Reflecting on greatness

If the walls of Touro could talk, they would tell endless stories of dedicated providers, nurses, staff, and volunteers. We have been innovators in compassionate healthcare since the beginning, working continuously to provide the best possible care for our community.

Today, Touro is rooted in both a growing city and a rapidly changing healthcare landscape. Through all the change, there is one constant: the care, compassion and commitment demonstrated by our providers and staff. We are proud to be a safe and healing place for our beloved New Orleans community. Generations of families have sought care here at Touro.

Each and every day, greatness happens at Touro when a provider tends to a patient with dignity, a healthcare team meets their patient-centered goals, or a nurse goes above and beyond. These interactions add up, and throughout the year, we treasure the opportunity that our Rosen, Kaplan, DAISY, and Dhurandhar awards provide us to honor and recognize our hard-working staff.

As we pause to reflect on this year’s achievements, the sheer volume of lives touched is not lost on us. Patients and families see the impacts of great care immediately, but let’s take a moment to celebrate the way those impacts ripple slowly throughout the community – and across generations.

We, who are members of the Touro Family, are charged with adding to this legacy. It has been faithfully stewarded for 167 years – a reality I see within the hospital each day.

Because of your generosity, I am confident that future generations will look back and say the same.

In good health,

Meredith Maxwell, MD
Touro Infirmary Foundation Board Chair
Doctors’ Day: Compassion

On March 20, 2019, Touro celebrated National Doctors’ Day, a day to celebrate the contributions of physicians who serve the Greater New Orleans area by caring for the people of our community. This nationally-observed day provides both the community and hospital with an opportunity to come together in recognition of the hard work, dedication, and devotion Touro physicians demonstrate each and every day. In honor of Doctors’ Day 2019, we invited our community to thank a physician by returning a thank-you card or sharing their “patient story” of compassionate care. Included in the campaign was an interactive display board located on the first floor of the hospital which allowed patients to fill out kind notes for their physicians where their appreciation could be seen by all. The campaign reached over 7,000 patients and returned over 150 thank-yous for Touro’s hardworking physicians, who received a copy of every note sent to them. This overwhelming response is a wonderful illustration of the patient-centered and compassionate care Touro is known for.

Murrel H. Kaplan Compassionate Physician Award

Two years ago, together with Dr. Jay Kaplan, the Foundation sought to expand the honor of the Kaplan award to something beyond the walls of the hospital. The vision was to create an opportunity to allow our patients and their families to celebrate physicians who are known for their compassion. Now, in coordination with our annual Doctors’ Day Campaign, patients are able to nominate a physician for the Murrel H. Kaplan Compassionate Physician Award.

This year, we received 143 nominations for 46 physicians, and there was overwhelming support for the eventual honoree, Dr. Alfred John Colfry III. Dr. Colfry’s impact in the field of oncology is evident, but there wasn’t a dry eye in the house as patients described how his compassion carried them as they battled cancer. Dr. Reuben Chrestman, Medical Director of Radiology and current Touro Medical Staff President, presented the award and spoke of the privilege it has been as a family friend to watch Dr. Colfry grow up from a boy into the celebrated physician he is today.

Warren L. Rosen, MD Award for Excellence

On February 19, 2019, in the President’s Room, the Warren L. Rosen, MD Award for Excellence was presented to Jodi Trinh, RN, Brain Injury Rehabilitation. Jodi was named our May 2018 Employee of the Month and has been with Touro since November of 2011. She is an asset to her team, patients and the entire Touro Family. Established in 1987 by Dr. Rosen’s sons, John and William, this award is an honor to Dr. Rosen’s 60 years of service to Touro Infirmary. We were proud to honor Jodi, who, like Rosen award winners before her, exhibits Touro’s Values in Action: Welcoming Spirit, Respect, Integrity, Professionalism, Teamwork and Stewardship.
Reflections on greatness

