At Driscoll Children's Hospital we encounter heroes every day: from the patient who faces cancer head on, to the physician who performs lifesaving surgery, to the staff who ease the worries of a frightened parent and the volunteers who bring treats and smiles. On any given day, we are surrounded by bravery and courage.

Because of the generosity and pioneering spirit of our founder, Clara Driscoll, we are here today. And with the help of the heroes in our community who, year after year, support our mission of offering hope and healing in an environment of trust, compassion and care, we have served the children of South Texas for more than 60 years.

Our 2014 Annual Report, “Heroes,” gives you a glimpse into our year of heroic feats. We recap the growth we’ve experienced thanks to the teamwork of our physicians and staff whose efforts have allowed us to achieve such Wonders.

We highlight ways in which we strived to go above and beyond to meet the needs of our patients and their families, and as a result, received recognition for excellence in our services, standards and quality – a Powerful statement from our peers.

We uncover the Strength we garnered thanks to the support of our friends throughout South Texas. Because of their contributions throughout the year, Driscoll continues to bring high-quality care and an enhanced patient experience to the children we serve.

As we look to the future, our Vision includes expansion of facilities, services and new pathways for our patients and families to find the information they need to receive the best care possible. We are ever grateful for the continued support we receive from our community of heroes, and our Community Impact is reflected in our community benefit report.

We hope you enjoy a look back at our 2014 journey. It truly takes heroes like you to help us carry on our mission. Thank you for heroically supporting our mission as we continue to serve the children of South Texas.
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Innovation in medicine moves faster than a speeding bullet. Continually progressing to meet the needs of our patients and families, in 2014 Driscoll Children’s Hospital brought innovative technology to its pediatric ambulances, added dialysis services closer to home, expanded existing services, helped to enhance the patient experience and more. 

WONDERS never cease when the mission is to improve the lives of the children of South Texas!
Children’s play area dedicated at Urgent Care

In an ongoing effort to reduce anxiety for young patients and make a doctor’s visit a more pleasant experience, Driscoll Children’s Hospital Urgent Care Center added a children’s play area, “Stripes® Fun Zone,” to extend the Stripes Child Life programs to children waiting to be seen at the Southside location. In May 2014, Driscoll officials, along with representatives from Stripes® Convenience Stores, hosted a dedication for the play area.

Thanks to Stripes Stores’ $1 million commitment to Driscoll Children’s Hospital in 1999 to expand the efforts of Child Life services, the hospital’s Child Life specialists were able to assess the Urgent Care Center’s waiting area and purchase items to help make it more child-friendly for both patients and siblings.

The Urgent Care Center, the only facility of its kind in Corpus Christi, is dedicated to caring only for children. It handles minor emergencies and illnesses. Combined with the convenience of care, it also offers transportation by Driscoll ambulance to the main hospital campus for further evaluation or extended care, if necessary.

New amenities include:

• Flat-screen TV and DVD player
• Touch-to-play, wall-mounted game system
• Interactive magnet activity table
• Interactive toy panels

During the dedication, Stripes officials presented a check for more than $1.1 million for the Children’s Miracle Network. Funds were raised during Stripes’ in-store Miracle Balloon pin-up campaign. A large portion of those funds will go to Driscoll Children’s Hospital.
Driscoll's Sports Medicine Department growing

So much of what Driscoll Children's Hospital does focuses on helping sick or injured children recover and return to their activities of daily living. For patients in the Sports Medicine area of the Rehabilitation Services Department, those activities include returning to a playing field.

“These are athletes, and their activities of daily living are sports,” said Phuong Huynh, MD, sports medicine physician. “It’s not just helping someone to be able to walk again; it’s looking at what is important to the patient, and what we can do to help them return to their sport.”

In the past year, resources have been invested in the Sports Medicine Program to add all the equipment a patient would need when rehabilitating a sports injury. Now, the area features treadmills, elliptical machines, weight benches, resistance bands and other equipment needed for state-of-the-art fitness training.

“Most importantly, we have the staff here that knows the best way to use all this equipment,” Dr. Huynh said. “We have trainers and physical therapists who know the sports, so the patients aren’t just going through rehab to recover from their injuries. They’re undergoing rehab to help them return to their sport at the same level or at an even higher level than they were before.”

The Sports Medicine team, (from left) Lee Knox, Dr. Huynh and Frank Moreida, work hand-in-hand with Driscoll's Orthopaedics and Rehabilitation departments to treat the specialized needs of young athletes, whose bodies still are growing.

Mary Buhidar

Incarnate Word Academy athlete Mary Buhidar is a recent beneficiary of the Sports Medicine program. Buhidar, who stars in both basketball and softball at her high school in Corpus Christi, tore the labrum in her left hip playing catcher last softball season. She had surgery in May 2014 and spent three months working with Dr. Huynh and Moreida.

“I was worried I would never be the same after I had the surgery, now I’m telling you that my left leg feels stronger than my right leg,” the 15-year-old said. “Everything has gotten easier with the physical therapy. I’m not only physically doing well, but emotionally I feel more confident because I can feel myself getting better and better with each visit.”
Driscoll Children’s Hospital’s Surgical Director of the Renal Transplant Program Stephen Almond, MD, Medical Director of the Kidney Center and Renal Transplant program Samhar Al-Akash, MD, President and CEO Steve Woerner and Chairman of the hospital’s governing board Loyd Neal cut the ribbon at the Valley Dialysis Center in McAllen. Pediatric nephrologists Amy Becker, MD, Elizabeth Anyaegbu, MD, and Salam Gharaybeh, MD, and dialysis staff, along with McAllen Chamber of Commerce and community members, joined in the ribbon cutting.

The City of McAllen welcomed Driscoll Children’s Valley Dialysis Center during a ribbon-cutting and open house in June 2014. Clinic staff and members of Driscoll’s Auxiliary provided tours to guests including patients and their families, elected officials, members of the McAllen Chamber of Commerce, Driscoll officials, physicians and members of the community.

