

CHILDREN'S  
HOSPITAL

# Small World

Healing, Teaching

Spring 2014

## FOND FAREWELL

*Medical Director Alan Robson will retire in May, closing a 27-year career leading Children's Hospital's medical staff*

### New Leadership

LCMC, Children's Hospital  
administration change

### Fly Away

Sugarplum Ball celebrates golden age  
of aviation at Lakefront Airport

### Play Among the Stars

Blake Lively and Ryan Reynolds invite  
patients to H&M's grand opening



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Children's  
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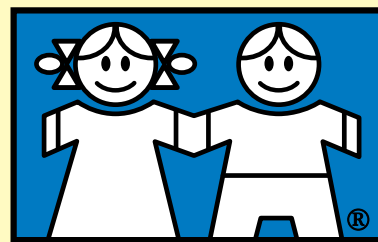
# Children's Hospital's TELETHON MAY 31 & JUNE 1

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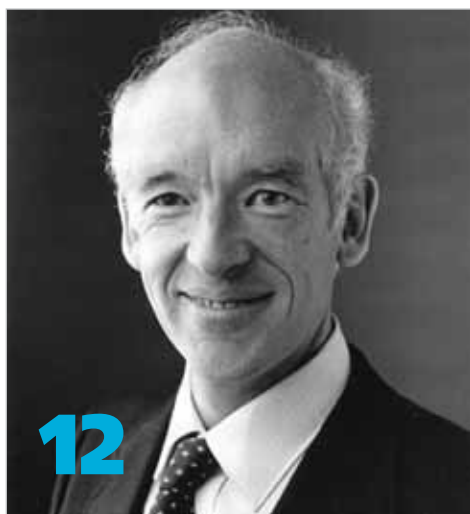
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# 2014 Spring



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*On the Cover: Medical Director Alan Robson will retire in May, closing more than a quarter-century career leading Children's Hospital's medical staff. Photo by Mike Palumbo.*

Mary Perrin, President and CEO

### Changing of the guard

*New leadership takes over LCMC, Children's Hospital*

For 33 years, Steve Worley has led Children's Hospital, and most recently LCMC Health System. However, this spring, he decided to transition to senior advisor for LCMC and relinquish his administrative positions at LCMC and Children's Hospital.

On April 1, Steve promoted me from Children's Hospital's COO to president and CEO, and on May 1, Greg Feirn, LCMC's current president, assumed the role of CEO.

Steve has been part of the leadership team at Children's Hospital for 33 years, 28 as CEO. Under his direction Children's Hospital became the founding member of LCMC, which has grown and flourished to become one of the strongest health systems in Louisiana. As senior advisor to LCMC, he will support the system's board initiatives and administration. At the end of 2015, he will retire.

Additionally, on May 10, Children's Hospital's Medical Director Alan Robson, M.D., will retire, and John Heaton, M.D., our director of anesthesiology, will be promoted to chief medical officer of Children's Hospital.

Healthcare management is undergoing a dramatic change in the United States. LCMC and Children's Hospital are doing everything possible to remain ahead of the curve. We are currently creating a plan for the 17-acre property adjacent to Children's Hospital's main campus, which formerly housed the New Orleans Adolescent Hospital (NOAH). The addition, which we acquired from the state, will play an essential role in our expansion of inpatient and outpatient pediatric services at Children's Hospital for decades to come. We are currently working on a long-range development plan for the site.

It is a very exciting time for Children's Hospital and the LCMC Health family of healthcare organizations. Today, LCMC consists of Children's Hospital, Touro Infirmary, the LSU Interim Public Hospital, Woldenberg Village and Children's Calhoun Campus (formerly DePaul Hospital). This summer, LCMC will begin management of the New Orleans East Hospital, and we plan to add West Jefferson Medical Center to our system in the near future. Additionally, we will manage the new University Medical Center upon its completion in 2015.

I am proud to be part of this growing system and to take over stewardship of a legacy of superior pediatric care at Children's Hospital that goes back almost 60 years. With a focus on the patient and family first, we will continue providing the best care available, while helping to train our next generation of physicians and nurses.

LCMC and Children's Hospital are at the dawn of an exciting new era. We and our growing healthcare system will be there to make a difference in bettering your life. It's what we do. ■



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**Healthcare management is undergoing a dramatic change in the United States. LCMC and Children's Hospital are doing everything possible to remain ahead of the curve.**

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## Children's Hospital names Perrin president & CEO

Steve Worley, CEO of LCMC Health, promoted Mary Perrin to president and CEO of Children's Hospital effective April 1. Perrin started her career at Children's in 1984 as the hospital's human resources director. Her dedication and commitment has helped her rise through the ranks.

"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."

For nearly 30 years, Worley has led Children's Hospital as president and CEO and will now devote his entire energies to LCMC Health.

## Steve Worley to step down as LCMC CEO; Greg Feirn to assume system leadership May 1

Steve Worley will transition to senior advisor for LCMC and Greg Feirn will assume the role of CEO for LCMC Health effective May 1. Under Worley's direction Children's Hospital became the founding member of the LCMC Health system, which has grown and flourished to become one of the strongest in the state. He has worked at Children's Hospital for 33 years, including 28 plus years as CEO. As senior advisor to LCMC, he will support LCMC board initiatives and support LCMC's administration through the end of 2015.