Touro Infirmary Foundation Gala: Celebrating 2019 Judah Touro Society Award Recipient Dr. Gary R. Glynn

The Touro Infirmary Foundation’s annual Gala, held on November 10, 2019 at the New Orleans Center for Creative Arts, celebrated the honoring of Dr. Gary R. Glynn receiving the Judah Touro Society Award. It was truly a night to be remembered! The Beach Ball-themed event kicked off with a patron party, and the night continued in an interactive and energetic fashion, featuring steel drum calypso music, a decadent dinner, the traditional award ceremony, and even a special performance from Catch a Wave, a California-based Beach Boys cover band. During the evening program, Touro CEO Manny Linares announced the launch of “True Reflections,” a two-year campaign celebrating the 30th Anniversary of both the Judah Touro Society and the Touro Infirmary Foundation itself. The campaign will modernize the hospital’s equipment, campus, and facilities to reflect the high quality of care offered within its walls. As our campaign and celebrations looked to the future, it was fitting to reflect on and recognize the achievements of a truly exceptional member of the Touro Family. Dr. Glynn is Director of the Touro Rehabilitation Center and Touro’s Brain Injury program. As a tribute to Dr. Glynn’s significant contributions to Touro, the Gala’s fundraising initiative created an endowment bearing Dr. Glynn’s name that will support the Touro Rehabilitation Center.

DAISY Award: Recognizing nurses who care

The DAISY (Diseases Attacking the Immune System) Award is an international recognition program that honors and celebrates the skilful, compassionate care provided every day by our nurses. Since its creation in 1999, the program has spread to over 3,000 healthcare facilities and nursing schools worldwide. The DAISY Award has recognized some of our most talented, dedicated, and caring nurses, helping them see in themselves what their patients and colleagues see every day. Touro was proud to have two nurses recognized in 2019: Veronica Broussard and Jason Price.

Raja W. Dhurandhar, MD Cardiology Award

The Raja W. Dhurandhar, MD Cardiology Award was established in recognition of Dr. Dhurandhar’s 49-year medical career and commitment to the medical education and mentorship of aspiring doctors in New Orleans. The award, which is given annually to an outstanding second-year cardiology resident, is elected by the Chief of Cardiovascular Services at Touro and underwritten by gifts made in Dr. Dhurandhar’s honor to the Touro Cardiology Fund. Recipients may utilize the funds for continuing education, such as medical conference attendance.

Our 2019 honoree is Dr. Mehnaz Rahman, whose work truly reflects Dr. Dhurandhar’s commitment to excellence. As the 2019 award recipient, we were excited to formally recognize and honor Dr. Rahman at the December 11 General Medical Staff meeting in the Presidents’ Room. Additionally, her name will be added to the Dhurandhar plaque, which hangs in the second floor corridor outside the Doctors’ dining room.

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While day-to-day operations at Touro are truly “patient-centered,” we are committed to supporting each patient’s wellness long after their visit. We are proud of our physicians, nurses and staff who link arms to care for their charges in so many ways.

It is evident that from survivorship programs to community giving, Judah Touro’s vision of community service that began over 167 years ago is still alive today. This legacy of community and mutual aid is the foundation of Touro’s devotion to compassionate healthcare.
Bowling for Brain Injury

On Saturday, October 13, 2019, the Touro Infirmary Foundation and Touro NeuroRehab Care staff raised funds for BIALA (Brain Injury Association of Louisiana) initiatives that help our community and Touro Rehab patients living with brain injuries. Bowling for Brain Injury drew over 100 bowlers, including five sponsor organizations, four Touro Rehab patients, and even one support pup. Sponsor organizations such as NuMotion, NeuroRehab Care, Brain Injury Association of Louisiana, and the United Spinal Association were on site. This amalgamation of New Orleanians who support Touro Rehab patients was an inspiring representation of Touro’s commitment to patient-centered care. We look forward to growing with this supportive community in the future.