Driscoll Children’s Valley Dialysis Center is a dedicated, state-of-the-art, 4,155 square-foot clinic that includes four dialysis stations. Board-certified pediatric nephrologists and a board-certified pediatric surgeon who performs kidney transplants work with dedicated pediatric dialysis nurses, dietitians, social workers and office staff to provide the same hands-on, personal care that patients receive at Driscoll Children’s Hospital in Corpus Christi.

“There is currently a service area of approximately 1.5 million people, with about 10-15 pediatric patients per million annually diagnosed with end-stage renal disease,” said Samhar I. Al-Akash, MD, pediatric nephrologist and medical director of Driscoll Children’s Hospital’s Kidney Center and Renal Transplant Program. “These patients need high-quality, specialized care, and thanks to our well-established and successful dialysis and renal transplant programs, they no longer have to travel as far or live away from home in order to receive appropriate care.”

Driscoll Children’s Hospital began offering nephrology and dialysis services in 2004 and performed the first transplant of any kind in South Texas in 2007. Today, Driscoll remains the only pediatric transplant program in South Texas and has performed more than 75 pediatric kidney transplants.
It was tough for Esteban Perez, Jr., to have a normal high school experience. The kidney Esteban received as an infant started to fail in 2013, and Esteban began going to dialysis three times a week at Driscoll Children’s Hospital in Corpus Christi. That meant Esteban attended school with his classmates just twice a week. While other students did their work from traditional school desks, Esteban completed his homework inside a hospital three hours away from home while hooked to a dialysis machine.

That all changed for Esteban and other dialysis patients in the Rio Grande Valley when the Driscoll Children’s Valley Dialysis Center opened inside the Driscoll Children’s Medical Plaza – McAllen in 2014. Esteban was the center’s first patient.

"We’re so excited about the new dialysis center," said Tracy Sierra-Perez, Esteban’s mom. "It makes things easier for everyone – especially Esteban, of course – and for the whole family. When we were going to dialysis treatments in Corpus Christi, we had to leave Brownsville at 9 a.m. to get to his appointment, and we didn’t end up getting home until 8:30 or 9 each night. It’s very tiring for everyone. Now, with it being closer, it can be just a half day. We can leave at lunch time to get him there for his appointment at 1 p.m., and we’ll be home for dinner."

With all dialysis patients, kidney transplant is the ultimate goal, and Esteban received his second transplant in October. Esteban was born prematurely and immediately diagnosed with end-stage renal disease. At 11 months old, he received a kidney from his father Esteban Perez, Sr. That kidney was expected to last 10 years. It was almost 16 years before Esteban started feeling weak again. He began to tire easily and lab work showed his transplanted kidney was finally deteriorating. That’s when the frequent trips to Corpus Christi started. A matching donor was located shortly after Esteban was able to make the shorter trips to Driscoll Children’s Valley Dialysis Center in McAllen, and he received the new kidney in late October.

"I’m so happy," Esteban said. "I’m thankful for all the help I’ve received from my family and friends, and all the doctors and nurses at Driscoll. The kidney transplant was perfect timing ... just in time for me to finish high school with a normal senior year like I’ve always wanted."
Our New Heroes

New physicians contribute to Driscoll’s strength

Eric Baggerman, MD
Pediatrics

Manuel Omar Cruz-Diaz, MD
Pediatric Urology

Vanessa Dimas, MD
Craniofacial, Plastic and Reconstructive Surgery

Maricela Gulbronson, MD
Developmental and Behavioral Pediatrics

Jonathan Hanks, DDS
Pediatric Dentistry

William Joseph Morrissey, MD
Pediatrics

Nazire Ozcelik, MD
Pediatric Cardiology

Sandra Sofinski, MD
Pediatrics

Sarah E. Withycombe, MD
Pediatrics

Christine Rivera, MD
Pediatrics

Bradley Raisher, MD
Pediatric Cardiology

Tomasz A. Wiraszka, MD
Ophthalmology

Marcos J. Valdez, MD
Neurology

Sandra Sofinski, MD
Ophthalmology

Travis L. Thompson, MD
Radiation Oncology

Sarah E. Withycombe, MD
Pediatrics
Craniofacial and Cleft Center celebrates inaugural reunion with patients

More than 100 plastic surgery patients who overcame physical challenges ranging from cleft lips to burns to dog attacks attended the first Craniofacial and Cleft Center Reunion in August at the Corpus Christi Museum of Science and History. The gathering was a fun day for the children, featuring face-painting, pirates, musical performances and a DJ.

The Driscoll Children’s Hospital Craniofacial and Cleft Center – headed by plastic surgeons Kevin Hopkins, MD, and Vanessa Dimas, MD – treats as many as 400 children a year.

“Often, we’re working with them from the day they’re born until adulthood,” Dr. Hopkins said. “They really become like family. Our team members are all essential in helping these young children to succeed in life. We are intricately involved in monitoring the child’s progress. Various surgeries are timed as the child grows as well as other medical care like speech, hearing and dental.”

Driscoll’s Information Systems ensure patient privacy

Protecting the privacy of our patients, as well as offering high-quality care, is of utmost importance to Driscoll Children’s Hospital and its Information Systems (IS) Department. The moment patient care begins, the IS Department is involved through communication and clinical application systems that clinicians use to care for patients.

“Even though we are not at the patients’ bedside, we understand that what we do supports the many people who are,” said Miguel Perez, III, chief information officer and system director of Information Systems.

In 2014, Information Systems worked to ensure the protection of data, improved hospital systems and trained their team in order to provide the best technical environment for clinicians to care for the patients of Driscoll Children’s Hospital and members of the Driscoll Health Plan.

Data Center

One of the largest projects the IS department took on in 2014 was the virtualization of the Driscoll Health System data center by moving from the physical server environment to virtualizing as many systems as possible within its local data center.

Disaster Recovery

The virtualization effort has further prepared Driscoll for any disastrous threat that it may encounter. The IS Department made every possible effort to ensure that the patient and business data stored by Driscoll is protected and recoverable in the event of a disastrous threat.

Cyber Threats

Cyber threats are on the minds of every industry and every organization. Driscoll is no exception. Driscoll has in place an extensive cyber protection network that guards the organization’s patient and business data. This network protects Driscoll on a daily basis from cyber intrusions, whether by individuals or by cyberbots that are constantly trolling the internet for unprotected equipment around the world.