Steve Worley



Greg Feirn

"Greg has proven his abilities in many ways during his tenure with our organization, and I am confident that he is prepared for these increased responsibilities," Worley said. "He will provide exceptional leadership in guiding our system, assuring that each of our LCMC hospitals has the resources and support necessary to succeed in these challenging times."

## Heaton named Chief Medical Officer

On May 10, John Heaton, M.D., will be promoted to chief medical officer of Children's Hospital. 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 very strong institutional knowledge of the medical staff, the hospital and our partnership with LSU," said Children's Hospital President and CEO Mary Perrin.



The team who performed the first surgery at Children's Hospital with the da Vinci robot. Left to right: Brittany Miller, surgical tech; Rebecca Steen, RN; Alie Mabfouz, RN; Treionna Smith, surgical tech; April Landry, RN; Christopher Roth, MD; Kristi Hebert, MD.

## da Vinci comes to Children's Hospital

In March, Children's Board of Trustees approved the purchase of the hospital's first da Vinci Surgical System, which allows surgeons to operate through just a few small incisions. The da Vinci System features a magnified 3D high-definition vision system and tiny wristed instruments that bend and rotate far greater than the human wrist. As a result, da Vinci enables surgeons to operate with enhanced vision, precision, dexterity and control, which translates his or her hand movements into smaller, more precise movements of tiny instruments inside the body.

Alan Robson, MD, Medical Director

### **Pediatrics explores media influence on children and adolescents**

The April 2014 issue of *Pediatrics* contains a very interesting analysis of whether media influence behavior. Dr. V. C. Strasburger and his co-authors argue that media must have a powerful influence on their audiences since advertisers, who have studied the influence of the advertisements on the public's purchasing habits, are willing to spend \$4 million for a 30-second Super Bowl advertisement on TV.

Thousands of studies have evaluated the effects of media. However, many people simply refuse to believe the results. There are many reasons for this, and, of course, media do not want to focus on any negative effects they may cause.

Dr. Strasburger and his colleagues summarize the published data, and I include the key points of the summary here.

#### *Media Violence*

More than 2,000 studies show a link between watching violence and both aggressive attitudes and behavior. Exposure of normal children to media violence has been associated with antisocial and even criminal behavior. However, there have not been any studies involving the effect of media violence on mentally ill children or adolescents.

#### *Sex*

Longitudinal studies have shown a two-fold increased risk for early sexual intercourse with exposure to sexual content at a young age. Dozens of studies have shown an impact on sexual attitudes and beliefs.

#### *Drugs*

Alcohol and tobacco advertising is the number one cause of adolescent drinking and smoking. Exposure to smoking and drinking in movies may be the primary cause of teenage drinking and smoking.

#### *Obesity*

Strong evidence indicates that watching movies is a risk factor for obesity. Several mechanisms have been proposed, including a decrease in play time, exposure to food advertising, eating habits when watching a movie and altered sleep habits.

#### *Other concerns*

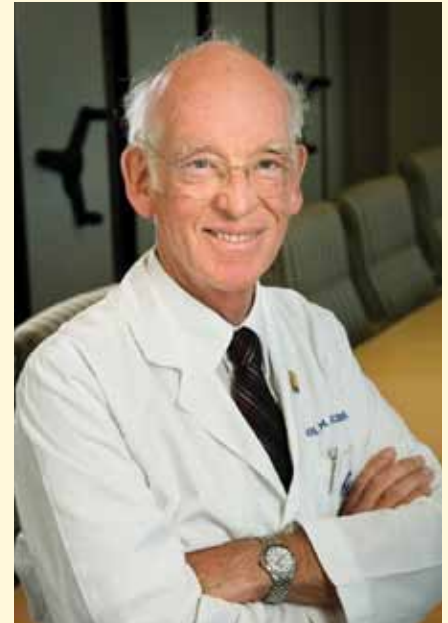
Several studies have linked television watching with language delays in infants less than two years old, attention deficit/hyperactivity disorder, depression, suicide and negative body self-image.

There is strong documented evidence that people think media have a much stronger effect on others than on themselves. Indeed, people find it difficult to believe that media may cause themselves harm. As a result, people have cognitive dissonance, thinking the research must be wrong.

Of course, there are many good media programs for children and adolescents. They are of high quality, entertaining and educational. Perhaps the gold standard for such programs is Sesame Street.

In their closing paragraph, the authors ask what can be done about these issues. They stress that the American Academy of Pediatrics has made many efforts to bring these issues to the attention of the public, as have other pediatric medical journals. Furthermore, they suggest that schools should teach media literacy as is done in many other Western schools. ■

*This will be my last column since I will retire shortly. It has been a pleasure and a privilege to work in a hospital which has been focused on providing the best possible care for any child who needs its services and to work under the skillful leadership of Steve Worley. I bid a fond farewell.*



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**Thousands of studies have evaluated the effects of media. However, many people simply refuse to believe the results. There are many reasons for this, and, of course, media do not want to focus on any negative effects they may cause.**

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



**Isa Ashoor, M.D., Nephrology**

**Medical School:** Arabian Gulf University, Bahrain

**Residency:** Shands Hospital, University of Florida, Gainesville, Fla.

**Fellowship:** Boston Children's Hospital and Harvard Medical School, Boston



**Koren Boggs, Ph.D., Psychology**

**Professional School:** University of Mississippi, Oxford, Miss.

**Specialty Training:** Johns Hopkins University School of Medicine, Baltimore; The Kennedy Krieger Institute, Baltimore

### Did You Know?

WDSU's Norman Robinson will retire after the 2014 Children's Hospital Telethon.

