PARADISE FOUND
Second Annual Event
Raised Nearly $200,000 for Local Cancer Care

NEW IDENTITY UNVEILED P.2
FIRST TAVR PATIENT AT STHS P.4
RAISING THE BEAM: EXPANSION UPDATE P.6
MONSTER MASH REIMAGINED P.11
Unveiling St. Tammany Health System
Celebrating 65 Years of World-class Healthcare with a New Identity

The Board of Commissioners of St. Tammany Health System Service District No. 1 approved a new logo identity and defining statements around the organization’s mission, vision and values as a community healthcare resource.

To better convey its modern focus and responsibilities, St. Tammany Parish Hospital is now referred to as St. Tammany Health System, effective Dec. 1, 2019. The new name was introduced along with a fresh new corporate identity including logo, mission, vision and values statements at a 65th anniversary event Dec. 1, 2019, at the hospital.

“The hearts convey our deep compassion, our commitment to caring.”
- Melissa Hodgson, communication director at STHS

“We celebrated 65 years in 2019,” explained Joan Coffman FACHE, president and CEO. “And that felt like a perfectly fitting time to update how we represent ourselves and convey the promises we have been making and keeping for residents of west St. Tammany and surrounding areas since 1954.”

The iconic double-hearts logo, well known and highly recognized among Northshore residents, has been updated in new art that retains elements of the former to make the connection between new and old.

“We selected a brighter shade of the same color and elected to keep interlocking hearts as a central element in our artwork,” Melissa Hodgson, communication director said. “The color is familiar and welcoming. The hearts convey our deep compassion, our commitment to caring. As we worked with Zehnder Communications to help us articulate our new look, we wanted to keep elements like that to connect the dots for our patients and to carry forward our long history of excellence, compassion and community connection.”

The two interlocking hearts include elements that connect with the former identity while also bringing to mind cardiovascular health, mother-baby bonding and family health of adult and child.

The updated mission, vision and values statements are designed to remain true to the principles the service district was founded upon, and yet speak in more current language to better articulate those long-held values. The single strongest word that arose in the research leading to the new statements was compassion, which is used in each of the new statements.

Rollout of the new identity across the whole system is expected to be complete by Dec. 31, 2020.

MISSION
We are the heartbeat of our community, caring for our patients and their families with excellence, compassion and teamwork.

VISION
We will strengthen the health of our community with compassion, innovation and partnership.

VALUES
Teamwork
We are a team, a community, a family devoted to helping and healing every patient every time, together.

Trust
We have faith in our caring work and pledge our honesty, courage, respect and integrity to each other and every patient in every encounter.

Compassion
We care deeply about our patients and colleagues, treating each with empathy and respect, as if they were our own family.

Quality
We are accountable to our patients and each other to always deliver our very best, safest care, to strive for excellence and to consistently deliver on these promises.

Innovation
We seek new knowledge, competencies, techniques, technology and best practices to bring new hope and healing to our patients close to home.
The 75-year old has a genetic disorder called Brugada syndrome and aortic valve stenosis, one of the most common and deadly forms of heart disease.

Covington cardiologist Hamid Salam MD had been monitoring Hodgson for about two years when symptoms suggested it was time to consider valve replacement, traditionally an open procedure (surgical aortic valve replacement or SAVR).

"Compared to the hours of surgery and days in the hospital after open heart, I was interested," admitted Hodgson. "I am my business, so if I'm laid up in the hospital, my business is suffering. I told Dr. Salam as soon as he and St. Tammany were ready, I was ready too."

Wednesday, Oct. 2, Hodgson became St. Tammany Health System's first TAVR patient.

In the procedure, Dr. Salam threads a catheter through the arteries from a small incision in groin, neck or space between the ribs to place the mesh valve where the diseased valve exists. The entire procedure typically takes an hour or two, and patients typically go home in one to two days.

"This is a program, not a procedure," explained Shannon Holley, STHS department head of cardiovascular services. "We have developed an entire program with a care coordinator and heart team that follow our patients leading into TAVR, during the procedure to post-procedure recovery and follow-up. We are committed to delivering the safest, most innovative advances in cardiac care at St. Tammany."

The STHS TAVR program begins with Karolina Ruthner APRN, nurse practitioner and valve program coordinator. She helps patients navigate the experience before, during and after the procedure.

"We work with the cardiologists and surgeons to determine the best patients for this procedure," explained Ruthner, "and we follow each patient's case through a series of tests and diagnostics that determine the best care plan. Then through the procedure and onto recovery and beyond."