Personnel Development

In order to maintain and develop the advanced applications, hardware and networking equipment Driscoll uses on a daily basis, the Driscoll IS department has a rigorous personnel training program. Every year, the department undergoes many hours of training to maintain certifications for existing systems and their advances, thus ensuring the highest quality of care for Driscoll’s patients and their families.
Organ donors and their families honored at ceremony

The families of children whose organs were donated so that others might live were honored at a ceremony on Nov. 1 at Driscoll Children’s Hospital. The organ recipients also attended the ceremony to show their appreciation to the families.

“It is essential to honor those families who, in their time of grief and the loss of their child, donated their child’s organs to help another person,” said Margaret Jones, director of Driscoll Children’s Hospital’s Pediatric Intensive Care Unit. “It’s an incredible act for them to do that, and we want to show our appreciation. These organ donors are heroes, as they are saving lives,” Jones said.

The ceremony included a slideshow celebrating the lives of the donors as well as a tour of Driscoll Children’s Hospital’s Organ Donor Wall, where the name of each organ donor is recognized for their donor family’s selfless act.

Two families were highlighted at this year’s ceremony – a family who lost their son to a sudden medical event, and a teenage girl who received the gift of life because of the heroism and faith of his parents.

Nathan Guerrero was a typical 10-year-old: He loved his parents, God, playing football, riding horses and hunting with his Dad. One afternoon in July, he complained of a headache, and when his Dad checked on him later, found him unconscious. He was rushed by HALO-Flight to Driscoll, where he later passed away.

Karen Barrera is a vibrant, 16-year-old competitive cheerleader. She’s always led a very active lifestyle with no indication that she had any medical issues. In July 2014, she underwent a routine physical and discovered that her blood pressure was high. Through extensive testing, it was determined that one of her kidneys had never developed properly. She was transported to Driscoll Children’s Hospital from Laredo, and was placed on the waiting list for a kidney transplant. Karen received the gift of life because Nathan’s family made the decision to donate his organs.

The Guerreros’ decision to donate Nathan’s organs saved Karen’s life and the lives of four others. They are truly heroes for their selflessness and the impact they made on so many lives with their decision. You too can become a hero by registering to become an organ donor at www.donatelifetexas.org.

During the dedication ceremony, kidney transplant recipient Karen Barrera and her mother Gabby (center) were able to personally thank Nathan Guerrero’s parents for making the selfless decision to donate their son’s organs so that others may live.
Driscoll Children’s Hospital’s Transport Team cares for some of the most critically ill children while in transit. In fact, the Transport Team performed more than 1,300 transports across South Texas in 2014, which is an increase from the previous year.

Because specialized care during a transport makes a remarkable difference in the outcomes for patients, Driscoll’s Transport Team has continued to enhance the services they offer to the children of South Texas. In the past year, the team has added new, more compact and powerful pediatric transport ventilators that allow the team to transport highly critical patients from outlying intensive care units to Driscoll’s Pediatric Intensive Care Unit even more efficiently and safely.

Three new transport isolettes for the tiniest patients were also introduced in 2014. These isolettes feature state-of-the-art ventilation systems that deliver high frequency breaths. Utilizing a unique mechanical/physiological interface called Phasitron, these breaths are precisely delivered to selected pressures, allowing improved patient stability and support.

In order to better serve patients in the Rio Grande Valley, the Valley Transport base relocated from Brownsville to a more centralized location at the McAllen airport. This move was aimed to better strategically position the Rio Grande Valley Transport Team to improve coverage and response time from Brownsville all the way to Laredo.

At the end of 2014, Driscoll retired one of the four specially-equipped, child-friendly mobile intensive care ground units in order to make room for a new custom-built ambulance. The custom-built unit has a state-of-the-art suspension and shock system called Liquid Spring, which optimizes ride and handling for vehicle load and road conditions, and offers driver adjustability for greater system response. The Liquid Spring system also maximizes vehicle handling with minimum noise, vibration and harshness, allowing the driver to improve handling response for safer emergency maneuvers while compensating for load variations. The body of the ambulance is constructed with solid aluminum frames for structural stability and strength to prevent injury in the event of an accident. Patients, parents and crew members will be protected like never before with these new innovations and safety features.

Approximately 90% of Driscoll’s Transport Team has received national certification, allowing the team to provide the highest quality of care available.
In keeping with our mission to meet the needs of the children of South Texas, Driscoll continually searches for methods to improve the quality of life for patients and their families. The High Risk Follow-up Program, a service offered to families of children cared for in the Neonatal/Pediatric Intensive Care Units, provides developmental evaluation to identify signs that may suggest a need for early intervention. Prompt detection and early intervention help children reach their fullest potential for growth and development.

As preterm birth-related mortality has decreased, morbidity, especially neurologic, has increased. High-risk infants require careful, focused follow-ups with appropriate referrals for early intervention services. Preterm birth remains as one of the most important and costly public health issues in the United States today.

Opened in early 2013, Driscoll’s High Risk Follow-up Program has blossomed further and faster than all expectations. There are more than 150 patients currently being followed through the program which covers South Texas from Victoria to Laredo to McAllen all the way to Brownsville. The best care for these fragile patients is to work closely with the primary care physicians (PCP). After each visit, letters are sent to the PCP regarding results and any program recommendations.

“Through a multi-disciplinary approach, we give each child we follow the best opportunity to succeed,” said Jeremy Goodman, director of Transport, Outreach and High Risk Program. “This upcoming year brings much excitement to the program with expansion discussions aimed to increase access to our existing market.”
With growing concerns over the Ebola outbreak in West Africa and world-wide anxiety regarding the spread of the disease, Driscoll Children’s Hospital was proactive in ensuring the safety and well-being of our patients and families. While the likelihood of an Ebola Viral Disease (EVD) outbreak is extremely low, it was important for Driscoll to plan, train and stay informed. Driscoll’s Severe Communicable Disease task force created a comprehensive plan that detailed operational guidance, Personal Protective Equipment (PPE), training and the activation plan for a severe communicable disease response. The plan incorporates evidence supported by the Centers for Disease Control and healthcare agencies such as Emory that have successfully treated patients with EVD.