This will be his 21st year co-hosting with Margaret Orr.





## Hyundai grant helps fellow study GVHD prevention in pediatric cancer patients

Matthew Fletcher, M.D., a fellow working in the Hematology/Oncology Department at Children's Hospital has been able to further study of graft versus host disease (GVHD) in pediatric cancer patients through a \$75,000 grant from the Hyundai Hope On Wheels' Scholar Grant program.

Stem cell transplantation (SCT) is becoming the treatment of choice for many types of cancer. However, GVHD, a complication that can occur after a stem cell or bone marrow transplant in which the newly transplanted donor cells attack the transplant recipient's body/immune system, limits its use.

Research has found that myeloid derived suppressor cells (MDSCs) are a type of cell that has been shown to be involved with the prevention of GVHD, Fletcher said. He is studying how MDSCs work and testing ways that they might be used to treat GVHD, hopefully allowing doctors to use SCT to successfully treat more children in the near future.

Every 36 minutes a child is diagnosed with cancer in the United States. This adds up to almost 15,000 new cases of childhood cancer each year. However, only 4 percent of federal cancer funds are allocated to pediatric cancers.

The mission of Hope on Wheels is to raise awareness for childhood cancer, donate life-saving research funds and celebrate the lives of children affected by this disease. The program provides grants to eligible institutions nationwide pursuing innovative pediatric cancer research. These grants are designed to develop new treatments and ultimately a cure.

The auto maker made the grant presentation during a "Handprint Ceremony." This is the program's signature activity, which captures a patient's handprint. These handprints are placed on Hyundai cars that travel across the country to build colorful awareness of the program.

Hyundai is committed to providing the much-needed support in the fight against childhood cancer. Every time a new Hyundai vehicle is sold in the U.S., Hyundai customers join Hyundai and its dealers in our cause. Hope on Wheels' ultimate goal is to fund the needed research that will bring about the day when no child ever has to hear the words, "You have cancer." Between 1998 and 2013, Hyundai has donated more than \$72 million to pediatric cancer research in the United States. ■





## Parents and children need to connect differently at different ages

As children grow, parents change along with them, learning to do things in different ways and to interact in ways that weren't possible at earlier developmental stages. It's not just a question of what stage the child is in, but what stage parents and children are in together. We can describe this growth as "parent/child development." Children need different types of parent involvement and support at different points in their growth to help them feel secure.

There are three big categories which can be revisited at different times. Parents may need to employ each of these roles at each age, depending on the situation.

**The Parent Guardian (ages 5-9)** – The school-age child is just beginning to expand his world, spending most of the day in school, being exposed to the ways other families live and awareness of how the world works. With this exposure, parents need to be careful that they provide routines, rituals and predictability that gives kids a safe place to come home to. Parents act as a calming adult presence who keep children grounded and protect them from growing up too fast.

Parents do this by

- maintaining routines
- monitoring what their children are doing
- providing emotional support in times of distress
- spending time with their children in shared activities.

**The Parent Companion (ages 9-12)** – In preadolescence, kids' tastes in humor and language often sinks to the lowest common denominator of pop culture. Boys are attracted to violent video games and movies; girls are fascinated by pop idols and fashion that's just too grown up for them. Cliquishness and obsessive concern with "fitting in" first show up as early as fifth and sixth grade. On the home front, every interaction becomes a negotiation or elicits a comment from the preteen. Sarcasm is the primary way to communicate with each other, parents and particularly younger siblings.

When feeling so out of sorts in their social lives, preteens need to know that parents are still in their court and available to do things with them.

Parents should

- be flexible and spontaneous
- model the respect you want to see and
- look for ways to connect on an emotional level by doing things with your teen including watching what they watch on TV and finding ways to joke and laugh with them
- try not to disapprove of everything!

**The Practical Parent (ages 12-16)** – Early adolescence is actually the stage of most conflict between parents and their kids. There's a sudden and dramatic push for separation, but a need for support. Parents need to be realistic about what their teens are exposed to and what they are doing, recognizing that while you can influence, you really can't control them. Teens are more likely to be honest about what they are doing when parents are willing to engage in discussions and listen to the child's point of view.

Parents of teens should

- look for opportunities to connect
- think about and be able to voice your values and the reasons behind them
- provide consequences for breaking agreements
- never say "my child wouldn't do that!"

The experience of being a parent changes us and is an important stage in adult development. The Parenting Center at Children's Hospital provides parents with information and skills to be proactive and feel good about the job they are doing.

One of our favorite books about the stages of parenting and what kids need at different ages is *Parenting by Heart* by Ron Taffel. ■



# CARNIVAL TIME!

## Hugh Laurie makes “House” call as Bacchus XLVI

Actor Hugh Laurie was crowned Bacchus XLVI at Children's Hospital on the Friday before Mardi Gras. Laurie, an actor, comedian, writer, musician and director, is best known for his portrayal of Dr. Gregory House, the protagonist of the television show, “House,” from 2004 to 2012. He sings and plays piano, guitar, drums, harmonica and saxophone. He professes a love for the music of New Orleans and has recorded with well-known artists such as Irma Thomas and Dr. John.