GiveNOLA Day

In a city known for its music, Touro Infirmary is pioneering New Orleans’ first-ever Aphasia Choir. Aphasia is an acquired communication disorder that affects a person’s ability to understand and produce language. Persons with Aphasia, who often have difficulty composing full sentences, can often sing fluently. One theory is that because music crosses the hemispheres of the brain, it creates new neural pathways for language.

Thanks to the success of the Foundation’s 2019 GiveNOLA Day campaign, over $4,600 was raised to purchase instruments, equipment and music. Touro’s dedicated staff and patient volunteers look forward to establishing a thriving Aphasia Choir, which in addition to offering therapeutic benefits, will be a wonderful new point of connection, community and support for New Orleanians living with Aphasia.

Survivors and staff get “Pampered and Pink” at Audubon Zoo

Celebrated during Breast Cancer Awareness Month, Pampered and Pink has become a mainstay in the New Orleans community for recognizing and supporting women’s health. On October 17, 2019 at the Audubon Tea Room, Touro, with funding support from Touro Infirmary Foundation donor Odorn Heebe, delighted guests with a pink-filled soiree where guests felt pampered and honored. The event included a panel of experts comprised of Touro physicians discussing women’s health.

Cancer Survivor Day Celebration

On June 2, survivors and supporters gathered for the 2019 Cancer Survivor Walk, put on by the Touro Cancer Care Team. The morning kicked off with a group walk through Audubon Park. What a powerful visual: survivors, supporters, and staff walking forward down the path – “stronger together.” These community-centered components of Touro’s cancer survivorship program are an essential part of patients’ transition from treatment to recovery. This support program, supported by The Foundation’s Cancer Fund, offers survivors access to experienced oncology providers, a wide array of support services and wellness initiatives, and a large community to connect with.
As one of New Orleans’ most enduring monuments, Touro stands for stability. Rooted in history, our facilities utilize the latest technology, and we are known for the expertise of our dedicated and caring physicians and staff. Guided by the principles of Judaism, Touro has long been a pillar of medical excellence.

As technology continues to advance, we are constantly expanding services and facilities for our patients and staff, who can count on our commitment to their health and well-being for generations to come. As a part of the two-year “True Reflections” campaign, this vision of the future is being brought to life every day. In 2019, with support from the Touro Infirmary Foundation and Memorial Clinics, Touro saw upgrades to the Surgeons’ Lounge. The Foucher Room and Coliseum Room, both well-utilized for meetings and conferences, received fresh furniture, décor and electrical upgrades. And now, when patients walk in the doors of the Emergency Department, they are greeted at a newly-renovated registration desk.

With generations of support behind us, the Touro Family has never stopped striving for excellence. 2019 was no exception, and we are grateful for the creativity, generosity, and determination our donors, staff, patients, and community bring to the table.
Employee Giving Campaign: Launch of Mini Grants

Our staff members are the eyes and ears of Touro. Their insights and input are pivotal to understanding the needs of the patients and identifying growth opportunities. In 2019, the Foundation launched the “Mini Grants” program, designed to give Touro staff the power to imagine and implement initiatives that enhance the patient and employee experience. Using funds raised through the Employee Giving Campaign, mini grants up to $5,000 are awarded throughout the year for staff-created projects benefiting the hospital, staff, patients, and the entire New Orleans community.

Preparing for the future

Our 30th Anniversary Campaign is a window into the past: An opportunity to see Touro Infirmary in full. 30 years ago, 199 individuals, families and businesses came together to build on the incredible work of founder Judah Touro with the creation of the Touro Infirmary Foundation. As we celebrate this important milestone, we are grateful for the generations of care, compassion, and generosity that got us here.