According to Karen Long, vice president Patient Care Services at Driscoll, “We have strong internal resources who have helped to orchestrate our response plan, which has been developed in conjunction with local, state and national resources via face-to-face meetings and weekly conferences.”

At Driscoll, we continually look for ways to enhance patient care and service. Evidence-based research shows there are benefits to grouping patients with similar diagnoses. With this in mind, beginning in December 2014, renal patients began to be admitted to the 4th Tower (4T) rather than the 7th Tower.

Previously, only oncology and cardiac patients were admitted to 4T; however, oncology, cardiac and renal transplant patients tend to be less immune to and at risk for illnesses. Keeping these patients together will reduce exposure to infection. “We wanted to do our part in improving patient outcomes and patient satisfaction,” said Trish Carr, associate chief nurse executive. “Not only will we be better able to provide consistency in care, our nurses will be caring for like patients. This improves competency, care and outcomes.”

To better meet the needs of the dialysis patients, two patient rooms were converted to dialysis rooms. New dialysis chairs, equipment and furniture were added, and flooring and paint were refreshed for these new accommodations. In addition, in order to make the transition smooth for patients and families, a reception was held in November so that patients and their parents could meet and talk with the 4T staff and tour the unit.
Our founder, Clara Driscoll, established Driscoll Children’s Hospital in Corpus Christi with the vision of serving all South Texas children. Today, Driscoll serves 31 counties in South Texas and has established specialty centers in Brownsville, Harlingen, McAllen, Laredo and Victoria to meet the needs of our patients and their families.

In late 2013, the Endocrinology clinic began offering services at Driscoll Children’s Specialty Center - Laredo two to three times a month, and soon moved to a weekly schedule to meet the needs of the community. The Endocrinology clinic continued to see more and more patients throughout 2014.

“By October 2014, we increased coverage in Laredo with two of our endocrinologists, Mauricio Flores, MD, and Ana Paez, MD,” said Dale Obermueller, Vice President of Clinic and Physician Practices. “Increasing the number of Endocrinology clinics from two to three a month to eight is in response to the growing need in Laredo, and Driscoll is proud to be able to provide these services to our patients and families close to home.”

In October 2014, Driscoll’s Ear, Nose and Throat (ENT) clinic celebrated its grand opening with an open house. Prior to the opening, otolaryngologist Aiysha Balbosa, DO, shared space in Driscoll’s Pediatric Urology clinic.

“Once referring providers and patients realized Driscoll had its own board-certified, pediatric ENT, our clinic volumes quickly soared,” said Laura Zamora, administrator for Children’s Physician Services of South Texas. “Construction of the new suite started immediately in an effort to better serve our growing patient population.”

The new suite, located in the McIver Furman Building within the hospital, has a total of eight patient rooms, beautiful hand-painted murals and state-of-the-art medical equipment to better meet its patients’ needs.

Maternal Fetal Clinic finds success in Laredo

Two years ago, Driscoll Children’s Hospital and its Maternal Fetal Medicine clinic identified an immediate need to better serve the Laredo community and decided to expand services into the Laredo market. In 2013, soon after the clinic was established, Driscoll’s Maternal Fetal Medicine clinic in Laredo hosted an open house for local OB/GYNs to celebrate the opening of the clinic.

Since that first day, the patient volumes in the Laredo market have grown consistently month after month with more than 1,111 office visits in this past fiscal year (May 2013 – April 2014).

“It’s evident that referring OB/GYNs in Laredo immediately embraced this specialty,” said Laura Zamora, administrator of Driscoll Maternal And Fetal Physicians Group. “We are privileged to work with these local physicians, and we are grateful for the growing number of referrals the Maternal Fetal clinic receives on a daily basis.”

Maternal Fetal care is dedicated to treating and coordinating the treatment of all medical illnesses during pregnancy, from high blood pressure and diabetes, to coordinating the care of patients with kidney failure and to reducing the rate of premature early births.

According to Ryan Loftin, MD, Maternal Fetal Medicine physician who sees patients at the Laredo location, “Pregnancy can have an impact on a woman’s health, and a woman’s health condition can impact the development of her baby. Because of this, Driscoll’s Maternal Fetal Medicine clinic strives to help create a plan that will reduce risks for both.”
Driscoll’s NICU enjoying expanded space

The Neonatal Intensive Care Unit (NICU) at Driscoll Children’s Hospital now has room for more newborns. An expansion of the NICU in 2014 increased it to a 52-bed unit including separate rooms where mothers can stay with their baby as they prepare to go home. This new area is called the Neonatal Continuing Care Unit.

Driscoll’s level IV NICU cares for newborns and infants for a variety of reasons, including prematurity (carried less than 37 weeks), respiratory distress, infections, birth defects and other illnesses. Staffed by neonatologists 24 hours a day, seven days a week, the NICU cares for premature and critically ill infants from 31 South Texas counties.

Included in the patients the NICU regularly sees are babies that are almost ready to go home. For those babies, Driscoll has added six rooming-in rooms, where the parents stay overnight with the baby as preparations are made for discharge from the hospital.

These babies, called the “feeders and growers,” are newborns who are doing much better and just need a day or two to become a little stronger before they can be sent home. The overnight stay also gives the parents time to be with their child in an environment where they have nurses who can offer assistance. The hospital also uses this time as an educational tool for parents so they’ll feel completely comfortable when they take their child home.

“We’re excited about the expansion, because it just gives everyone so much more room,” Driscoll’s Associate Chief Nurse Executive Trish Carr said. “We’ve been caring for more newborns and you don’t want your doctors, your staff or the families to feel cramped. You want to have as much space as possible so everyone feels comfortable.”
In 2014, with the help of the Auxiliary to Driscoll Children’s Hospital and Driscoll’s Family Advisory Board, the children’s play area located in the Sloan Building underwent a much-needed update. In addition to a number of Driscoll’s outpatient services, the Sloan Building is home to 23 guest rooms on the first floor. Each year, Driscoll lodges hundreds of children and their families from areas including the Rio Grande Valley and Laredo for an extended period of time. It’s not uncommon for families to stay in the guest rooms for six to nine months due to treatments such as chemotherapy or dialysis.