Once the patient is established to be a TAVR candidate, Ruthner arranges the heart team, including interventional cardiologist, cardiovascular surgeon and support team including nurses and technologists from the cath lab, along with the surgical team and anesthesia professionals to ensure both the minimally invasive and the open procedure are prepped and available.

"Any TAVR case has some risk for needing to become an open case," explained Holley. "As part of our program, we have set up a cath lab with the equipment and personnel we need to perform the TAVR or to switch to an open heart surgery should that become necessary."

Dr. Salam from Covington Cardiovascular Clinic at STHS and Dr. George Isa from Ochsner Health System are the TAVR interventional cardiologists, and they collaborate with Ochsner cardiovascular surgeons Dr. Jose Mena, Dr. Greg Eckholdt and Dr. Charles Ducote.

After the Wednesday morning procedure, Hodgson recovered in the hospital and went home Thursday evening. He was back to his usual neighborhood walk Friday. "I'll admit it was a short walk, but I haven't missed much," Hodgson said, "The only game I missed was that weekend, Utah State, but I was back in the stands the following week for homecoming to see them beat Florida."

The Hodgsons cheered the Tigers to victory Dec. 7 in Atlanta at the SEC Championship, and Richard and his son returned there Dec. 28 for the Peach Bowl vs. Oklahoma.

"I have my eye on a pair of national championship tickets in the Superdome," said Hodgson with a grin. "As Coach O says, Geaux Tigers!"
Drivers entering the city of Covington can’t help but notice the hospital expansion underway at 1202 S. Tyler Street. The $100-million, three-year project has progressed through its phases on schedule and is on track to open a new addition in 2020 before launching the final phase to renovate older portions of this hospital.

Phase one expanded parking and made main campus ready to host phase two, construction of a four-story patient care addition to the main hospital building. St. Tammany Hospital Foundation hosted a fundraiser, Raise the Beam, presented by Milton J. Womack Inc., to commemorate this historic time in the institution’s story.

“We’re beaming with pride and thankful to everyone who supported our Raise the Beam fundraiser,” Nicole Suhre, foundation executive director said. “The strength of our hospital is our community, and the funds we raised through the beam signing directly support new technologies for this expansion project.”

Exterior construction is on track to finish this winter so that the new building can open for patient care at the end of 2020. Completion of that major phase will enable the team to move on to phase three, renovation of existing portions of the main hospital building to accommodate new technology, new services and expansions of support services including food and nutrition, surgical support and administrative functions.

“We are bucking a national trend with our inpatient growth. As our partnership with Ochsner has grown, so have our capabilities, our capacity and our volumes,” Sharon Toups, chief of operations, said. “We’re continuing to meet our mission to deliver the highest quality care in west St. Tammany and surrounding areas, so patients don’t have to travel long distances for the care they need.”

“The strength of our hospital is our community, and the funds we raised through the beam signing directly support new technologies for this expansion project.”

Raising the Beam

Expansion 2020 Rises on Campus
PARADISE FOUND
Second Annual Event Raised Nearly $200,000 for Local Cancer Care

Guests and supporters of world-class cancer care close to home in Covington stepped into paradise this fall as the Southern Hotel was transformed into the tropics for THE Gala, the second annual fundraiser benefiting St. Tammany Cancer Center.

Raising nearly $200,000 for patient care at the cancer center, more than 400 sponsors and guests filled the tropical-themed soirée Oct. 3 at the Southern Hotel in downtown Covington.

The sold-out fundraiser presented by HUB International included lush tropical décor, live-artist painting, island music, fire dancers, mermaids in the pool, rum tasting and delicious food and drinks.

“We’re thrilled to be this year’s sponsor,” Kevin Gardner, HUB International Gulf South senior vice president, said. “This has been a nine-year journey that we have had, benefiting our community, our area and the cancer center.”

Among the ways guests could support the work of St. Tammany Cancer Center were through the silent auction, live auction emceed by Sheri Sable-Campbell and Robert Rhoden of Sable-Rhoden Media, by purchasing one-of-a-kind hand-painted wine glasses or buying a key to unlock a treasure chest housing a stunning cultured pearl necklace donated by Boudreaux’s Jewelers.

Additional premiere event sponsors included Blue Cross Blue Shield of Louisiana, Hancock Whitney, Mary Bird Perkins Cancer Center, Ochsner Health System, St. Tammany Health System and United Healthcare.

