providers and staff, it takes the help of everyone who helps us put on events; it takes all of the parents and family members who help patients transition from their hospital stay. And obviously, with the finances we receive from the state being reduced, we rely on our donors more heavily than we ever have, and we are very grateful to them.

“It’s one thing to see the dollar figure on the tote board going up, but we are proud to feel that same support from the community throughout the year,” Perrin said. “Thank you to the volunteers for all that you do, as well as the medical staff and employees of Children’s Hospital. And thank you to WDSU for letting us tell our stories.”

Since 1984, the telethon has brought in more than $28 million to Children’s Hospital. CHNOLA sends a very sincere thank you to our amazing benefactors, patients, their families, volunteers, medical staff and professionals who allow Children’s Hospital to be there for our most important asset, our children.
In response to patient demand, Children's Hospital has opened an after-hours clinic in Metairie. The walk-in clinic does not require an appointment and specializes in treating patients ranging from newborn to 21 years of age.

Doctors John Firestone, Maria Treme, and Karen Kern will see patients Monday through Friday from 7 p.m. to 3 a.m., Saturday from 1 p.m. to 1 a.m., and Sunday from 9 a.m. to 1 a.m.

Children's Hospital After Hours services include:

- Evaluation for injuries (sprains, strains). If broken bones – splinting and stabilization to get to hospital for x-ray & casting
- Treatment of common childhood illnesses – colds, flu, sore throat, ear pain, cough, congestion
- Asthma
- Fever
- Upper respiratory infections
- Vomiting/diarrhea
- Urinary tract infections
- Removal of foreign bodies
- Rashes
- Treatment of wounds and burns
- Pneumonia
- Treatment of insect & spider bites
- Allergic reactions

Children's Hospital encourages every child to have a primary care physician who can offer vaccinations and well child check-ups, so these services will not be provided (If you need a pediatrician for your child, please call (504) 896-9827). When a child visits the clinic, Children’s Hospital After Hours will send a report of the visit to the child's pediatrician within 24 hours.

If hospitalization is required, we will admit the child to Children's Hospital and notify their pediatrician.

Children's Hospital After Hours accepts multiple methods of payment, including Visa, MasterCard, personal checks and cash, as well as most major insurances, including but not limited to: Aetna, American Lifecare, Beechstreet, Blue Cross/Blue Shield, Cigna, Coventry, First Health, GEHA, Gilbar, Medicaid/Bayou Health, New Orleans Choice, Humana, Office of Group Benefits, PHCS, Tricare, UMR, United. At the time of visit, copays, deductibles and payment for any services not covered by insurance will be expected. Uninsured patients will be seen on a self-pay or fee basis.
### MEMORIALS
April 1, 2014 - June 30, 2014

- **Joseph Samuel (“Joey”) Adams**
  National Association of Boards of Pharmacy

- **William Hayes Alleman**
  Mr. & Mrs. Paul J. Hebert

- **Imelda Sullivan Ankrum**
  Betty Davis

- **Linda Labanca Armbruster**
  Beebe Jones
  Hammond Jones
  Gloria M. Woods

- **Norman Joseph Authement**
  Toby & Jenny Lafont

- **Netta Haydel Bergeron**
  Helen B. Boudreaux

- **Peter C. Bertucci**
  The Westfall Family

- **Audrey Claire Brown**
  Harvey A. Perque

- **Col. John J. Caldas**
  Frank & Arden Dalia

- **Roseanna Bridges (“Rosie”) Cardenas**
  Tony C. Tillman
  Hazel Williams

- **Margaret Estelle Miller Castay**
  Residents of The Greens at Pelican Point

- **Jack Anthony Chaney**
  Anita V. Bertuccini

- **Margaret Thomas Dewey**
  Gloria M. Woods

- **Marcus Lucas Dileo, Sr.**
  Audrey Schaff DeLucca

- **Elaina Lovecchio Dooley**
  Tommy & Kristine Sinon

- **Marycatheryn Gambino (“Mickey”) Easterling**
  Raul & Margie Bencomo
  Evans-Graves Engineers, Inc.