The Family Advisory Board saw the need for this play area to be renovated so that children and their families would have a place to relax and play. Aging playground equipment was replaced with a new playscape.

“We wanted to construct a bright, family-friendly space that offers a safe play area with climbing activities, as well as relaxing sitting areas for parents,” said Robin Smith, director of Patient and Family Services. “Anything we can do to make the family experience better helps us continue our mission of providing excellent healthcare to our community.”

The Rodriguez family from Zapata, Texas found the new play area to be a great place for their 4-year-old son to explore while their baby daughter recovered from surgery at Driscoll’s Pediatric Intensive Care Unit. The family was transferred to Driscoll after their baby seemed to be getting worse after a minor surgery.

“We have been staying in the guest rooms for a week, and we’re so glad to be here,” said Yesenia Rodriguez. “Our son Andres is excited about the playground. He feels like he’s on vacation at a hotel. We’re all very comfortable.”

Andres Rodriguez, along with his father, enjoys his time climbing on Driscoll’s new playscape equipment.
Recognition for a job well done can be **POWERful**. Throughout 2014, Driscoll Children’s Hospital distinguished itself from others through our willingness to go above and beyond.
Driscoll Health Plan

Enjoying recognition and growth

Membership

In 2014, Driscoll Health Plan saw a 15.4 percent increase in membership.

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CME Credits

By the end of October 2014, Driscoll Health Plan had provided educational opportunities for physicians to earn more than 4,000 Continuing Medical Education (CME) credits. The sessions have provided PCPs and OB/GYNs with training on many important topics and help foster the close relationships between the Health Plan and physicians.
Driscoll Health Plan demonstrates commitment to quality

The Driscoll Health Plan (DHP) was recognized nationally with an award at the Association for Community Affiliated Plans (ACAP) Quality Meeting on Nov. 12 in Chicago. The award was given in recognition of the scores DHP received in consumer surveys. According to the surveys, DHP achieved the highest satisfaction scores in the nation for adult members.

- Surveys revealed that in the past six months when their child needed care immediately, 84.2 percent of DHP customers said they always received the care they needed.
- When asked to rate their child’s healthcare in the past six months on a scale of 1-10 (with 10 being the best healthcare), 94.9 percent rated it an 8 or higher.
- Ninety percent of DHP’s adult customers also said they are usually or always able to see a specialist as soon as needed.

DHP also exceeded the state and national standards for quality healthcare in 2013 based on a review conducted by the Institute for Child Health Policy, External Quality Review Organization.

CHIP

To ensure effectiveness of treatment, rehabilitation and follow-ups are a vital part of the care cycle for patients, for any medical condition. Through close partnerships with their many network providers, DHP aggressively managed 30-day follow-ups after hospitalization for mental illness, dramatically exceeding state averages.

It is important to ensure children have access to well-care visits and immunizations that are essential to their development and overall health. Recognizing the critical importance of timely immunizations to mitigate risk of specific diseases, DHP exceeded state and national averages.

STAR

Through close partnerships with many network providers, DHP has been recognized as having the highest rate in the state for “Children and Adolescents - Access to PCPs.”
In April 2014, Driscoll Health Plan was awarded Health Plan Accreditation from URAC, a Washington, D.C.-based healthcare accrediting organization that establishes quality standards for the healthcare industry. Health plans that earn the URAC accreditation seal of approval are among the best in the nation, giving consumers, employers and government agencies the added level of confidence that an independent third-party has evaluated and will continue to monitor the health plan for adherence to accreditation standards for quality and customer service.

“Receiving URAC accreditation demonstrates to others that Driscoll Health Plan has a strong commitment and performance in quality of care and quality of services,” said Mary Dale Peterson, MD, President and CEO of Driscoll Health Plan.

With offices in Corpus Christi, Edinburg and Laredo, the health plan serves more than 138,000 members with 3,417 providers in 24 South Texas counties, including more than 700 primary care physicians who have demonstrated a high quality of care and quality service to the communities they serve. Driscoll Health Plan is committed to providing efficient, cost-effective, quality care through a dedicated and compassionate healthcare team.

“By applying for and receiving URAC accreditation, Driscoll Health Plan has demonstrated a commitment to quality healthcare,” said URAC President and CEO Kylanne Green. “Quality healthcare is crucial to our nation’s welfare and it is important to have organizations that are willing to measure themselves against national standards and undergo rigorous evaluation by an independent accrediting body.”

URAC standards are widely circulated for public comment and beta-tested before finalization and an accreditation program is implemented. This broad, inclusive process ensures that URAC’s standards are balanced and address a diversity of needs and concerns.

URAC, an independent nonprofit organization, is a leader in promoting healthcare quality through accreditation, education, and measurement programs. URAC offers a wide range of quality benchmarking programs and services that model the rapid changes in the healthcare system and provide a symbol of excellence for organizations to validate their commitment to quality and accountability. Through its broad-based governance structure and an inclusive standards development process, URAC ensures that all stakeholders are represented in setting meaningful quality measures for the healthcare industry. For more information, visit www.urac.org.
In 2014, The Cottage Shop at Driscoll Children’s Hospital was voted “Best of the Best” by the readers of the Corpus Christi Caller-Times. Each year, the Caller-Times holds a public vote in which readers select their favorites throughout the city in various categories. This is the third year in a row The Cottage Shop has received the distinction.

Since 1996, it has been The Cottage Shop’s mission to support Driscoll families in need and to be an ongoing fundraising entity of the Auxiliary to Driscoll Children’s Hospital. The shop has raised more than $500,000 for the Auxiliary and has provided thousands of items at no cost to the patients and families who are in need at Driscoll Children’s Hospital.

The resale shop carries gently used and new items such as men’s, women’s and children’s clothing, toys, household items and other collectables, many of which are donated by local boutiques and businesses.

The volunteers and staff of The Cottage Shop attribute their success to the service they provide to customers, patients and their families.