“The cancer center holds a special place in the hearts of all our employees because of its role in the community,” Gardner or HUB International explained. “Not only does it provide outstanding care from the most outstanding local institutions in oncology, but it also lessens the financial burden by removing barriers for those struggling with this disease.”

“We’re thrilled to be this year’s sponsor. This has been a nine-year journey that we have had, benefiting our community, our area and the cancer center.”

- Kevin Gardner, senior vice president, HUB International Gulf South
St. Tammany Health System’s Parenting Center invited children and families in the community to experience a reimagined Monster Mash, presented by Metairie Bank Northshore, October 19 at Bogue Falaya Park.

With new hours, pricing structure, activities and layout, the 31-year old community event raised more than $70,000 for Parenting Center programs.

“Our mission is to promote confidence and competence in parents, encourage optimal development for children and enhance the well-being of the family as a whole,” Lori Cage, center director, said, “and Monster Mash has been a bedrock source of funding for that mission.”

Proceeds from the event support the center’s established programs and will be a source of funding as the Parenting Center continues its role supporting Northshore families for the next generation.
MISSION
We are the heartbeat of our community, caring for our patients and their families with excellence, compassion and teamwork.

VISION
We will strengthen the health of our community with compassion, innovation and partnership.

VALUES

BOARD OF COMMISSIONERS
John A. Evans, Chairman
James L. Core, Vice Chairman
Thomas D. Davis, Secretary – Treasurer
Pat Brister
Wilson D. Bulloch III
Mimi Goodyear Dossett
Merrill Laurent MD
Sue Osbon PhD

EXECUTIVE LEADERSHIP
Joan M. Coffman FACHE, President and CEO
Sharon Toups FACHE, SVP/Chief Operating Officer
Kerry Milton BSN RN MSHA, SVP/Chief Nursing Officer
Patrick J. Torcson MD MMM, SVP/Chief Medical Officer
Sandra DiPietro MBA, SVP/Chief Financial Officer
Carolyn Adema SPHR, SVP/Human Resources
Margaret Collett RN JD, VP/Chief Compliance Officer
Craig Doyle, VP/Chief Information Officer
Jack Khashou M.Ed MS, VP/St. Tammany Quality Network

Our Mission
The St. Tammany Hospital Foundation is a 501(c)3 nonprofit organization established to sustain the healing work of the physicians and staff of St. Tammany Health System.

BOARD OF TRUSTEES
William P. Trist, Chairman
Liz Healy, Vice Chairman
Darci S. Senner, Secretary-Treasurer
Nancy Baldwin
Joan M. Coffman FACHE
Paul Davis
Mimi Goodyear Dossett
Kevin M. Gardner
Rock Kendrick
Mary Lee
Renee Maloney
Becky Carson Parks
Greg Pellegrini
Norma Richard
James Woodard MD
Nicole Suhre CFRE, Executive Director

St. Tammany Health System | 985-898-4000 | stph.org
St. Tammany Hospital Foundation | 985-898-4171 | sthfoundation.org
1202 S.Tyler St., Covington, LA 70433

Vol 16: No 1 Winter 2020

Upcoming Events
St. Tammany Hospital Foundation hosts events in support of its philanthropic goals for St. Tammany Health System. We’ve provided a short sample of upcoming events below. Please check sthfoundation.org and the foundation Facebook page for additional opportunities to support the foundation and health system.

Gurney Games
COMING THIS SPRING!
City of Covington Trailhead
stph.org/gurneygames
985-898-4141

National Doctors’ Day
SATURDAY, MARCH 30
Celebrate National Doctors’ Day by honoring your physician with a donation to the foundation.
sthfoundation.org/doctorsday
985-898-4174

Get Lucky! Golf Tournament
THURSDAY, APRIL 30
Money Hill Country Club & Golf Course
sthfoundation.org/golf
985-898-4141

Spring Events to Support Inpatient Infusion Suite Enhancements
The 2020 Gurney Games and Get Lucky! Golf Tournament events will benefit the expansion and enhancement project for the newly dedicated John P. “Pizzie” Romano Infusion Suite.

The upcoming expansion project will not only expand the inpatient infusion suite’s existing area’s square footage, but also renovate it with new chairs, ambient lighting, privacy partitions, art walls and more, providing care and comfort for patients, their families and caregivers.

Sponsorship opportunities for Gurney Games and the Get Lucky! Golf Tournament are now available. Additional information on each event is available by contacting Melanie Rudolph at 985-898-4141 or mrudolph@stph.org