

CHILDREN'S
HOSPITAL

SmallWorld

Healing, Teaching, Discovering

Fall 2013/Winter 2014



Boo at the Zoo

Sell-out crowd fuels fun at annual Halloween highlight

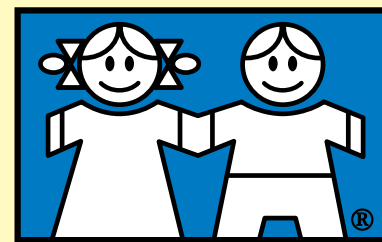
Saints March In

Marques Colston, Lance Moore, Thomas Morstead and Pierre Thomas visit CHNOLA

5 YEARS Running

Fifth annual Jazz Half Marathon & 5K and Cancer Walk raise \$309,000 for Cancer Program

SCOLIOSIS SET STRAIGHT



CHILDREN'S HOSPITAL

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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SCOLIOSIS CLINIC

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Steve Worley, President and CEO

Change & Hope

LCMC's future bright as it grows into a regional healthcare system

LCMC began 2013 consisting of Children's Hospital, Touro Infirmary, Woldenberg Village and Children's Calhoun Campus (formerly DePaul Hospital), site of Children's and LSU's behavioral health facilities, the Audrey Hepburn Children At Risk Evaluation [CARE] Center, The Parenting Center. However, it proved to be a novel year. First, we acquired from the state the 17.22 acre property adjacent to Children's Hospital's main campus, which formerly housed the New Orleans Adolescent Hospital (NOAH). We then acquired the LSU Interim Public Hospital, taking over operations in June, while agreeing to operate the new University Medical Center upon its completion in 2015. We then announced our management agreement being negotiated with the City of New Orleans to operate the New Orleans East Hospital, which will open this summer. And, finally, we have actively pursued an operating agreement with East Jefferson General Hospital and West Jefferson Medical Center to round out our system.

Discussion over the future of East Jefferson & West Jefferson dominated the local news and political landscape during the second half of 2013, and looks like it will extend well into 2014. Our record and success speak for themselves. When a hospital joins our system, the employees keep their jobs, facilities stay open, funding for technology, improvements and expansion are provided. Not only do we have the financial strength and wherewithal to support these hospitals, but 100 percent of our profits stay in Louisiana. Our earnings are reinvested locally into our community hospitals, not distributed out-of-state. You and your neighbors, our doctors and employees, they are the only shareholders we report to.

Lost, somewhat, in the East Jeff/West Jeff mix, has been news of the 80-bed acute care hospital currently under construction in eastern New Orleans. The \$130 million project, at the site of the Pendleton Memorial Methodist Hospital, which has been closed since Hurricane Katrina, will restore critical healthcare services to this area in need. The full-service New Orleans East Hospital will bring vital access to medical care to the people of this community and create jobs and opportunities for its continued progress.

Closer to home, the purchase of the NOAH campus, will play an essential role in expansion of inpatient and outpatient pediatric services at Children's Hospital for decades to come. We are currently working on a long-range site development plan that will preserve the historic architecture on the grounds and accommodate an outpatient surgery center, outpatient specialty clinics and additional parking.

LCMC's purpose is to create a stronger and healthier region through supporting the best healthcare facilities in each community. We're proud to be the stewards of a legacy that goes back 275 years. And with the opening of the new University Medical Center in 2015, we are being recognized nationally for being on the forefront of the best healthcare delivery of the future as well.

Whether it's delivering babies, providing the best pediatric care or training the next generation of physicians, our partnerships and our growing healthcare system make a difference in bettering your life. ■



The New Orleans East Hospital will bring vital access to medical care to the people of this community and create jobs and opportunities for its continued progress.



L to R: front row. Dr. Roth, Dr. Ortenberg, the mother of a mission patient, and Lizette Randolph. Back row: Saed and Mark, local medical student and house officer.

Physicians take mission trip to St. Vincent and the Grenadines

In October, a group of Children's clinicians participated in a medical mission to St. Vincent and the Grenadines with U.S.-based World Pediatric Project. Drs. Joe Ortenberg and Chip Roth from the Urology Department at Children's and Lizette Randolph, R.N., from the special procedures unit, spent several days caring for the urologic needs of children from the eastern Caribbean. Following a day of clinic which included more than 30 kids from throughout the region, the team performed complex genital reconstruction on two boys who otherwise would have gone uncared for. The team brought CHNOLA expertise and our goal of improving the lives of all children to another region of the world.

Dr. Noel's advocacy against super magnets wins American Academy of Pediatrics' Outstanding Achievement Award

For his efforts in alerting the public to the dangers of children swallowing powerful, rare earth magnets and urging the CPSC to issue a recall on their sale as toys, the American Academy of Pediatrics Section on Epidemiology and the Council on Community Pediatrics presented its 2013 Outstanding Achievement Award in the Application of Epidemiologic Information to Child Health Advocacy to R. Adam Noel, M.D., on Oct. 27, during its National Conference and Exhibition in Orlando, Fla.



Dr. Ellis appointed to AAP's American Orthoptic Council



George Ellis, Jr., M.D., director of Ophthalmology at Children's Hospital, has been appointed as one of three representatives for the American Academy of Pediatrics (AAP) to the American Orthoptic Council.

Children's Hospital earns accreditation as DHH Hemophilia Treatment Center

Children's Hospital and the Department of Hematology/Oncology have received accreditation from the Department of Health and Human Services as a federally recognized Hemophilia Treatment Center (HTC), to provide state-of-the-art comprehensive multispecialty care to Louisiana children with all types of bleeding disorders.