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Driscoll Children’s Hospital’s Injury Prevention Program was presented with the Advocate of the Year award at the Westside Business Association’s Community Leader Awards Banquet.

For the past three years, the hospital’s Injury Prevention Program has donated children’s bicycle helmets to the annual Navidad de los Niños celebration in Corpus Christi. Navidad de los Niños, which benefits more than 1,200 disadvantaged children and families annually, distributes the helmets to local children as Christmas gifts, as well as other toys donated by the community.

“It’s an honor to be recognized by the community, and an even bigger honor to help the children of South Texas, which is the mission of Driscoll Children’s Hospital,” Injury Prevention Specialist Tiffany Collie said.
In April 2014, Driscoll Children’s Hospital was one of five hospitals in the United States named as a MakerNurse Expedition Site. It was the first hospital in Texas, as well as the first children’s hospital in the United States, to be chosen as a MakerNurse Expedition Site.

The MakerNurse Initiative is an effort led by the Little Devices Lab at MIT (Massachusetts Institute of Technology) with support from the Robert Wood Johnson Foundation to honor the inventive spirit of nurses across America.

As an expedition site, Driscoll Children’s Hospital nurses have access to a “Technology Crash Cart” that contains many different prototyping tools for innovation such as different molding materials, silicone tape, Legos and other building blocks, etc.

Nurses at Driscoll have used their creativity to create simple solutions using materials that they have readily available. Pediatric intensive care unit nurse, Jenny Collins, discovered that stethoscope tubing didn’t last long due to oils from skin. Using a breathing tube cover, or a deconstructed hair scrunchie, Collins created a custom stethoscope cover that can be cleaned and replaced, extending the lifecycle of the tubing.

By examining nurse innovation at Driscoll Children’s Hospital and in hospitals across the country, MakerNurse hopes to uncover the behaviors, circumstances and technological drivers that enhance innovation among nurses and identify tools and resources that could help more nurses bring their ideas to fruition and lead to improvements in patient care.

Goals of the MakerNurse Initiative:

- Learn what nurses already are creating to solve problems
- Identify what types of medical technology they would like to create
- Design resources to help them move forward and realize these ideas
- Build a community of MakerNurses to share what they create
Because of her involvement with MakerNurse, Driscoll Children's Hospital nurse Roxana Reyna was invited to the White House in June 2014 for the first White House Maker Faire. President Barack Obama and his staff invited innovators from across the country for a visit to demonstrate their creations.

Reyna was chosen after the MakerNurse program submitted her name to the White House. During the event, she displayed some of her bedside creations along with Kelly Reilly, a nurse from Maimonides Medical Center in Brooklyn, N.Y.

“The inventions start at the bedside, because the need is always at the bedside first,” Reyna said. “If you took a person who sits behind a desk, who doesn’t have that clinical experience of the bedside, then they may not be able to find the the right way to apply their product. As nurses, we have that bedside experience, and we know exactly what we need, and we’re able to create our own products that can have an impact on these kids’ lives and the lives of their parents.”

A few weeks after returning from Washington, D.C., Reyna was presented with a resolution from the Nueces County Commissioners Court as a “celebration of her creativity and resourcefulness.”

Roxana Reyna accepts a resolution from Nueces County Judge Loyd Neal (middle) on July 9 as Driscoll Children’s Hospital President and CEO Steve Woerner and Associate Chief Nurse Executive Trish Carr look on. Also on hand for the presentation were County Commissioners (from left): Mike Posley, Oscar Ortiz, Joe McComb and Joe A. Gonzalez.

"Be it resolved that the Nueces County Commissioners Court hereby recognizes Roxana Reyna, a 2014 Maker as selected by the President of the United States, and urges citizens of Nueces County to join the Court in congratulating Roxana Reyna for her commitment and innovative spirit that has no doubt changed the lives of, and will continue to positively impact, the children and parents of South Texas."
In 2014, Driscoll Children’s Hospital’s Radiology Department was awarded a three-year term of accreditation in magnetic resonance imaging (MRI) as the result of a review by the American College of Radiology (ACR). MRI is a noninvasive medical test that utilizes magnetic fields to produce anatomical images of internal body parts to help physicians diagnose and treat medical conditions.

The ACR gold seal of accreditation represents the highest level of image quality and patient safety. It is awarded only to facilities meeting ACR Practice Guidelines and Technical Standards after a peer-review evaluation by board-certified physicians and medical physicists who are experts in the field. Image quality, personnel qualifications, adequacy of facility equipment, quality control procedures and quality assurance programs are assessed. The findings are reported to the ACR Committee on Accreditation, which subsequently provides the practice with a comprehensive report they can use for continuous practice improvement.

The ACR is a national professional organization serving more than 36,000 diagnostic/interventional radiologists, radiation oncologists, nuclear medicine physicians and medical physicists with programs focusing on the practice of medical imaging and radiation oncology and the delivery of comprehensive healthcare services.

“Our Radiology staff is proud of this accomplishment. The ACR accreditation is a testament to the services we provide to the children of South Texas.”

- Ernest Chavez, director of Radiology

Driscoll’s laboratories are recertified by College of American Pathologists

In April 2014, the laboratories at Driscoll Children’s Hospital and Driscoll Children’s Urgent Care passed an unannounced inspection by the College of American Pathologists (CAP) with 99.3 percent compliance. CAP requires 80 percent compliance with accreditation every two years.

During the CAP accreditation process, designed to ensure the highest standard of care for all laboratory patients, inspectors examine the laboratory’s records and quality control of procedures for the preceding two years. CAP inspectors also examine laboratory staff qualifications, equipment, facilities, safety program, record and overall management.

Driscoll’s dedicated Laboratory staff helps ensure the laboratories provide the highest quality of care.

Driscoll’s main laboratory performs an average of 567,000 billed tests annually, which include hematology, chemistry, microbiology, immunology, serology, molecular diagnostics and PCR (polymerase chain reaction). The Urgent Care laboratory performs 8,000 billed tests annually, including hematology and various rapid tests.