The Krewe of Bacchus parade was founded in 1968 by a handful of New Orleans business leaders whose dream was to revolutionize Mardi Gras with larger and more spectacular floats, a more diverse membership, and a national celebrity as king. Bacchus staged their first parade in 1969 with 250 members and 15 floats. Bacchus has now grown to 1,350 members and 33 animated super-floats.



## Thoth

The Krewe of Thoth made two visits to the hospital. Just before parade season, the “Thoth March” brought Krewe members to Children's. Costumed members handed out stuffed animals and beads to patients on every floor, including the clinic and ER. Thoth, known as the Krewe of Shut-ins for their practice of parading past more than a dozen Uptown institutions serving the seriously ill or handicapped, began their Sunday parade right in front of Children's Hospital.



## CHNOLA hails Endymion!

In keeping with their tradition of being an extremely generous krewe, members of Endymion visited Children's Hospital during the week before Mardi Gras. Led by Grand Marshal Ryan Schwankhart, the group went room to room, handing out beads and unique throws.

Schwankhart, a retired veteran who was a member of Endymion before joining the military, recently rejoined the krewe. He said that his experience as a veteran was a motivating factor behind visiting the hospital.

“From a veteran's perspective, I have seen how the community tries to give back to veterans,” Schwankhart said. “So I saw our role in the krewe as an opportunity for us to give something back to the patients here.”



## Blake Lively, Ryan Reynolds, H&M host children with cancer

Actors Blake Lively and Ryan Reynolds, with members of the local chapter of The Sunshine Kids, included several Children's Hospital teenage cancer patients at the H & M Grand Opening Masquerade Party. Wife and husband Lively and Reynolds met on the set of *The Green Lantern*, which was filmed in New Orleans in 2010. The Sunshine Kids is a non-profit organization dedicated to children with cancer.

## Miracle League North Shore

The Miracle League North Shore opened April 5, with 39 soccer players taking the field at Coquille Parks & Recreation facility in Madisonville. A capital campaign is underway to build a Miracle Field. Designed specifically for use by children with disabilities, it will be specially constructed with a cushioned, synthetic turf to accommodate wheelchairs and other assistance devices. For more information, log on to [www.gnomiracleleague.org/northshore.html](http://www.gnomiracleleague.org/northshore.html).



## Children's Hospital Telethon

The 31st annual Children's Hospital Telethon will air live on WDSU on May 31 and June 1. The broadcast will air Saturday from 2 to 6:30 p.m., and will resume on Sunday from 6 a.m. to 5:30 p.m.

The Gulf South region generously opened their hearts and wallets in support of last year's Telethon, raising a record amount of more than \$1.97 million. Since 1984, the annual event has brought in nearly \$26 million to Children's Hospital.



## Calendar of Events

### MAY

**4**

**Sigma Alpha Epsilon (ΣAE)'s Donut Dash 5K**  
9 am; Nicholls State University

**16**

**AllFax Specialties Golf Classic**  
11 a.m., Jazz Brunch, 1 p.m., tee off; English Turn Country Club

**16-17**

**Italian-American Fishing Rodeo**  
Breton Sound Marina, Hopedale, La.

**17**

**Plaisance Poker Run**  
11 a.m., Plaisance's Bar, Gretna

**31**

**Children's Hospital Telethon**  
WDSU Channel 6

### JUNE

**1**

**Children's Hospital Telethon**  
WDSU Channel 6

**Children's Hospital Volleyball Classic**  
Coconut Beach, Kenner

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





# Great Briton

*Medical Director Alan Robson will retire in May, closing a 55-year career, including 27 years leading Children's Hospital's medical staff*

**A**s Children's Hospital is looking forward to, arguably, the brightest point of its existence, Medical Director Alan M. Robson, M.D., is spending a lot of time looking back.

In May, Robson will unbutton and hang up his starched and impeccably pressed lab coat, ending a 55-year career practicing medicine, including more than quarter century as director of Children's Hospital's medical staff.

The normally calm and collected Robson suddenly becomes animated and his eyes shine as he offers childhood memories of the Nazis bombing his hometown, South Shields, a north English town near Newcastle, during World War II, when he was just three years old. His neighbor's

house was destroyed; his damaged. And they were evacuated into the countryside, which was less of a target for the Luftwaffe.

"King George VI and Winston Churchill did so much to keep our spirits up," he said. "We would go out into the surrounding fields to collect sheets of tin foil that the German planes dropped to try to confuse the radar system. We would ball them up and use them to decorate the Christmas tree."

As the discussion moved to his impending retirement, he paused. A tear welled in one eye, but would not fall. A sly grin spread quickly across his face, repressing any sadness and salvaging the stoicism for which the British are renowned.

"I've always respected athletes who know when it's time to bow out," Robson said.

"I've been practicing since 1959. And, at age 78, I felt this is a good time to pack it up. You have to know when it's time. It's time."

## Coming to America

At 29, Robson had completed his schooling, earning the British equivalents of an M.D. and Ph.D. and fellowships with the Royal College of Physicians and Royal College of Pediatrics and Child Health. Knowing he could not get a permanent job as a physician in England until he was 35, he sought out a fellowship at Harvard. He arranged to meet the professor who would serve as his mentor at an international conference in Prague, but the professor forgot the appointment. Dejected, Robson hailed a cab bound to the airport for a flight back to London.