"Through our HTC, we will collaborate with the Centers for Disease Control in order to collect universal data related to hemophilia and bleeding disorders that can help further understand these conditions and improve the quality of lives of these patients," said Jaime Morales, M.D., pediatric hematologist/oncologist and HTC director at Children's Hospital and associate professor of pediatrics at LSU Health Sciences Center.

Alan Robson, MD, Medical Director

Overuse of antibiotics fueling concern of super bacteria

There is an increasing and appropriate concern these days about Methicillin Resistant Staphylococcus Aureus (MRSA) infections. If a patient is treated for an infection with an antibiotic, such as Methicillin, some of the bacteria may not be killed by the drug. These resistant bacteria will survive and thrive and ultimately spread in the community. If subsequent patients become infected with one of these resistant strains, treatment with methicillin will be ineffective.

The general consensus is that over usage or inappropriate use of antibiotics predisposes to the development of such resistant strains of bacteria. As a consequence there is an increasing stress on physicians to prescribe antibiotics only when warranted. A good example is the treatment of sore throats. A new guideline from the Infectious Diseases Society of America argues that antibiotics should be prescribed only for patients with a sore throat if they have a positive test for group A streptococcal infection.

There are approximately 15 million sore throat-related visits to US doctors every year in private offices, clinics and emergency rooms. Antibiotics are prescribed for 70 percent of these patients. However, data shows that only 5 to 15 percent of these adult patients and 20 to 30 percent of pediatric patients have a bacterial infection. The vast majority have a viral infection and do not benefit from a course of antibiotics. Similarly most patients with colds, diarrhea or mouth sores have a viral etiology and do not need antibiotics.

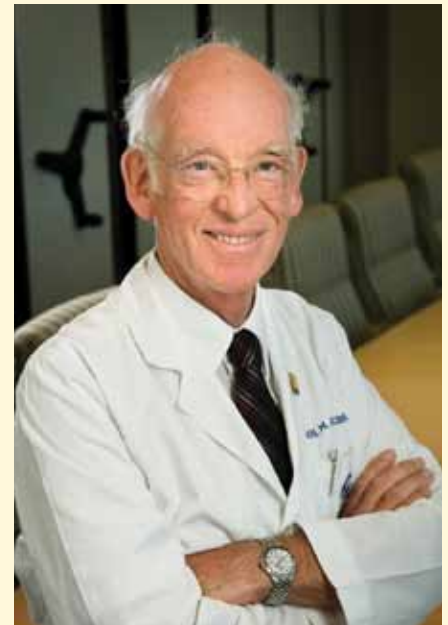
Laboratory tests can help to identify whether an infection is caused by bacteria or viruses. Unfortunately the results of these tests often take too much time to be of value in outpatient visits and they increase costs.

Another issued faced by pediatricians is the patient who has had a cold followed by a persistent cough. The family wants the doctor to prescribe an antibiotic. A recent study found that families expect coughs in such situations to resolve in 6 to 9 days after the onset of the illness. In fact, the scientific data shows that the true length of persistence ranges from 15.3 to 28.6 days with a mean of 17.3 days. With RSV (respiratory syncytial viral) infections, cough can persist for six weeks or longer. Antibiotics do not help to shorten the period of coughing and are not indicated.

This is not the first time there has been concern about causing resistant bacteria. In the past the pharmaceutical industry has been able to develop new potent antibiotics. This has become more difficult and the latest trend has been to identify alternate approaches to treat bacterial infections. Equally exciting is research, some of which is being performed in our Research Institute, into new promising approaches to treat viral infections. Furthermore we must not forget the importance of hand cleansing to limit the spread of infections.

Finally, as I was preparing this column, I was reminded of the vast amount of antibiotics used in the farming industry. It exceeds the amount consumed by humans by many fold. This is thought to be a major cause of resistant bacteria and is being investigated by the FDA.

In summary, if your pediatrician does not want to prescribe an antibiotic, he or she is not practicing bad medicine. Rather pediatricians are following the guidelines designed to reduce the development of bacterial resistance to antibiotics. ■



Laboratory tests can help to identify whether an infection is caused by bacteria or viruses. Unfortunately the results of these tests often take too much time to be of value in outpatient visits and they increase costs.

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



Michael Heffernan, MD, *Orthopaedics*
Medical School: The University of Pittsburgh;
Pittsburgh, Pa.
Residency: University of Massachusetts;
Worcester, Mass.
Fellowship: Children's Hospital, Los Angeles



David Yu, MD, *General Surgery*
Medical School: Tulane University, New Orleans
Residency: Tulane University, New Orleans
Fellowship: University of Alabama, Birmingham, Ala.

Did You Know?

1,691 volunteers gave a total of 12,311 hours of their time to make the 2013 Boo at the Zoo such a successful event!



Children's Hospital's earns accreditation as a federally designated Hemophilia Treatment Center

Children's Hospital and the Department of Hematology/Oncology have received accreditation from the Department of Health and Human Services as a federally-recognized Hemophilia Treatment Center (HTC), to provide state-of-the-art comprehensive multispecialty care to Louisiana children with all types of bleeding disorders.

"HTCs are specialized healthcare centers that bring together a team of doctors, nurses and other health professionals experienced in treating people with hemophilia," said Jaime Morales, M.D., pediatric hematologist/oncologist and HTC director at Children's Hospital and associate professor of pediatrics at LSU Health Sciences Center. "Through our HTC, we will collaborate with the Centers for Disease Control in order to collect universal data related to hemophilia and bleeding disorders that can help further understand these conditions and improve the quality of lives of these patients."