With an eye to the future, the Foundation remains committed to reflecting the Touro legacy in all we do. Throughout our 30-plus years, the Foundation “family” has always maintained a spirit of compassion, camaraderie, and celebration – it is what our programs, events and members are known for. We haven’t stopped innovating ways to honor our shared mission and grow our impact within the New Orleans community. As we look ahead, we are proud to stand united with our Board of Directors, committed donors, staff, and volunteers.
Preparing for the future

Rosenblum Healthcare Institute

In August of 2019, The Touro Infirmary Foundation launched the seventh annual Rosenblum Healthcare Institute (RHI). Hosted by the Touro Infirmary Foundation, RHI is an engaging five-week leadership series discussing topics in health and healthcare. 25 participants are selected from various backgrounds and industries, including community advocacy and health, education, technology, and law. Participants have the opportunity to engage with the landscape of health and healthcare in New Orleans and the state of Louisiana.

RHI fuels the hospital and community’s long-term success by engaging brilliant, talented local minds in the conversation and analysis of our community’s current healthcare state of affairs. The series is funded by its namesake, Paul S. Rosenblum.

2019’s lineup welcomed a range of professionals, experts and community members, all of whom are local and involved at high levels with the issues at hand. The series kicked off with a roundtable on mental health, led by Dr. Rochelle Head-Dunham, MHSD Executive & Medical Director; LeAnne Steen Ph.D., Associate Professor of the Counseling Department at Loyola University New Orleans; and Mark Ranatza, Director of Behavioral Health at Children’s Hospital New Orleans.

Week two examined the reality of food deserts in New Orleans and considered possible solutions around this issue. RHI welcomed the expertise of Lindsay Hendrix, Associate Director of Corporate and Foundation Relations at Second Harvest; Renanda Darensbourg with Movin4Life; and Tamah Yisrael, of the New Orleans Food Co-Op.

Week three considered Patient Advocacy & Access and featured Kristie Bardell from the Louisiana Public Health Institute (LPHI); Dr. Gary Glynn, of the Touro Infirmary Rehabilitation Department; Mark Raymond from the Split Second Foundation; and Devon Walker of the Devon Walker Foundation.

Closing out the Institute was a robust panel on Uncunous Bias & Health Equity, led by Maxine Crump of Dialogue on Race Louisiana, Melissa Licali of the Anti-Defamation League; and Maeve Wallace, Tulane University, Assistant Professor of Department of Global Community Health Behavioral Sciences.

RHI events also feature networking opportunities that foster connection and collaboration between participants and speakers, many of whom consider RHI an invaluable part of their professional life. Candace Weber, an alumni facilitator of the series, said, “I’ve been involved for four years in the Rosenblum Healthcare Institute at Touro because it offers most of my favorite things: continuing education and great programming that helps me stay informed and updated on all NOLA-focused health industry topics. It gives me the opportunity to hear from impressive speakers in healthcare – AND best of all – networking and connecting with my peers has been invaluable. This is the only series of its kind, and I recommend it for those who want to keep up with the latest and greatest healthcare topics.”

Touro Infirmary is fortunate to have grown up in a vibrant community of committed, caring health professionals, and the Rosenblum Healthcare Institute is playing an important role in passing that baton to future generations.
Touro Infirmary was founded on compassion—a belief in extending generosity without reservation. In 1882, Judah Touro set the course. Nearly every morning since, Touro doctors, nurses, and staff have walked into the hospital ready to give their all to their patients and the New Orleans community. We are honored to show up to work each day in a place where so many have gone before us.

Year after year, the Foundation has encountered that same depth of compassion amongst our family of donors. As we look back on 2019, it’s clearer than ever that each new gift, fund, and grant matters more because of the years of generosity preceding it. And while this legacy is visible in the Foundation’s financials, we’re proud to say it can be seen even more clearly in the lives of our patients, staff, and the entire Touro Family.

Financials
Grants: 2019 Highlights

Touro Baby Café: Supported by W.K. Kellogg and the RosaMary Foundation

In conjunction with funds raised through the Touro Infirmary Foundation, NOLA Baby Café was able to open two new campuses at the Touro main campus and at the Touro Bywater clinic.