But before the cab pulled away from the curb, there was a knock at the window from someone looking to share the ride.

“He turned out to be an American nephrologist, and he told me that the center I was planning on going to wouldn’t be as beneficial as if I went to train under a young, up-and-coming nephrologist – Dr. Neil Bricker – at Washington University in St. Louis.

“I applied and got the fellowship. It was one of the best things to ever happen to me.”

Still not convinced they wanted to make a permanent home in the United States, he accepted a one-year extension to work in the university’s pediatrics program. He was convinced by his department chair, Dr. Neil Dodge, to take a trip home and talk to his medical school friends about their experiences practicing in England and compare them to his experiences in America.

“It became apparent to me that if I stayed in the United States I’d have a much more challenging career than if I went back. With some reluctance on my part,

he said. The first was the opportunity to help children across Louisiana receive the best healthcare possible. The second was the potential Children’s Hospital had to grow and make a positive impact on pediatric healthcare across the state. The third was Children’s Hospital’s President and CEO Steve Worley.

“That combination made this job just a perfect job for me.”

Pediatrician Stephen Hales, M.D., has been on Children’s Hospital’s Board of Trustees for 34 years and was on the search committee when Robson was



*Dr. Robson and his wife, Ann, at their first Sugarplum Ball in 1988.*



*Steve Levine, M.D., Steve Worley and Dr. Robson at the 2009 Sugarplum Ball.*

## Land of Opportunity

Robson and his wife, Ann, moved to the United States in 1964 with plans to return to Britain once his two-year stateside program was complete.

“Neither my wife nor I were too excited about staying away from England and making a life in the United States.”

Despite some homesickness, Robson thrived in his nephrology fellowship. And because there was no pediatric nephrologist at Washington University/ St. Louis Children’s Hospital and he had previous pediatrics training, he was asked to consult on all children who presented with renal problems. Halfway through his second year, he was offered a faculty appointment at Washington University.

and perhaps even more on my wife’s part, we agreed to stay on in the United States.”

The Robsons settled in St. Louis and had children in 1966 and 1968. As his career progressed, he was promoted to professor of pediatrics, director of pediatric nephrology and president of the medical staff at St. Louis Children’s Hospital.

In the mid-1980s, Robson’s reputation caught the attention of a young executive who hoped to transform a small children’s hospital with a handful of specialties into a pediatric medical center capable of meeting his region’s many needs.

## New Home, New Orleans

There were three factors that stimulated Robson to accept the offer to become Children’s Hospital’s medical director,

selected. He called Robson a “physician’s physician,” who is a wonderful clinician, academic researcher and published in pediatric journals in his field.

“When I sent patients to him, they’d inevitably tell me they were seen by the most wonderful doctor who was so careful and thorough,” Hales said. “After their visit, I’d always get an elegant letter describing the consultation, diagnosis and suggesting a treatment plan. You’d love to be able to fill your hospital with specialists like him, who can interact with patients and families that beautifully.”

In January 1988, Robson became medical director of Children’s Hospital, gained faculty appointments at both Louisiana State University’s and Tulane

University's schools of medicine and began transforming Children's Hospital and pediatric healthcare in Louisiana.

"When I came to Louisiana, if a child lived in one of the larger cities, then there was good healthcare available. However, if a child lived in a rural part of the state then, often, healthcare was at a premium, not readily available, and the availability of people who had been trained in the care of children was virtually nonexistent. I felt it was very important that we find a way to provide care for all children in Louisiana no matter where they lived."

Children's Hospital has grown exponentially during Robson's tenure. Not only has the main campus been transformed with additional floors added to the main and west towers, construction of the Research Institute for Children, Ambulatory Care Center, and new neonatal, pediatric and cardiac intensive care units, but the opening of satellite centers with specialty clinics in Metairie, Baton Rouge and Lafayette, the addition of the Calhoun Campus and former New Orleans Adolescent Hospital property, as well as the formation and expansion of the LCMC Health system has changed and is changing how pediatric healthcare will be delivered in the future.

Worley credits Robson's leadership and recruitment abilities for the position the hospital has reached. "Alan has truly been my partner in helping grow and develop the hospital," he said. "When we first met, I felt like we'd be a really good team, working together moving the hospital forward. He is highly respected, and his reputation, both nationally and internationally, has made a big difference in helping this organization move forward."

## G=5C

Robson attributes Children's Hospital's growth to a simple formula based in customer service, G=5C, or Growth = Convenience + Courtesy + Communications + Care + Cost Control.



*Internationally renowned, Dr. Robson strove to bring healthcare to children across Louisiana.*

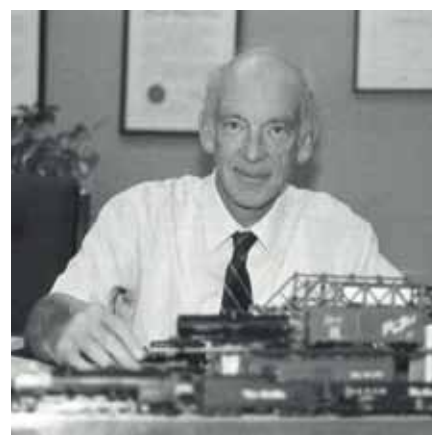
"I've always argued that medicine is an art as well as a science. We are taught the science extensively, but if you don't have the art then you do not meet the needs of families," he said. "The ability to sit and talk to a family, explain to them what is going on, explain to them what the future holds, showing them that you care, listening to and answering their questions is a vital part of medicine, especially in pediatrics."