Children's HTC will be a member of the American Thrombosis and Hemostasis Network (ATHN), a nonprofit organization committed to advancing and improving care for individuals with bleeding and clotting disorders. ATHN and its 135 affiliated HTCs across the United States have developed, tested, and implemented a common Web-based infrastructure to collect standardized data across the geographically and organizationally diverse treatment center network. The ATHNdataset, a national patient health data resource was developed to improve care and support important research. To date, more than 15,000 patients have opted to share their data as part of this resource. This U.S. Health Insurance Portability and Accountability Act (HIPAA)-compliant limited data set increasingly contains the breadth and scope of standardized data needed to better understand bleeding and blood clotting disorders, analyze clinical outcomes, and improve standards of care.

"Each HTC provides access to multidisciplinary healthcare professionals, including hematologists, orthopedists, physical therapists, nurses, social workers and other

specialists," said Maria Velez, M.D., pediatric hematologist/oncologist and HTC associate director at Children's Hospital and professor of pediatrics and pediatric hematology/oncology fellowship program director at LSU Health Sciences Center.

Hemophilia is an inherited blood disorder that can lead to chronic health problems such as joint disease over time. However, if the disorder is managed properly, people with hemophilia can live long, healthy lives.

A CDC study of 3,000 people with hemophilia showed that those who used an HTC were 40 percent less likely to die of a hemophilia-related complication compared to those who did not receive care at a treatment center. Similarly, people who used a treatment center were 40 percent less likely to be hospitalized for bleeding complications.

Children's Hospital treats about a thousand children with cancer or blood disorders each year. That means more than half of the children in Louisiana diagnosed with cancer or a blood disorder come to Children's Hospital for treatment. More than 50 percent of Children's cancer program's patients receive treatment for blood disorders. ■



Jaime Morales, M.D.



Maria Velez, M.D.

Parenting Center/Kohl's Happiest Baby on the Block Program

Crying babies can erode a parent's confidence and can contribute to nursing failure, marital stress, postpartum depression and even abuse. Studies have shown that 25 percent of babies cry as much as 2-3 hours a day in the first 6-7 weeks. This is not due to any medical problem. Babies are born needing a fourth trimester for their neurological and digestive systems to mature. Sensitive responses to babies during this critical newborn period help them to adjust to being outside the womb and build strong attachments. Babies whose needs are met in the early weeks of life cry less when they are older.

Through the generosity of Kohl's Department Store and their Kohl's Cares Program, we are excited to announce the Kohl's Happiest Baby on the Block Program. Beginning in January, two classes a month will be held throughout the community, Uptown at The Parenting Center and Touro Infirmary Family Birthing Center, in Metairie at the Jewish Community Center and on the West Bank at West Jefferson Medical Center. The classes are free and open to the public, but parents must register to attend as space is limited.

In the class, parents learn how to calm their babies using the five Ss:

- Swaddling
- Side/Stomach position
- Shhing
- Swinging
- Sucking

Happiest Baby is a national program developed by Dr. Harvey Karp, a developmental pediatrician and professor at USC Medical Center. Dr. Karp's research had shown that when parents know how to mimic the sounds of the womb to comfort babies and make them feel "at home," these experiences trigger a profound neurological response – the calming reflex. Parents who have learned these techniques have more confidence that they can calm their babies and can get as much as two hours extra sleep.

After attending the class, a couple expecting twins reported feeling much more confident that they have the skills to deal with fussy babies. Another expecting parent said she is so thankful to have the information, DVD and white noise CD as well as the tips and resources of The Parenting Center to help when her baby is born.

For more information about the free Kohl's Happiest Baby class, as well as other programs offered by The Parenting Center at Children's Hospital, visit our website at <http://www.theparentingcenter.net>, additionally, like us on Facebook and don't miss our regular appearance on the WWL-TV Morning Show, every other Tuesday morning at 8:45 am. ■



SAINTS MARCH IN!



Thomas Morstead matches Triumph Over Kid Cancer Foundation's donation

Punter Thomas Morstead matched a gift from the Triumph Over Kid Cancer Foundation, a non-profit organization founded in 2010 that raises money for pediatric cancer research, raising their total donation to \$25,000. The Foundation donated a portion of the funds raised from their annual Big Easy Fundraiser. The funds will support the Oncology Department's critical cancer services to local children.

Morstead was joined at the check presentation by foundation co-founder Mecklin Ragan, and board members John and Michelle Hennessy. For more information about Triumph Over Kid Cancer Foundation you can go to their website at www.TriumphOverKidCancer.org or check out their Facebook page.



Marques Colston purchases imaging system for Children's Hospital's NICU

Marques Colston is noted for creating noise with his amazing catches across the middle of the football field, but the New Orleans Saints wide receiver is quietly helping local neonates hang on to something more important than a football – their lives.

Colston presented a \$103,000 check to Children's Hospital to fund the purchase of a NeoRay Digital Imaging System for the hospital's Neonatal Intensive Care Unit.

"It's great to use the blessings I have to help others receive blessings and save lives," Colston said. "I'm thankful to be able to help."

The highly portable X-ray system is specially designed for use with newborns. It may be easily moved from incubator to incubator and allows for a drastic reduction in radiation exposure, a critical need in the early days of life.

"Timing is important on the football field and in the NICU. Marques understands that," said Brian Barkemeyer, M.D., Children's Hospital NICU director. "This machine will make a huge difference in our ability to provide for the smallest and sickest who come to us."



Lance Moore Community Cares

Wide receiver Lance Moore joined Cherine Hafez-DeWalt, executive director of Get Checked or Check Out, Sharper Kids Foundation & The Lance Moore Community Cares Foundation to present a \$5,000 donation in honor of patient Micah Roshell to Children's Hospital's Development Director Roger Gorman.

