

Heart to Heart

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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.



St. TammanySM
HEALTH SYSTEM

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.



Opening Hearts without Open Heart Surgery

When Covington native Richard Hodgson had the chance to make history, he took it.

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).

Hodgson owns a corporate janitorial business and lives an active life with wife Julia Ann and dog Sadie. He was concerned weeks of post-surgical recovery would curtail their LSU season ticket commitments for cheering on their beloved Tigers.

“Compared to the hours of surgery and days in the hospital after open heart, I was interested.”

—Richard Hodgson, first TAVR patient



Dr. Salam told Hodgson St. Tammany Health System was developing a program for transcatheter aortic valve replacement (TAVR), the first hospital on the Northshore to launch such a program. The less invasive TAVR would not require Hodgson’s chest to be opened, only small incisions similar to angioplasty (threading a catheter to unblock heart arteries).

“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 cardiothoracic surgeons Dr. Jose Mena, Dr. Greg Eckholdt and Dr. Charles Dicorte.

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!”



“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

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 were 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.”



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 soiree Oct. 3 at the Southern Hotel in downtown Covington.

- Proceeds from THE Gala benefit local cancer care in one healing place—St. Tammany Cancer Center—where nationally ranked leaders, St. Tammany Health System, Mary Bird Perkins Cancer Center and Ochsner, are fighting to beat cancer.

- Proceeds from select live auction items at the event further benefitted specific initiatives at STCC including music therapy, transportation grants and the newly launched therapeutic food pantry.

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



Angels of Light Honors Loved Ones

At the beginning of the holiday season, Angels of Light raised more than \$18,000 for St. Tammany Health System Hospice. 430 Tribute Angels adorned the branches of the 2019 Hospice Tree for Life, which was dedicated in memory of John “Pizzie” Romano, former member of STHS Board of Commissioners and STH Foundation Board of Trustees.

Held in the lobby on Dec. 5, the event included music from the hospital’s music therapist Jennifer Bobeck, harpist Jessica Meltz and the St. Tammany Health System colleague choir.

Remarks from Pizzie’s family and from 10-year Angels Sponsor Eric Dunavant highlighted the importance of recognizing the stories and meaning behind every tribute angel that hangs on the tree.

Angels of Light sponsors included Susan and Kenneth Latham and family; the Dunavant family; Blanche McCloskey; and Cathy Collett Williams, Ned Collett Jr. and Midge Collett.



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Monster Mash... Reimagined

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.”

Programs include children’s socialization classes, educational offerings such as car seat safety inspections, infant/child

CPR, Safe Sitter training and Boot Camp for New Dads, support groups and the First Steps program.

Event sponsors included Community Coffee, Jefferson Financial Credit Union, St. Tammany Health System and Ochsner Health System.

... the 31-year old community event raised more than \$70,000 for Parenting Center programs.

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

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VISION

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

VALUES

Teamwork. Trust. Compassion. Quality. Innovation.

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STHS complies with applicable federal civil rights laws and does not discriminate on the basis of race, color, national origin, age, disability or sex. STHS does not exclude people or treat them differently because of race, color, national origin, age, disability or sex. STHS provides free aids and services to people with disabilities to communicate effectively with us. If you need these services, contact the Patient Relations Department at 985-898-4669.



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.

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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



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