Baby Cafés are free resources for pregnant and breastfeeding mothers offering support from trained staff and opportunities to share experiences and make friends, in spaces with comfortable seating and open-forum discussions. The Baby Café model works because it offers operational flexibility while adhering to a set of proven guidelines.

Breastfeeding, with its many known health benefits for infants, children, and mothers, is a key strategy to improve public health. However, 60% of women who start breastfeeding do not reach their own goals. As one of five Louisiana hospitals to receive the Baby-Friendly designation, Touro is proud to bolster local breastfeeding outcomes with the launch of NOLA Baby Café at Touro.

Harry T. Howard III Foundation: $40,000

Our commitment to patient care is stronger than ever, and we are grateful for the vital partnership of the Harry T. Howard Foundation in bolstering our efforts. Touro’s fight against the nursing shortage will see an increase of $270,000 by 2023, funding a variety of critical efforts such as nursing education, recruitment, and retention.

American Cancer Society: $5,000

The American Cancer Society (ACS), National Football League (NFL) and the New Orleans Saints have awarded a grant to Touro to address lung cancer mortality by increasing screenings and supporting smoking cessation efforts. The grant funding was made possible through ACS’s partnership with the NFL and the league’s “Crucial Catch” campaign.

The grants are the latest in ACS’s Community Health Advocates Implementing Nationwide Grants for Empowerment and Equity (CHANGE) program, which provides funding opportunities as part of the ACS’s commitment to reduce cancer disparities. Touro Infirmary will receive $125,000 over a two-year period, including a six-month capacity building phase and an 18-month implementation phase. The grant is one of eight being awarded nationwide and is the first time Crucial Catch has expanded to address lung cancer.

Saul’s Light: $5,000

In 2019, Saul’s Light and the Touro Infirmary Foundation joined to collaborate support services focused on the emotional, physical, and financial support of NICU and bereaved families. With the establishment of this fund, families experiencing hardships due to their baby’s hospitalization will have increased options for support, including bereavement groups, education, and relief from financial strain.

Thanks to Saul’s Light, Touro’s NICU was gifted with resources that are freely available to patients on the floor. Our “Little Library” reading nook encourages families to read and bond during their stay in the NICU. In addition, bereaved families now have access to a Cuddle Cot – a device used in bereavement care that gives families experiencing stillbirth the “Gift of Time.”

Total donations: $475,696

Restricted: $362,600

Unrestricted: $113,096

Operating expenses: $469,071

Harry T. Howard III Foundation: $40,000

American Cancer Society: $5,000

Saul’s Light: $5,000
From the entire Touro family, we extend the most heartfelt thank you to you:
our supporters and contributors.

Charles and Elizabeth Wetmore Fund: $26,900

As the Foundation launched “Lung Love,” an initiative in response to high mortality rates for the New Orleans lung cancer community, support for the program came from all sides. Lung Love creates a continuum of care around those who are at risk for lung cancer and respiratory illness. This innovative program design is anchored on a comprehensive lung cancer screening program and access to a pulmonary specialist in diagnosis and treatment of lung cancer. With Lung Love, Touro has invested significant resources in building awareness of and participation in lung cancer screenings, and it has built a team of treatment professionals to address lung disease diagnoses.

In 2019, Touro was the recipient of a grant from the Wetmore Fund to extend Lung Love by adding a Smoking Cessation Component to the program. Based on a successful design from the American Lung Association, Touro will leverage its investments in Lung Love to not only identify and treat but also, through this proposal, to prevent. With support from the Wetmore Fund, Lung Love has taken a step forward—ensuring smokers who make the preventative step of getting screened have access to a smoke-free future.
To our board members, who reflect the Foundation’s mission throughout our community: Thank you.

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The society is comprised of donors who give at least $1,500 to support the mission of Touro.*

* Indicates donors who are members of the Judah Touro Society. The society is comprised of donors who give at least $1,500 to support the mission of Touro.

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