2nd annual Radioton Español raises \$50,000

Children's Hospital, KGLA Tropical Caliente and Children's Miracle Network Hospitals teamed up for a special Spanish-only radiothon to benefit the children of our community. Broadcast on KGLA 105.7 FM and 1540 AM from 6 am on Wed., Nov. 13 through 6 p.m. on Fri., Nov. 15, the three-day event brought in \$50,000 in pledges.



When the radiothon went off the air Friday evening, the tally board read \$48,619, but thanks to gifts by Metairie Bank, La Morenita Meat Market and Dr. Jorge Eduardo Isaza (Ortopedista) we reached \$50,000!

Ernesto A. Schweikert, KGLA's business manager said several listeners were glad to learn Children's Hospital has several bi-lingual medical staff members, including more than 25 specialists – several of whom are native Spanish speakers. "More importantly, the hospital has a policy of not turning away any child who needs the services that it provides, regardless of their family's ability to pay," Schweikert said. "Money that is raised goes directly to patient care. The radiothon enabled us to build awareness for the services available to all children of our region."

Thanks to Tropical Caliente and Telemundo, along with the hundreds who called in to pledge or share their experiences with Children's Hospital, for a fabulous radiothon.

BOO at the ZOO

Boo at the Zoo, the annual Halloween fundraising extravaganza for Children's Hospital and Audubon Zoo, was held Oct. 17-18 and 25-26. The safe, fun-filled event for children up to age 12 featured several additions and expanded offerings. For more on BATZ, please see Pg. 15.

Operation Pumpkin

Children's Hospital physicians lent their surgical skills to Operation Pumpkin at The Shops at Canal Place. The doctors carved jack-o'-lanterns, which were judged by shop employees and sold to the public for \$20 apiece. Uncarved pumpkins were available for purchase for \$15 each for children to decorate with help from RHINO gallery artists. Children came dressed in their best costumes so they could trick-or-treat throughout the mall and enjoy special in-store promotions at participating shops. The event raised close to \$700 for the hospital. The hospital kickoff party was a huge success and helped the overall emotional well-being of the patients by giving them a chance to enjoy a fun holiday party.

Calendar of Events

FEBRUARY

- 18** Guild Mardi Gras Mambo Bingo
9:30 a.m. – 2:30 p.m.,
The Pontchartrain Center
- 27** Children's Hospital Bass Classic
Pre-Tournament Party
6:30 – 7:30 p.m.,
Cabela's in Gonzales, La.

MARCH

- 1** Children's Hospital Bass Classic
4:30 a.m., Doiron's Landing in
Stephensville, La.
- 28** Sugarplum Ball
8 p.m.-Midnight,
The Lakefront Airport

APRIL

- 8** Best Chef's Event
6:30-9:30 p.m.,
Generations Hall
- 27** Run Forrest Run 5K
8:30 a.m., Bubba Gump Shrimp Co.,
429 Decatur St., French Quarter
- 29** Rite Aid Pre-Party
6 p.m., location TBA
- 30** Rite Aid Golf Classic
9 a.m. tee off,
English Turn Country Club

*Contact the Public Affairs
Department at (504) 896-9373
for more information on
Children's Hospital events.*



FIVE YEARS RUNNIN'

*5th Annual Jazz Half Marathon & 5K raises more than \$309,000
for Children's Hospital's Cancer Program*



*Above: Ian Carr added a Jazz Half Marathon title
to the 5K title he won last year, while Sara Skottky
Powell won her fourth straight overall female title.*



Kelsey Reitmeyer, 13, thanks runners for supporting the Cancer Program at Children's Hospital, Irma Thomas sang the National Anthem, Mayor Mitch Landrieu discusses the importance of Children's Hospital to the region with news anchor Sula Kim during WDSU's four-hour broadcast.

A new course, race director and the addition of a children's walk helped the 5th annual Jazz Half Marathon & 5K raise \$309,685 for the Cancer Program at Children's Hospital. WDSU broadcast four hours of race coverage, musical entertainment along the route, interviews and vignettes on the impact Children's Hospital's Cancer Program makes across the Gulf South and volunteers manning a phone bank to collect pledges. The day got off to a great start with New Orleans Queen of Soul Irma Thomas addressing the runners and singing the National Anthem before the gun. Runners exerted their last bit of energy dancing to Shamarr Allen & the Underdogs at the post-race celebration in Lafayette Square.

The Jazz Children's Cancer Walk, which recognized and remembered pediatric cancer patients, was added to the event this year. Several survivors were presented on stage to mass applause.

"This was by far, our best Jazz Half. The race and broadcast came off without a hitch," said Roger Gorman, Children's Hospital's Development director. "It was a special day for a special cause. My hat's off to all the donors, runners and volunteers who helped and, of course, to the musicians who provided an outstanding post-party. It was well organized and a fun event."

Congratulations to Ian Carr and Sarah Skotty Powell for winning the 5th Annual Jazz Half Marathon in times of 1:13:25 and 1:19:06, respectively. This is Powell's fourth consecutive first place finish (She ran the relay the first year. Carr won the 5K last year). The 5K race was won by Will Kirkikis in 17:53 and Katherine McWilliams in 21:33. Full results and all award winners are posted online at www.jazzhalf.com.