- **Jean Eichhorn**
  Sadie M. Marcello

- **Griffin Francis James Everman**
  Janelle Bond
  Janell Seaberg

- **Catherine Clemente (“Cathy”) Foreman**
  Patsy P. Hatem

- **Courtney Elizabeth Giarrusso**
  David & Geneva Kerstein
  Vincent & Lynda LoCoco
  Mediation Arbitration
  Professional Systems, Inc.
  J.P. & Catherine Morrell

- **Eugene Edward Mollo (“Gene”) Gonzales**
  Donald A. Siegel

- **Clifton Michael (“Mike”) Green**
  Tommy & Kristine Sinon

- **Elinor Mae Clark Grove**
  Logistics Management Resources, Inc.

- **Dolores Bodenheimer Guillot**
  David & Donna Satter

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### Helping Hands

*Building a healthy future for kids.*

#### 5 Minute Oil Change’s “Change a Child’s Life”

5 Minute Oil Change raised $80,000 for Children’s Hospital through its “Change a Child’s Life” promotion. Twenty-six stores in the metro New Orleans and Mississippi Gulf Coast areas collected donations. Special thanks go out to company president Pete Frey, his staff and customers, who are wonderful friends and supporters of the hospital. Take 5 Oil Change, their employees and customers have raised $500,000 over the past seven years for the Children’s Hospital Telethon!

#### Chevron Volleyball Tournament

The Chevron Volleyball Classic was held at Coconut Beach in Kenner on Saturday, May 31. Forty-nine teams participated in beginner, intermediate and advanced categories and helped raise almost $35,000. Prizes were given to the first-place team in each category and to the teams who won best of each net. More than 50 draw prizes were also given. Participants enjoyed complimentary food, Coca-Cola products, Blue Bell ice cream and snacks from Ovations Messinas Catering. Waldemar S. Nelson and Company, Inc., Cox Louisiana, Treasure Chest Casino and Raising Cane’s were co-sponsors of the tournament.
Rite Aid Pre-party & Golf Tournament

The 12th annual Rite Aid Golf Classic raised more than $64,000. More than 120 golfers enjoyed playing English Turn Golf & Country Club, food & drinks on the course, a parade of prizes and silent auction.

F. Christiana Golf Tournament

The F. Christiana Golf Tournament was held Wednesday, April 18, at Audubon Park. The golfers in attendance completed their round of golf and feasted on the tournament’s traditional crawfish boil afterwards. Frank and Cindy Christiana hosted the outing, which raised $10,000 for the hospital.

St. Tammany Cancer Fund

The St. Tammany Cancer Fund has renewed its long-standing support of the Children’s Hospital Cancer Program through a gift of $10,000 to help fund the hospital’s Treatment After Cancer and Late Effects Clinic. The fund raises money primarily through a highly successful golf tournament each spring.

Run Forrest Run 5K Race

More than 1,200 runners turned out for the 15th Annual Run Forrest Run 5K Race on April 29. The race began and ended in front of Bubba Gump Shrimp Co. Restaurant and Market on Decatur Street. Participants enjoyed complimentary Coke products, Michelob Ultra and delicious shrimp pasta and salad from Bubba Gump. The event raised more than $22,000 for Children’s Hospital.

Dr. Judith A. Harris
Gregg Campbell

James Daniel Hatt
Lori S. Duke
Bette Hitchlock
Rob & Rosalie Lakey
Phil Rabalais
Leonard & Lorraine Thien
Touro Infirmary – Hematology/Oncology Department

Bluma Goldstein Klein
Phyllis C. Allison
Gertrude Beerman
Rhino Contemporary Crafts Co.
Esther Rosenberg
John & Kathleen Stassi
Cal & Madeline Suer