Driscoll Children’s Hospital Laboratory is one of more than 7,000 CAP-accredited facilities worldwide.
There is **STRENGTH** in numbers, and thanks to the support of our community super-friends, we are privileged to serve the children of South Texas.
**Fiesta de los Niños brings friends together for the children**

The 22nd annual Fiesta de los Niños took place in February, and despite the near-freezing weather, the American Bank Center exhibit hall was packed with supporters. The ever-popular event featured silent and live auctions, a barbecue dinner and dancing to live entertainment by country music artist John Corbett.

The event netted $718,000 and the proceeds were allocated to the purchase of the latest, state-of-the-art 3-D technology for Driscoll’s Catheterization Laboratory to aid in performing the most delicate procedures on infants and children.

**Guests enjoy intimate concert with country music songwriters**

The 9th annual Singer Songwriter Showcase was a sold-out event, netting more than $50,000 for the children of South Texas. Songwriters Marc Beeson, Allen Shamblin and Victoria Shaw took center stage at the Harbor Playhouse to perform songs they wrote, as well as tell the stories of the origins of those songs. Beeson has written songs for LeAnn Rimes and Reba McEntire, Shamblin penned Randy Travis’ “He Walked On Water,” while Shaw wrote some of Garth Brooks’ hits.

The following day, golfers checked in at the Corpus Christi Country Club for the 19th annual Golf Classic Tournament. The event was a huge success, surpassing the financial goal of raising $150,000.

It’s because of the generosity and participation of our event sponsors and the community that we were able to pull off such successful events.

It’s all for the kids!
In March, K-99 (KRYS 99.1 FM) teamed up with Driscoll Children’s Hospital for the 12th annual Radiothon. The one-day event was broadcast live from the main lobby at Driscoll Children’s Hospital, and listeners tuned in to hear patients, parents, physicians and staff share inspirational stories of hope and healing.

Community volunteers manned the phones and received pledges, and over a period of just 12 hours, listeners gave a record-breaking $92,100 to the children of South Texas! Over the past decade, K-99 listeners have helped raise more than $500,000 to benefit the patients and services provided at Driscoll Children’s Hospital.

In 2014, Driscoll celebrated the 30th anniversary of the Children’s Miracle Network (CMN) Telethon. The event took place at La Palmera Mall in Corpus Christi, and in conjunction with the live broadcast, Driscoll also held a mini-health fair for the public. After the 10-hour event, which took place over two days, Driscoll Children’s Hospital supporters and friends contributed $2,800,000, topping the record-breaking total from 2013.

Pediatric neurologist Carol DeLine, MD, along with parent Yvette Toledo, recall the miracle story of Driscoll patient Valerie Toledo, who underwent emergency surgery after Dr. DeLine found a bleed in her brainstem.

“We were able to look back on 30 years of miracles and it makes us feel like we are part of something very special. I think you can understand why we get emotional - this is a cause that’s very dear to our hearts, and we really believe in it or we wouldn’t be doing it for 30 years!”
- Richard Harris, CMN Administrator
Driscoll Children's Hospital is blessed with an Auxiliary that has more than 300 active members in Brownsville, Corpus Christi and McAllen who give their time and hearts to benefit others.

The Auxiliary’s efforts throughout 2013 – 2014 included giving back to the children we serve, to the hospital and its clinics throughout South Texas and to the community. In turn, because of their generosity toward others, the Auxiliary received tremendous support from the community, including monetary contributions and donations of baby blankets, toys, books and other items for patients.

Patients who visited Driscoll’s specialty clinics in Brownsville and McAllen were able to leave with a toy or other small gift thanks to donations from the community, as well as through the purchase of toys by the Auxiliary for their toy rooms. In Brownsville, organizations, businesses and members of the community showed their support at the annual Christmas in July Toy Drive, making the 7th annual event the largest and most successful event to date.

In Corpus Christi, the Auxiliary assisted in hospital and clinic improvements by contributing to projects such as the Emergency Department renovation, the Rehabilitation and Orthopaedic/Neurology waiting room update and the Sloan Building play area improvements. Each of the groups also contributed to the annual Children’s Miracle Network Telethon, as well as to other hospital events such as the Chemo Kids Fish Off and the annual Celebrity Celebration.
Allison Shaffer is a burgeoning young writer, but she already knows the key to being a great author - create stories that come from personal experience. That’s what the 17-year-old former Driscoll Children’s Hospital patient did when she wrote “Tiny, The Small Christmas Tree,” a Christmas book written by Shaffer and illustrated by 10 Driscoll patients. Shaffer and the young illustrators held a book signing in October at Driscoll Children’s Hospital. The book was sold for $5 with proceeds going to the Auxiliary to Driscoll Children’s Hospital.

Allison Shaffer

Allison Shaffer is a second-born twin who weighed just two pounds at birth, and spent the first 63 days of her life in the Driscoll Children’s Hospital Neonatal Intensive Care Unit. At four years old, Allison was diagnosed with mild cerebral palsy, which mainly affects her left leg. She had surgeries at ages 4 and 13 to help her walk more normally.

“I’m very blessed to have mild cerebral palsy,” said Allison. “I have to work a little harder than other kids. I have to do stretches and things like that to keep my legs relaxed and flexible so I’m able to walk more normally; even so, it all has strengthened my pride and made me tougher. I don’t look at this as being a curse at all. I wouldn’t change anything. It’s all been a blessing.”

Allison is a confident young lady who already is working on writing a novel. However, she admits to being nervous about being the center of attention at her first book signing.

“I was very nervous, and very excited that I got to do that,” Allison said. “It meant a lot to be able to do something like this for Driscoll Children’s Hospital, which has helped me so much since I was a baby.”

Auxiliary provides scholarships

Volunteers not only touch the lives of patients while they are in the hospital, they also help to enrich their lives as they look to further their education and future. Each year, the Auxiliary to Driscoll Children’s Hospital gives patients and teen volunteers the opportunity to earn scholarships for college. In 2014, the Auxiliary awarded 10 scholarships to patients and teen volunteers.