In addition to runners taking to the streets of New Orleans, several members of our Armed Forces serving overseas also participated in the run. On the Thursday before the race, several U.S. Marines based in Afghanistan participated in a shadow running of the race. Master Sgt. Marcelino Marquez, Jr., organized the event at Camp Leatherneck in Helmand Province. After hearing about the Marines' organizing a shadow race, Chief Warrant Officer Rob D. Gibbs of the U.S. Army set up a run at Camp Arifjan in Kuwait. We thank our service men and women for choosing to defend us, our rights and freedoms, and for going the extra 13.1 miles to help Louisiana children fighting pediatric cancer and blood disorders.



Brennan Matherne of Houma won the Run For Free fundraising competition, which allows runners to raise \$250 and receive a rebate of the registration fee. Matherne raised \$3,066 and will receive a 3-night stay at the Marriott Cosmopolitan Hotel in Las Vegas with airfare for two included. Clearly, though, the real winners of the Jazz Half Marathon & 5K are the hundreds of young cancer patients who come each year to Children's Hospital for the best available cancer care.

Major sponsors included The Grainger Foundation, Merrill Lynch, Budweiser, Bryan Subaru, Marriott, Varsity Sports, Kentwood Springs, Blue Bell Ice Cream, Superior Grill, Take 5 Oil Change, Your Nutrition Delivered, Jefferson Auto Service, Acadian Ambulance Service, Louisiana Health and Fitness Magazine and River Parish Disposal.

Thanks and congratulations to all of the runners and walkers who participated. Register now for the 6th annual Jazz Half Marathon & 5K, scheduled for Nov. 1. ■

A list of all winners in all classifications is available at www.jazzhalf.com



Overall Male Open Winners

Place	Name	Time
1	Ian Carr	1:13:25
2	Patrick Gavin	1:15:38
3	Zachary Schuler	1:16:05

Overall Female Open Winners

Place	Name	Time
1	Sarah Skotty Powell	1:19:06
2	Meggan Frank	1:26:27
3	Kayla Tibaldo	1:27:24.1

Four nights of Boo at the Zoo bring Halloween happiness



The fun returns to the zoo next year on Oct. 17-18 and 24-25.



A hit with locals, year after year, Boo at the Zoo returned this year with several additions to keep youngsters' spirits high and cackling. More than 11,391 children and adults, including several mermaids, unicorns, astronauts, bumblebees, ninja turtles, superheroes, and of course, princesses, enjoyed this year's four-night event, which benefits Children's Hospital and Audubon Zoo.

Highlights of the event included the zombie-themed Folgers Coffee Co. Mombasa Ghost Train ride, special appearances by New Orleans Pelicans and VooDoo players, mascots and dance team members, who were on hand to distribute candy and sign autographs and Star Wars performers, who delighted children in a new area for meet and greet opportunities. Boys and ghouls were also treated to new trick or treat houses, scary and non-scary haunted houses, skeleton stilt walkers, a haunted maze, laser tag, the Children's Museum's Bubble Maker, age specific games with prizes and family photos by Lakeside Camera Photoworks. The Marathon Petroleum Co. Main Stage entertainment was provided by The Super Stars and Jack Magic. The event's Toddler Area expanded and featured musical entertainment by local favorites Johnette Downing, along with her husband, Scott; Herman & the Jazz Boys, Gal Holiday, The Super Stars, Dennis & Co. and SongBeat.

Major sponsors included Folgers Coffee Co., Marathon Petroleum Co., Smoothie King, Massage Envy Uptown, JRP New Orleans Performing Arts Academy, Dr. Jason Parker, D.D.S., PosiGen Solar Solutions, Blue Bell Ice Cream, Acadian Ambulance and Zapps Potato Chips. ■

SOUND WAVES

Children's Hospital & the New Orleans Oral School are helping hearing impaired children prepare for life in a normal classroom setting

In August, 14-month-old Amelia Mayeaux heard for the first time. Three months later, she is finding her voice and beginning to say “mama” and “dada.”

The Belle Chase toddler hears with the assistance of cochlear implants, surgically implanted electronic devices that provide a sense of sound to a person who is profoundly deaf or severely hard of hearing.

“It’s been very positive in her development,” said her father, Craig Mayeaux. “It’s not a road that we, as parents, thought we’d have to go down, but the possibilities that have been provided to us are just amazing.”

While the quality of sound is different from natural hearing, with less sound information being received and processed by the brain, cochlear implants may help provide hearing in patients that are deaf because of damage to sensory hair cells in their cochleas.

“Cochlear implants can completely change a deaf child’s life,” said Moises Arriaga, M.D., medical director of the Cochlear Implant Center at Children’s Hospital and professor of Otolaryngology and Neurosurgery and director of Neurotology at LSU Health Sciences Center. “The ability to be part of the hearing world permits a child the opportunity of speech, language, educational opportunities and expanded future employment.”



In January, Amelia will enroll in The New Orleans Oral School, which provides children with all degrees of hearing loss in the metro region an early intervention program where they learn to listen and speak in a preschool environment. Oral School students receive individual speech and auditory training each day and work with an educator during small group activities. They learn how to play and communicate with other children and to talk in natural conversational settings. After graduation, they are mainstreamed into a regular classroom setting with students with normal hearing ability.

“The New Orleans Oral School’s goal makes it possible for our children with hearing loss to talk and experience success in their lives both in school and in the world,” said Amelia’s doctor, Anita Jeyakumar, M.D., pediatric otolaryngologist at Children’s Hospital and assistant program director for the Department of Otorhinolaryngology at LSUHSC.

“An otolaryngologist performs the surgery for the cochlear implants. That is step one,” said Lee Gaffney, president of the board of New Orleans Oral School and a CHNOLA volunteer who has been visiting Children’s Hospital for more than 15 years as part of the Child Life Department’s Animal Assisted Activities Program. “We follow up with the children to teach them the new listening and speaking skills their implant offers them.”