## Advances in Medicine

Having graduated medical school in 1959, Robson marvels at the advancement medicine has made in the span of his 55-year career. He explains that in the 1950s, physicians had access to only two types of antibiotics and only one type of diuretic, which was derived from a mercurial compound. "The problem is, of course, that mercury is poisonous, and if it's taken in large amounts for long periods of times it has a lot of serious consequences."

Today, there are many practices that were unheard of then, including advances in vaccines; antibiotics; genetics; diagnostic tests, such as magnetic resonance imaging (MRI); minimally invasive techniques and the reduction of birth defects, such as spina bifida.

"I look back on the days when I was a medical student in the 1950s and I'm just absolutely shocked at the difference between medicine now and



*Dr. Robson's love of the railroad spans from models to restoration of antique trains from the rails up.*



*Dr. Robson and Steve Worley congratulate host Lynn Gansar at the end of the 1992 Telethon.*

medicine in those days. When I look back at what was available in those days and what's available now, it's more than one order of magnitude different."

## Rocky Mountain High

In May, Robson will head to Lake City, Colo., a town of 375, to spend the summer with his wife at their cabin, 9,000 feet above sea level in the Rocky Mountains.

"I'm looking forward to doing some fishing, hiking and relaxing," he said. "And I'll be involved in the railroad."

The railroad refers to The Denver & Rio Grande Western Railroad, a narrow gauge line (3 feet width between rails compared to standard gauge of 4 feet, 8.5 inches) incorporated in 1870, which runs through Colorado, Utah and New Mexico.

Trains have been a passion of Robson's





*Children play outside of Children's Hospital in the mid-80s, just before Dr. Robson arrived; Today the hospital has grown into a regional medical center - serving kids from every state in the country.*

throughout his life that he can't explain. He found the DRGW line during his first summer in the United States and joined its friends organization. For the past 16 summers, Robson and Emergency Room Medical Director Druby Hebert, M.D., have traveled to Colorado to help restore the collection of historic locomotives, rail cars, a caboose, equipment and 64 miles of track the group maintains. He even helped restore and convert a box car into a kitchen for the volunteer workers.

"He's a railroad aficionado," Hebert said. "This trip gives us the opportunity to get out into nature in one of the least populated counties in the United States. We're working at 8,000 feet in the mountains. It's an opportunity to get away with like-minded people and recharge. But, we've never worked an entire two-week session. Dr. Robson promised Mr. Worley he'd never be away from the hospital for longer than 10 days, and he's stuck to it. "I'm looking forward to this year; it will be his first time to work a full two weeks."

This autumn, he and Ann will vacation in England. "I hope to visit areas that I remember fondly and see friends and relatives."

Past that, his slate is clean.

"I have no long-term plans," he said. "Of course, my health will determine what all I'll do."

### **The Hand Off**

On May 10, John Heaton, M.D., currently associate medical director and previously director of the Anesthesia Department, will be promoted to chief medical officer of Children's Hospital.

"We now have to ensure that the gains we have achieved are maintained and must also continue to look for opportunities to improve services even further," Robson said. "Dr. Heaton will do whatever is necessary so that children can get as good of care as is available right here."

### **Legacy**

Today Children's Hospital is a 247-bed regional medical center offering the most advanced pediatric care to children from birth to 21. With more than 400 physicians trained in more than 40 subspecialties, it is the only full-service hospital exclusively for children in Louisiana and the Gulf South. Additionally, Children's is home to the only emergency transport helicopter in the state dedicated to pediatrics.

Every year, children come to Children's Hospital from all 64 Louisiana parishes,

as many as 40 states and several foreign countries, and records more than 200,000 patient visits by more than 60,000 children.

Robson said the hospital's administrative team has worked to ensure all Louisiana children have access to the care they need whether their family can afford it or not. He points to the Children's Healthcare Assistance Plan (CHAP), which is designed to assist families with income too high to qualify for Medicaid, but whose lack of resources limits their access to quality healthcare, so that their children may receive inpatient, short stay, outpatient clinic, emergency room and dental services and therapies provided by Children's Hospital.

"When I was introduced to Children's Hospital, I saw a growing, exciting institution providing first-rate care for children. My first impressions were confirmed; and, if anything, I underestimated the potential of the institution," Robson said. "Children's Hospital epitomizes everything that I wanted to accomplish in looking after children. I've been very privileged to work here. This has been just an incredible experience." ■



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2

## *Sugarplum Ball takes flight at The Terminal at the Lakefront Airport*

With a “Fly Away” theme, more than 900 Sugarplum Ball participants were transported back to the golden age of aviation at The Terminal at the Lakefront Airport on Friday, March 28. Children’s Hospital’s 33rd annual black tie gala was co-chaired by Evelyn Kissel and Andrea Mahfouz. The sold out event raised \$264,168 for the Neonatal Intensive Care Unit (NICU) at Children’s Hospital.

The party began at 8 p.m., with live music by The Yat Pack. Revelers danced and delighted in a sampling of foods from 33 local restaurants. As silent auction bids took flight, exuberance reached the stratosphere.