Linnie Chandler (“Lynn”) Lambert
Rhonda, Morris & Alison Jones

Shelby Leonhard
The Petty Family

Elizabeth Watkins Lonerger
Billy & Janie Rippner

Lansdale J. (“Lans”) Madere, Jr.
Gloria M. Woods

Gulnare Levenstein Marks
Billy & Janie Rippner

Phyllis Martin
Slidell Elks Auxiliary

Elda Katherine Meyers
Lloyd J. Meyers

Irene Crochet Michel
Carolyn E. Swift

James Frederick Miller
David & Donna Satter

Lillian Casterline Miller
David & Donna Satter

Shelley Morel Posey
Betty S. Barnes

Al J. Ransome
Sadie M. Marcello

Leola Lanoux (“Lee”) Schneller
Trudy Barbier & Family

Harold A. (“Hal”) Schwartz, Jr.
Ellyn Frankel
Dave & Nancy Willis

Thomas Edmonds Short, Sr.
Ann H. Babington
Ricky & Karen Brehm
Greater New Orleans Sports Foundation
Velma S. Kantrow
The Noel Family
Andy & Diane Plauché

Calvin Dale Smith
Gloria M. Woods

Elois F. Soule
Lois Soule

Kendall Oliver Springman
Ken & Rosan Springman

Kurt David Steiner
Billy & Janie Rippner

Thelma Mae Mouledoux
Trapolin
Gloria M. Woods

Kathryn H. (“Kitty”) Vega
Shirley D. O’Dwyer

Bonnie Ann Walle
Gene Pereira, Jr.

Connor Phillip Wegmann
Lorraine B. Chiasson
Plaisance Motorcycle Fest

The 11th annual Plaisance’s Bar Motorcycle event did not include the traditional Poker Run held in years past, but the motorcyclists turned out in great numbers to attend the party at Plaisance’s Bar to support Children’s Hospital. The party, hosted by Priscilla and Mensy Plaisance and their committed volunteers, featured music by popular local bands. Once again, the New Orleans-Baton Rouge Steamship Pilots Association stepped up with a wonderful donation of $18,500. This year’s event raised $33,762 for the hospital, bringing its total since the event began to nearly $300,000.

Golden Oldies Motor Club

Members of the Golden Oldies Motor Club of Hammond donated $6,010 raised during its 13th annual Cars for Kids Southern Style Show on June 14, which included 155 vehicles. From left are Jim Anderson, Bobby and Christine Solomon, Mike LeBlanc, Joe and Beth Cashio, Dot Savoy, Guy Mitchell, Amanda Martin-Santa Fe, Roger Gorman and Bruce Savoy.
Children's Hospital thanks the following individuals and organizations for the goods and services they provided for the 2014 Telethon:

- A.J.’s Produce Co., Inc.
- Acadian Ambulance Service
- Acme Oyster House
- ALLFAX Specialties, Inc.
- Alois J. Binder Bakery
- American Culinary Federation – New Orleans
- Anheuser-Busch
- Arctic Express
- As You Like It Silver Shop
- At Your Service
- Athletic Center Gonzales, LA
- Audubon Nature Institute
- Augie Leopold Advertising Specialties
- Aurora Catering
- Azby's
- BAC Productions
- Bacardi
- Banana Boat
- Barcadia
- Bateman's Ice
- Baton Rouge Metropolitan Airport
- Bayona
- Beachcorner Bar & Grill
- Besh Restaurant Group
- Beta Sigma Phi
- Big Easy Kiwanis
- Bike Zone
- Blue Bell Creameries
- Blue Dot Creameries
- Boucherie
- Breaux Mart
- Britvic-Fruit Shoot
- Broussard's Restaurant
- Brown Forman
- Brown’s Dairy
- Bubba Gump Shrimp Company
- Restaurant & Market
- Bubba Gump Shrimp Company
- Byblos
- Cabelas
- Cafe Degus
- Cafe Du Monde
- Cafe Minh
- Cajun Boy Brand/Piazza's Seafood World
- Camellia Beans
- Campti
- Canal Street Grill
- Captain HJ's Charter & Guide Service
- Casa Garcia Mexican Restaurant
- Central Boat Rentals, Inc.
- Chaps Party Rentals
- Charcoal's Gourmet Burger Bar
- Chef KD's Outdoors and More
- Children's Hospital Dietary
- Children's Hospital Employees
- Children's Hospital Guild
- Children's Hospital Patients and Families
- Children's Hospital Volunteers
- Church's Fried Chicken
- Clancy's Restaurant
- Coastland Federal Credit Union
- Coconut Beach Volleyball Complex
- Community Coffee Company
- Cook Me Somethin' Mister
- Court of Two Sisters
- Courtyard Marriott
- Creole Cuisine Restaurant Concepts
- Crescent City Eye-Openers Kiwanis
- Crescent Crown Distributing, LLC
- Crown Buick GMC
- Crown Royal
- Crystal Clear Imaging
- Custom Catering, Inc.
- David S. Gunn, Attorney at Law
- Dawn Busters Kiwanis
- Deanie Seafood
- Del Porto
- DIOGO
- Disney
- Diversified Foods
- Doiron's Landing
- Dominique's on Magazine
- Domino's Pizza
- Don's Seafood
- Downtown Fitness Center
- Dr. Pepper Snapple Group
- Dragö's Seafood Restaurant
- Dynamic Production Services, Inc
- E & J Gallo Winery
- Elite Island Resorts Caribbean
- EMCO technologies
- English Turn Golf & Country Club
- Enterprise
- Enterprise Rent A Car
- Ernst Cafe
- Estancia
- Evarmor Products, LLC
- F. Christiania & Co.
- Five Happiness Restaurant
- Foundation Room at the House of Blues
- Frank Maone
- Freeman
- Frito Lay
- G.H. Leidenheimer Baking Co., Ltd.
- Galatoire's 33 Bar and Steak
- Galerie Royale, Ltd.
- Gentilly Propane Gas Co.
- Gerry Lane Enterprises
- Glazer's
- Grand Biloxi Casino, Hotel & Spa
- Guy Lyman Fine Art & Magazine
- Street Framing
- Guywire Communications Inc.
- HIO Specialties
- Hampton Inn & Suites Convention Center
- Harrah's Gulf Coast
- Hawkins The Florist
- Heiniken USA
- Homewood Suites New Orleans
- Honey Baked Ham
- Hooters
- Hotel Monteleone
- HRI Lodging
- HRI Lodging, LLC
- HRI Properties
- InterContinental New Orleans
- Jack Daniel's Tennessee Honey
- Jack Dempsey's Restaurant
- Jacques-Imos Cafe
- Jambalaya Festival
- Jeanfreau's Supermarket, Inc.
- Jefferson Auto Service
- Jimmy Buffet's Margaritaville Cafe
- Jubilee Restaurant
- JW Marriott
- Kadin Designs
- Keith Young's Steakhouse
- Kentwood Springs Water
- Knights and Ladies of St. Peter Claver, Court 125 and Council 125
- Knights of Columbus
- Archbishop Januarius Council
- Knights of Columbus
- Archbishop Rummel Council
- Kosher Cajun NY Deli & Grocery
- L'Aubege Casino & Hotel Baton Rouge
- La Madeleine Country French Cafe
- Lake Vernet Bass Club
- Lakeside Kiwanis
- Lakeside Toyota
- Lakewood Golf Club