Martha Myers, director of the private non-profit, said the Oral School offers early intervention and speech therapy for families of infants from birth to 18 months, toddlers from 18 to 36 months and a pre-school class for children 3 to 6 years old. Additionally, the school offers consultation services for parents, professionals, and school districts, parent support groups and outpatient speech therapy.

The unique program offers family training and support, small class size of fewer than five students, and individualized planning for each child by teachers and speech pathologists specially trained in helping all children learn to talk.

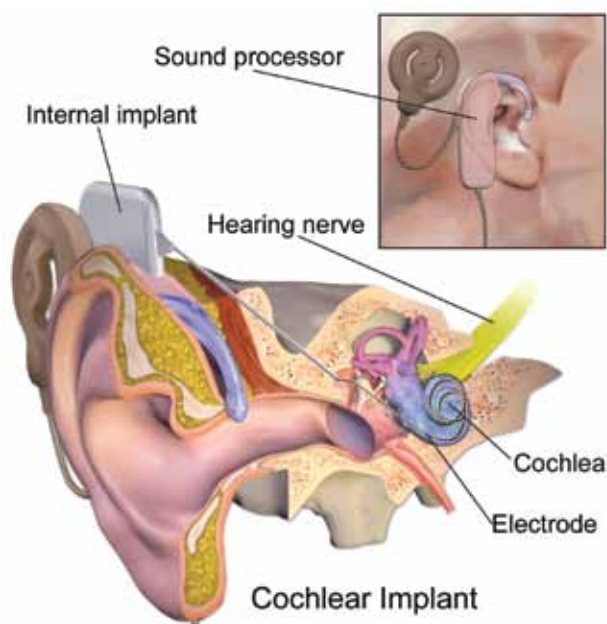
“Our goal for each child is to develop the skills and independence needed to achieve success in a mainstream classroom and in the hearing world in which he or she lives,” Myers said. “We don’t want them to be dependent on signing, which not everyone knows, or an interpreter. This helps them socially with their peers to be able to interact with children their age.”

According to a December 2010 National Institutes of Health (NIH) study, approximately 219,000 people worldwide have received cochlear implants, including roughly 42,600 American adults and 28,400 children.

The U.S. National Institute on Deafness and Other Communication Disorders estimates an average implant surgery costs about \$60,000 per person implanted. However costs, including evaluation, the surgery itself, hardware (device), hospitalization and rehabilitation, may range from \$45,000 to \$125,000. Depending on the plan, some or all of this may be covered by health insurance.

“To know that these early intervention resources are available here to help her learn to speak and listen makes us feel very fortunate,” Amelia’s mom, Angel Mayeaux, said. “So many have to move or leave the state to access this kind of help. We’re excited about our future.”

Children’s Hospital’s Otolaryngology Department sees patients at its Main Campus Uptown, in Metairie and Baton Rouge. For more information, log on to www.chnola.org/otolaryngology, or call (504) 896-9832. For more information on The New Orleans Oral School, please log on to www.oraldeafed.org/schools/neworleans or call (504) 885-1606. ■



Helping Hands

Building a healthy future for kids.

2013 Kids Fund a great success

The 2013 Kids Fund Campaign was a rousing success, raising \$949,848 in support of the hospital's emergency services. Board Treasurer Katie Andry Crosby headed up the effort that far exceeded its \$800,000 goal. Drs. Costa and Victoria Dimitriadis were a great team in leading the Physicians Campaign to a record \$51,650. Nearly 70 physicians and their guests attended this year's Physicians Reveillon Dinner at Dominique's on Magazine.

Hogs for the Cause establishes fund with \$25,000 gift

The remarkably successful Hogs for the Cause barbecue and music event has donated \$25,000 to establish the Hogs for the Cause Fund at Children's Hospital. Event founders Rene Louapre and Becker Hall are deeply committed to helping our patient families and recognize that families battling pediatric illnesses are often plagued by rapidly mounting financial problems. Families often have problems keeping up with normal household expenses while their child is receiving cancer care, and the fund will provide assistance with paying these expenses.

Louis "Ted" Schwander Memorial Golf Tournament

The 9th annual Louis "Ted" Schwander, Jr. Memorial Golf Tournament, presented by Berridge Manufacturing and Orleans Sheet Metal Works & Roofing, was held at Timberlane Golf Club on Friday, Oct. 25. In all, 137 golfers participated, enjoying a round of golf, great food from Ruth's Chris Steak House, Acme Oyster House, Drago's, and door prizes. The event raised more than \$38,000 for the Heart Center at Children's Hospital.

MEMORIALS

(August 1, 2013 - November 30, 2013)

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Paula R. Raymond

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Marriott Silent Auction & Golf Tournament



The Marriott New Orleans Business Council hosted the 8th annual Marriott Silent Auction at the New Orleans Marriott on Canal Street. The silent auction included more than 150 stays at luxurious hotels and resorts worldwide and other great prizes. Included were culinary delights from these outstanding Marriott restaurants: Fifty5, Rene Bistrot, M bistro, MiLa, Canal Street Grill and Wolfe's in the Warehouse District. The 8th annual Marriott Golf Tournament took place at English Turn Golf & Country Club. Together the two events raised more than \$121,000 for Children's Hospital.

Valero St. Charles Refinery



Valero St. Charles Refinery, one of the hospital's most generous supporters, made a gift of \$90,000 to Children's Hospital's emergency services at their annual charity luncheon Oct. 17. Since 2005, in the wake of Hurricane Katrina, an employee committee has selected the hospital as their beneficiary. Valero employees are active hospital volunteers and visit each year during the Christmas season.