Long-time board member Betty Sullivan was this year’s Sugarplum Honoree. She has had an influential presence at Children’s Hospital for more than 25 years, including as board chair leading the hospital’s formation of LCMC Health and the acquisition of Touro Infirmary.

Haydel’s Bakery and Crescent River Pilots Foundation were major sponsors.

The NICU is a state-of-the art, 36-bed critical care unit for newborns that provides care for issues ranging from prematurity to neonatal respiratory distress to infections and birth defects. To ensure the region’s sickest babies receive the highest level of care, the NICU has expanded to more than five times its original size since opening in 1988. In 2012, 228 babies were admitted to the NICU and stayed an average of 30 days.

1. The Terminal at the Lakefront Airport 2. Mark and Andrea Mahfouz with Evelyn and Pete Kissel 3. George and Fran Villere 4. Steve Worley and Stephen Hales, M.D., with Jeffrey Poole, M.D. in background 5. Allie Pierson and Jenny Bell Gremillion 6. Steve and Patty Worley with Betty and Norman 7. Dottie and David Haydel with Mary and Keith Perrin, M.D. 8. Restored artwork original to the Art Deco-era terminal 9. Lisa Happoldt and Whit Huguley 10. Drs. Victoria and Costa Dimitriadis 11. Treats from Haydel’s Bakery 12. The interior of The Terminal 13. Charlotte and Brian Landry with Rachael Loper (center) 14. Food co-chairs Lauren Hebert and Jamie Cangelosi 15. Overflowing auction tables enticed high bidding 16. Crescent River Pilots and guests



3



4



5







## Helping Hands

*Building a healthy future for kids.*

### ACF-NO "Best Chefs of Louisiana"

The American Culinary Federation—New Orleans presented its 4th Annual "Best Chefs of Louisiana" event at Generations Hall on Tuesday, April 8. More than 25 of our area's best chefs tantalized guests with their signature dishes. Included in this prestigious group were Andrea Apuzzo (Andrea's), Chris Montero (café b), John Folse (R'volution), Tenney Flynn (GW Fins), Ben Thibodeaux (Dickie Brennan's Tableau), Daniel Causgrove (The Windsor Court), Darin Nesbit (Dickie Brennan's), Dominique Macquet (Dominique's on Magazine), Eric Damidot (The Hyatt Regency Hotel), Glen Hogh (Vegas Tapas Café), Greg Sonnier (Kingfish), Guy Reinbolt (Broussard's), Kevin Belton (N.O. School of Cooking), Phillip Lopez (Root, Square Root), Steven Marsella (Ralph Brennan's Catering), Thierry Connault (M Bistro at The Ritz-Carlton Hotel) and Tory Stewart (Jubilee) along with several more of our region's most notable culinary artists. Noted food critic Ian McNulty hosted the awards ceremony. Attendees met this year's best chefs, enjoyed special dishes, custom beverages, a silent auction and musical entertainment by Louisiana Spice. The event benefits the hospital's emergency transport program, which includes the only helicopter dedicated solely to pediatric transport in Louisiana, and ACFNO's Culinary Scholarship Fund.



### Delta Fraternity Wild Game Dinner

More than 250 guests attended the Delta Fraternity's Wild Game Dinner on Saturday, March 22 in Westwego. Dishes included nutria spaghetti, wild turkey gumbo, venison chili, alligator and nutria sausage, crawfish boudin and smoked moose. The beast feast raised more than \$17,000 for Children's Hospital.



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#### Madeline Chastain

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#### Joyce Wyman Corbidge

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## *Children's Hospital Bass Classic raises funds for emergency helicopter*

The Children's Hospital Bass Classic presented by Gerry Lane Enterprises, held on Saturday, March 2, at Doiron's Landing in Stephenville, La., was another great success. The tournament raised \$38,385 to help the hospital operate its emergency transport helicopter, which transports gravely ill and seriously injured children from throughout Louisiana to the hospital for care. Anglers caught 570 fish, which were released at the tournament's conclusion. Gregory Bourgue and Randy Durand, of St. Martinville, were the big winners with five fish weighing 19.66 pounds, allowing them to pocket the \$12,500 first-place purse. The duo also claimed the Big Bass first prize money of \$1,250 with a 5.63 pounder. Children's Hospital is grateful to tournament founder and chairman Gary W. Cross and tournament director Brad Rodrigue for their tireless efforts, as well as presenting sponsor Gerry Lane Enterprises and Cabela's, the pre-tournament host and donor of door prizes for both the pre-tournament and tournament. Next year's Children's Hospital Bass Classic will be held Saturday, March 7, 2015.

## *Italian American Fishing Rodeo set for May 16-17*

The 7th Annual Italian American Fishing Rodeo, which benefits Children's Hospital will be held at the Breton Sound Marina. Organizers Robbie Rabb and Allen Catoire promise to surpass last year's extraordinarily successful rodeo. A Captain's Party will be held at the marina Friday night featuring great food, beer and soft drinks. The tournament offers prizes for first, second and third place redfish, speckled trout, white trout, flounder, sheepshead, and drum in the adult division, and first place in the children's division. Entry for adults is \$40; \$20 for non-fishing participants; kids under 15 free. Sponsorship opportunities are available. To download a registration form, go to [www.italianamericanfishingrodeo.com](http://www.italianamericanfishingrodeo.com).