- Langenstein's
- Le Pavillon Hotel
- Louisiana Children's Museum
- Louisiana Department of Wildlife & Fisheries
- Outdoors with Don Dubuc
- Louisiana Health & Fitness Magazine
- Louisiana Seafood Exchange
- Louisiana Sportsman
- Louisiana Wildlife Federation
- Louisiana Spirits-Bayou Rum
- M Bistro at The Ritz Carlton, New Orleans
- Maison Dupuy Hotel
- Marathon Petroleum
- Marriott
- Marriott Hotels & Resorts
- Marriott International, Inc.
- Marriott Select Service/Extended Stay Hotels
- McAlister's Deli
- Messina's at the Terminal
- Mignon Faget
- Mikimoto Japanese Restaurant
- MiLa
- MillerCoors
- Mo's Pizza
- Monica Anderson
- Morning Call Coffee Stand, Inc.
- MPress
- Ms. Juicy Lucy's
- Mugs Shots Grill & Bar
- Napoleon House
- Nestle
- New Orleans Firemen's Federal Credit Union
- New Orleans Fish House
- New Orleans Marriott
- New Orleans Marriott at The Convention Center
- New Orleans Seafood
- Nike Golf
- NOLA Lending Group
- NTS Communications
- Oak Harbor
- Ocean Potion Suncare
- Oscar's
- Paradise Louisiana
- Patient Services, Inc.
- Pelican Ice
- Pepisco
- Pernod Ricard
- Phi Mu – Nicholls State University
- Phi Mu – Southeastern Louisiana University
- Phi Mu – Tulane University
- Pipe & Steel industrial
- Pontchartrain Kiwanis
- Proximo
- R & O's Restaurant
- Raising Cane's Chicken Fingers
- Reginelli's Pizzeria
- Renaissance Hotels
- Rene' Bistro
- Rent A Center
- Republic National Distributing Company
- Residence Inn Marriott
- Rex Distributing Company, Inc.
- Ridge Creations
- River Parish Disposal
- Rock'n'Bowl
- Rocky and Carlo's Restaurant & Bar
- Sali's
- Savers Club
- Sazerac
- Semolina Restaurant
- Shakes of Blue, Inc.
- Shell Landing Golf Club
- Sherwin Williams
- Shrimpossibles
- Sigma Alpha Epsilon – Nicholls State University
- Sodexo
- Something Else Cafe
- Southern Eagle Distributors
- Southern Eagle Sales & Service, L.P.
- Southwest Airlines Co.
- Spa Shell
- Springhill Suites Marriott
- Squal Bar-B-Q
- State Farm, Inc., Mitch Mule
- Sue's Jewelers
- Superior Grill
- Swiss Confectionary
- Tacos
- Taco Bell
- Take 5 Oil Change
- The Berger Companies
- The Blues Jean Bar
- The Degas House
- The New Orleans School of Cooking
- The Palm Court Jazz Cafe
- The Plant Gallery
- The Ritz-Carlton
- The Ritz-Carlton, New Orleans
- The Roosevelt Hotel New Orleans
- The Rusty Nail
- The Tim Laughlin Band
- Tony Chacher's
- Touro Infirmary Fitness Center
- Tours by Isabell
- Treasure Bay Casino and Hotel
- Valero Meraux Refinery
- Valero St. Charles Refinery
- Varsity Sports
- Villere's Florist
- Vinson Guard Service
- Voodoo BBQ
- Walgreens
- Walmart
- Walt Disney World Co.
- West Jefferson High School AFJROTC
- Whitney Bank
- Wild Lotus Yoga
- Windsor Court Hotel
- Winn Dixie
- Winn-Dixie Stores, Inc.
- Wolf's in the Warehouse
- Wood's Machine Works
- X-Trainers Personal Training
- Ye Olde College Inn
- Your Nutrition Delivered
- Zapps Potato Chips/UTZ Quality Foods
- Zuppardo's Supermarket
EMMA'S HANDPRINT
Emma Romsky, Age 3
Acrylic paint on paper

MANCHESTER UNITED
Reagan Hill, Age 15
Acrylic paint on ceiling tile

STARRY NOLA
Londyn Jackson, 11
Acrylic paint on paper

SUMMER DAY
Finnegan Luke, 4
Acrylic paint on paper
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If your name or address as it appears on the mailing label is incorrect, please write us, enclosing the old mailing label and the revised information. Other corrections, such as the receipt of more than one copy or removal from the mailing list, may be directed to this department as well.