Crescent City Cyclists Riding For Kids

The Crescent City Cyclists raised more than \$5,000 at its 2013 Fall Century Ride on Sat., Nov. 2. Starting at St. Benedict's Church in Covington, riders were able to participate in century (100 miles), metric century (62 miles), half century (50 miles), quarter century (25 miles) and fun (10 miles) rides. Participants received a commemorative long-sleeved t-shirt and were treated to a fantastic post-party, which featured music and food donated by Winn-Dixie and prepared by Lola Restaurant. Major sponsors included Evamor, Abita Beer, ISO, Inc., Schroeder Family Chiropractic, Bike Zone, NOBC, Dan-Gulf, American Gear and Machinery Rebuilders and MHM Urgent Care. All proceeds benefited Children's Hospital.

Restaurant Raffle brings out the foodies

As winner of this year's annual Restaurant Raffle, Karla Donewar won \$200 gift certificates to Commander's Palace, Dominique's on Magazine, Drago's, Emeril's, Galatoire's, G.W. Fins, La Petite Grocery, Stella!, Peche Seafood Grill, Ralph's on the Park, Restaurant August and R'Evolution. Restaurant gift certificates were also awarded to the people who sold the most tickets. For information regarding the 2014 Restaurant Raffle, contact the Development Department at (504) 896-9375.

Miracle Jeans Day

Miracle Jeans Day provides the opportunity to trade traditional work attire for jeans to raise money for Children's Miracle Network Hospitals, of which Children's Hospital is a member. CHNOLA employees raised more than \$945 for the hospital by paying \$5 to wear jeans to work.

DQ Miracle Treat Day

Children's Hospital employees raised a cool \$855 on Dairy Queen Miracle Treat Day by beating the heat with a mini-Blizzard in M&M, Oreo or strawberry flavors.

Houma Oilman's Fishing Invitational

The Houma Oilman's Fishing Invitational held its annual awards dinner on July 17 and presented a gift of \$20,000 to Children's Hospital. This event is one of the most popular events in south Louisiana, and it has supported Children's Hospital for many years.

Dolores Ann Penn Jaycox
Audrey F. Richoux

Peyton Matthew Juhas
Denise B. Diano
Kathleen B. Juhas
Mr. & Mrs. Kenneth Michael

Estelle Karcher
Anonymous Donor

Travis Karcher
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David & Donna Satter

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Diamond Earring Raffle

Lisa Bearden of Gretna was ecstatic as she accepted a pair of diamond earrings Dec. 23, at The Diamond Exchange in Metairie. Bearden held the winning raffle ticket and brought home the two-karat diamond studs, valued at \$9,990.

"This is an early Christmas present for myself," she said. "I still can't believe I'm here actually getting these!"

Bearden said she purchased the \$5 raffle ticket as a way of supporting Children's Hospital. "I had forgotten that I had even bought the tickets," Bearden said. "I was completely shocked when I got the call from Development Director Roger Gorman telling me that I had won!" Amir Mehrabani, general manager of the Diamond Exchange, presented Bearden with her prize.

Golden Oldies Motor Club

Members of the Golden Oldies Motor Club raised \$6,010 during Cruise Night at Hammond Square. The 13th annual Cars for Kids Southern Style Show was coordinated by Dot and Bruce Savoy. During the past three years, the club has given the hospital more than \$12,000.

Board Break-a-thon

Blanco Martial Arts Academy hosted its third annual Board Break-a-thon at the Hilton Hotel on June 29 to benefit Children's Hospital. Young martial arts enthusiasts from across southern Louisiana came together to participate in the competition. Kids as young as six contributed money for the opportunity to break boards to help our young patients. Augustus "PeeWee" Blanco organized the break-a-thon, which raised \$1,143.



The Guild prepares for Mardi Gras Mambo Bingo

Save the Date! The Mardi Gras Mambo Bingo is fast approaching! The Guild's foremost fundraiser will take place at The Pontchartrain Center on Tuesday, Feb 18. With celebrity Bingo callers, a three-course lunch and fantastic prizes, The Mardi Gras Mambo Bingo is a festive way to kick off the Mardi Gras season. This year, funds raised will go toward the purchase of new imaging machinery. Doors open at 9:30 a.m. with bingo starting at 10:30 a.m. Pricing: \$40/members, \$45/nonmembers. To attend the Mardi Gras Mambo Bingo, please contact the Public Affairs Department at (504) 896-9373.

A Very Happy, Hospitalized Holiday

The following groups and individuals visited and dropped off toys during the holiday season. Their warmth helped lift the spirits of patients who were hospitalized during the holidays and were unable to open presents at home. Children's Hospital salutes your generosity. Thank you.

AARP Central Metairie Chapter #4417
 Aeropostale
 Alex Fisher, Jr. Toy Drive
 Allen Picard
 Alpha Kappa Alpha -
 Beta Upsilon Chapter
 Amanda Bladsacker
 Amber O'Leary
 American Fence Association
 Amy & Mona Steele
 Andrea Garcia
 Andrew M. Hebert
 Anothony Cusimano
 Anthony Pellegrini
 Archbishop Chapelle High School
 Ayana Gray
 Benjamin E. Karp
 Benjamin Franklin High School
 Beverly Perez
 Bobby Miller
 Brandi Hooper
 Brian Gibbs Property Management, LLC
 Brightstar Fox Productions, LLC -
 American Horror Story - Coven
 Brittany Perry
 Bryn Rafael
 Carolyn Pace
 Casey McCarthy
 CBSL Transportation
 CDM Smith
 Chad & Jessica Hudson
 Chalmette Elementary School
 Chara Richhart
 Charmaine Cobb
 Chef Duke LoCicero - Cafe Giovanni
 Chris & Brandi Hebert
 Christopher Palazzo
 Corinne DuBuc
 Courtney Spooner
 Cypress Grove
 Dairy Queen
 Damian & Pamela Folse
 Daniel Soldani
 David & Monika Weinstein
 David Senez, Jr. Foundation
 Deborah Boles
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 Delgado Theatre Department
 Dillon Voss
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 Doctors Rehab Services
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 Eldridge Grabert
 Elizabeth Longman
 Emanuele Cimica
 Emile Brignaie
 Emily Broussard
 Emily Fitzpatrick
 Emir James
 Emma Hassenboehler