## ***Children's Hospital Restaurant Raffle***

Karla Donewar, director of the Ventilator Assisted Care Program (VACP) at Children's Hospital, is the winner of this year's Restaurant Raffle.

She won 12 gift certificates, each worth \$200, to Commander's Palace, Dominique's on Magazine, Drago's, Emeril's, Galatoire's, GW Fins, La Petite Grocery, Peche Seafood Grill, Ralph's on the Park, Restaurant August, R'Evolution and Stella!

She wasn't the only winning employee in the raffle. The winners of the employee raffle ticket sales competition are Ashley Campion, who sold 253 of the \$5 tickets and won two \$200 restaurant gift certificates, Mary Lou Aquilo (228 tickets) won one \$200 gift certificate, and Margaret Meyers (146 tickets) won a \$100 gift certificate.

Congratulations and thanks to all who sold tickets to make this year's Restaurant Raffle a great success!

## ***Mo's Pizza Fest celebrates 12 years of giving***

The 12th annual Mo's Pizza Fest brought food, family, fun and music to Westwego. The day-long festival, which benefits Children's Hospital and the Westwego police and fire departments, was a great success thanks to the tireless efforts of Jeff and Lisa Arcemont and the entire staff at Mo's Pizza. There were activities for the kids, including a rock climbing wall and face painting. Festival goers enjoyed pizza and other treats while listening to the eclectic mix of live music provided by Amanda Shaw & the Cute Guys, 5 Finger Discount, Fat City Drum Corps and Weathered.



## ***Hahnville students cook up donation to hospital***

Several Hahnville High School students worked tirelessly selling gumbo and jambalaya to raise funds for Children's. The group raised nearly \$3,000, and the hospital deeply appreciates their effort and wonderful support.

**Sheryl Ledet**  
Audrey F. Richoux

**Arnold Levy**  
David & Geneva Kerstein

**Anne Pence Little**  
The Calendar Girls

**Christina Maddalozzo**  
Robert Maddalozzo

**Judy Fortado Main**  
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## *Children's Hospital Guild hosts another successful bingo*

The Children's Hospital Guild celebrated the Carnival season with its most prominent fundraiser, the Mardi Gras Mambo Bingo, February 14 at the Pontchartrain Center. Bingo chairs Debbie Albert, Suzanne deMontluzin, Virginia Eckholdt, Susan Graham and Joann Wisdom oversaw one of the most successful Guild bingo events to date.

Nearly 360 Guild members and their friends played Mardi Gras krewe-sponsored bingo games with Zach Strief of the New Orleans Saints, FOX8 weatherman Bob Breck and Kenner Mayor Mike Yenni. Attendees also took chances on a festive parade of prizes and a purple, green and gold adorned money tree.

The almost \$5,000 raised from the Bingo will go toward The Guild's recent pledge of \$250,000 for the building of two new surgical suites at Children's Hospital. This two-year pledge will enable Children's Hospital to continue to uphold its mission of bringing superior care to the area's children.

To help reach this goal, The Guild would like to extend an invitation to join. Membership dues are \$20 per year, and members receive discounts to all Guild-sponsored activities and luncheons. Membership forms can be found at the Volunteering page at [www.chnola.org](http://www.chnola.org) or by calling the Children's Hospital Public Affairs department at (504) 896-9373.



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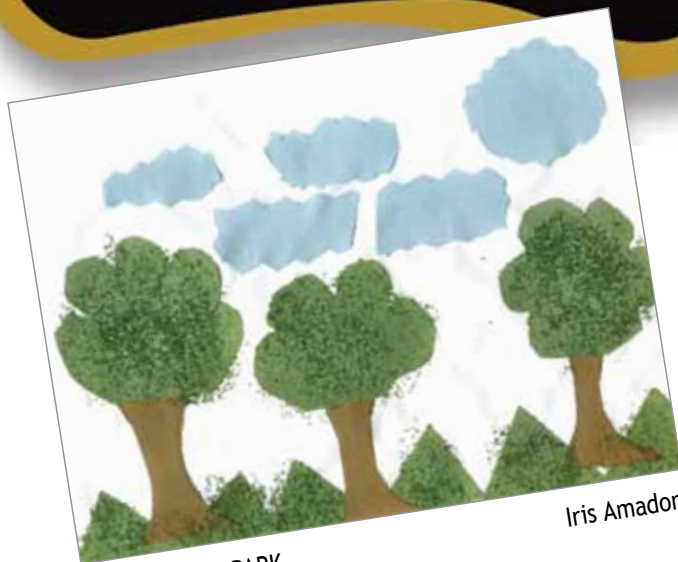
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# SMALL WORLD GALLERY

patient inspirations



A DAY IN THE PARK  
construction paper and glitter

Iris Amador



LITTLE PUG  
pencil on paper

Gabrielle Nave



LADYBUG  
Crissi Buffinet  
playdough



TABASCO BOTTLE  
waercolor on newspaper

Will Snizik



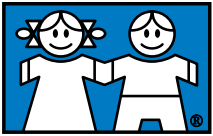
UNDER THE SEA  
Vernal Morgan  
acrylic paint on construction paper



ROBOTS  
pencil and marker on paper

Uraeus Millet





CHILDREN'S  
HOSPITAL

200 Henry Clay Ave.  
New Orleans, LA 70118

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