Epic Divers
 Eric Rotts
 Erica Nicholas
 Ernest N. Morial Convention Center
 Eva Cousin
 FedEx Freight
 Funny Bones
 Gertrude Gauthe
 Gigi Savona
 Girl Scout Troop 30159 & 30951
 Global Elegance Productions
 Hampton Inn - Garden District
 Happy Homemakers
 Harrah's Casino New Orleans
 Hayley Burdett
 Hoa P. Tran
 Holiday Inn Downtown Superdome
 Houston's Restaurant, Inc.
 Isabella Voltolina
 Jack Dunphy
 Jack Sawyer
 Janel Pizzolato
 Jason & Renee Gutierrez
 Jason Hamide
 Jeffrey Joseph Arcemont, III
 Jennifer Gillane
 Jeremy & Melissa Avants
 John W. Fisk Company
 Joseph & Mai Nguyen
 Jude Cialona
 Julie Brown
 Juliette Camenzuli
 Justin Lightsey
 Karen Goldenberg
 Katherine McLaughlin
 Kathleen D. Bolton
 Kay Jewelers
 Kendra Williams
 Kidopolis Child Development Center
 Kim Alvarez
 K-Team Printing & Marketing
 L. A. Justice
 Lafayette Christian Academy
 Lamarque Ford
 Lara's Gowns for Smiles
 Leo O. Rodrigue, Sr.
 Linda Dougherty-White, M.D.
 Linda Miller
 Lisa Chavis
 Louisiana Air National Guard
 Louisiana State Troopers
 Lutchter High School Band Boosters
 MacKenzie Prejean
 Maegan Parra
 Mandeville Choir
 Mandeville Dental Care
 Marquette Trans
 Maryann Z. Tareh
 McDonogh 35
 Megan Mattei
 Michael Dow
 Miracle League of Greater New Orleans
 Mollie M. Hemstad



Morgan LeBourgeois
 Morris Jeff Community School
 Most Holy Trinity Council Knights
 of Columbus
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 Mr. & Mrs. Michael Pugh
 Mr. & Mrs. Robert Sisung
 Mr. & Mrs. William C. Greenfield
 Nancy Do
 NOLA Party Productions
 Nicole Sonier
 Nita Putnam
 Ohana Pier
 Operation Bandida
 Our Lady of the Lake Catholic Church
 and School
 OZ
 Paul Maillho
 Paul R. Dunn
 Philip Hano
 Pierre Thomas
 Polly Cheramie
 Progressive Insurance
 Prom of Champions
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 in Memory of Karen Spano Falanga
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 St. Philip Neri Church
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 Stewart & Stevenson LLC
 Susan Sullivan
 Tamara Mango
 The Band Epic
 The Blood Center
 The Davis Family
 The New Orleans Bowl
 The New Orleans Ferrari Club
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 Greater New Orleans
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 Tulane University's Football Team
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 Ursuline Academy
 USI Insurance Services, LLC
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 Veronica Camenzuli
 Visitation of Our Lady Church
 Walgreen's No. 15199
 Woodmere Elementary School
 Zachary Prestenbach
 Zachary Voltolina

SMALL WORLD GALLERY

patient inspirations



HAPPY VALENTINE'S DAY
Acrylic paint on window, construction paper
4West Staff



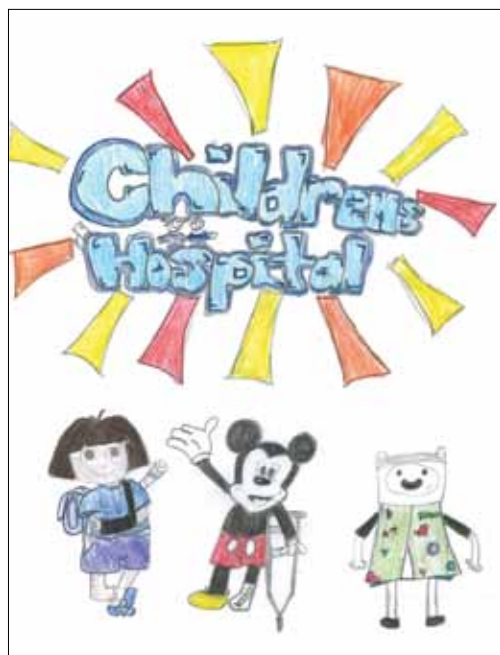
SUPERGIRL
Watercolor on paper

Liana Myers, 12



TURKEY DAY
Crayon and Paper

Simone Price, 5



CHNOLA
Colored Pencil on Paper

Kiara Dorsey, 14



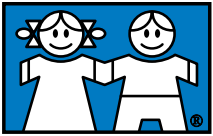
CATERPILLAR
Pom-Pons and Paper

Laurel Price, 2



KITTY
Markers on Paper

Emily Snizik, 7



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