Marcia K. Wilcox Scholarship

In 1992, the Auxiliary to Driscoll Children’s Hospital formed the Marcia K. Wilcox Memorial Scholarship. As a volunteer, Marcia served the patients, their families and the staff with dedication for almost 23 years before her death in March of 1990. The Marcia K. Wilcox Scholarship is awarded annually to former and/or current oncology patients of Driscoll Children’s Hospital.

Dr. James A. Duff Scholarship

In the spring of 2006, the Auxiliary to Driscoll Children’s Hospital established the Dr. James A. Duff “Have a Heart” Memorial Scholarship for cardiac patients. As a cardiothoracic surgeon, Dr. Duff cared for patients and their families for almost 26 years. He was instrumental in creating the cardiology program at Driscoll in the late 1960s, and the scholarship was created to honor his memory.

Clara Spirit Scholarship

To honor the giving spirit of Driscoll Children’s Hospital founder Clara Driscoll, the Auxiliary established the Clara Driscoll Spirit Scholarship. Qualified Volunteens and/or student volunteers already attending a college or university are eligible for this scholarship, which is given annually.

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Driscoll participates in Rio Grande Valley events

Driscoll Children’s Hospital has served the children of South Texas and been a community friend for more than 60 years. In 2014, Driscoll physicians, volunteers and staff participated in several beloved traditions and events in the Rio Grande Valley.

In February, as part of the Charro Days festivities, patients at Driscoll Children’s Specialty Center – Brownsville were treated to a visit by Mexican singer, actress and model, Mariana Seoane, who was named the Mr. Amigo honoree for 2014. The celebration continued later that evening with the Mr. Amigo President’s Costume Ball and Gala, where Driscoll physicians and employees attended, donning their guayaberas and Mexican dresses.

Borderfest in Hidalgo, Texas took place in March, and Driscoll was well-represented during the four-day event. Employees from Driscoll Health Plan, Driscoll Children’s Medical Plaza – McAllen, Driscoll Children’s Quick Care, Transport, Maternal-Fetal Medicine, Pediatric Surgery and Cardiology set up in the Health and Wellness Pavilion and were able to reach out to thousands of fair-goers, including 2,500 school children who attended the event during Borderfest’s field trip days.

Driscoll Health System employees, as well as patients and families from Driscoll Children’s Cancer and Blood Disorders Center (CBDBC), were recognized during the 75th annual Rio Grande Valley Livestock Show that took place in Mercedes, Texas. On the day of the Cowboys Kickin’ Cancer Rodeo, staff from the Cancer and Blood Disorders Center, Driscoll WIC, Driscoll Health Plan, Maternal Fetal Medicine, Cardiology and Rio Grande Valley specialty clinics provided information about Driscoll’s services, and during intermission, Cris Johnson, MD, medical director of Driscoll Children’s Cancer and Blood Disorders Center, addressed the crowd and accepted a donation of more than $20,000.

During the Rio Grande Valley Livestock Show and Rodeo, members of Driscoll Children’s Cancer and Blood Disorders Center received a check from Borderline 4-H.

Driscoll staff accepted a plaque during the Rio Grande Valley Livestock Show sponsorship banquet.

Cris Johnson, MD, medical director of Driscoll Children’s Cancer and Blood Disorders Center; Norma Jimenez, Business Development director; Tara Adams, clinical coordinator; and Nkechi Mba, MD, pediatric oncologist, during the Cowboys Kickin’ Cancer PRCA Rodeo.

Pictured are (clockwise from top left) JR Trevino, Driscoll Health Plan Provider Relations representative; Laura Cortez, executive director of valley clinics; Lisa Planagan, valley clinic director; Norma Jimenez, Business Development director; and Veronica Garza, Driscoll Health Plan Provider Relations representative.
Our VISION is clear and the future is bright for Driscoll Children’s Hospital. We look forward to the completion of several exciting and innovative projects in order to continue to deliver the highest quality care to our patients and families across South Texas.
ED renovation scheduled to be completed by early summer 2015

By early summer 2015, patients at Driscoll Children’s Hospital will see a completely revamped Emergency Department. In July 2013, the hospital embarked on a $14 million project that included adding 5,000 square feet and renovating the 18,500 square feet of existing space for better utilization and patient flow, as well as increasing the size of the front lobby.

“The existing ED was built to handle an average of 15,000 patients a year, and now we’re seeing 30,000 to 35,000 patients a year,” Driscoll Children’s Hospital’s Vice President of Operations Donna Quinn said. “The goal is to have as efficient an ED as possible when it comes to patient flow. The new renovations will make things so much better for everyone – for our physicians and staff, and most importantly, for our patients.”
The project is the ER’s most significant transformation since 1987 when Driscoll became the first hospital in South Texas to offer emergency services specifically for children.

When the project is completed, the ER will include:

- Two trauma rooms
- Twenty private exam rooms
- Two triage areas with visibility to the waiting area
- An expanded central nursing station
- An expanded waiting area
- A dedicated ER elevator
- A new ambulance vestibule and weather protection canopy

December

“We already have the most state-of-the-art equipment for our patients right now, so the technology will be the same, although we’ll have an improved way of presenting it,” Quinn said. “We want the ED to be more calming and be a welcoming, child-friendly environment.”

The renovations have been made easier with the addition of valet parking for patients and visitors.
In early 2015, the Women, Infants, Children (WIC) Program at Driscoll Children's Hospital will expand their mobile rural services in Nueces County with the addition of a new, 40-foot mobile clinic provided by the Texas Department of State Health Services. Because the new mobile clinic is eight feet longer than the previous mobile clinic, Driscoll's WIC Program was able to expand its registered dietitian high-risk nutrition counseling services and provide a dedicated, mother-friendly breastfeeding education area.

Each week, Driscoll WIC provides mobile services in Agua Dulce, Calallen, Bishop, Driscoll, Port Aransas and Robstown. And, in order to meet the needs of working families and those in school, several of these sites offer evening and weekend hours.

“Our new mobile clinic was designed specifically to better meet the needs of the families in our area,” said Dalia Aguilar, Driscoll WIC program director. “In addition to servicing our rural areas, we are now also able to partner with community agencies such as churches, daycare centers and others who serve mothers and young children.”

Driscoll Children’s Hospital and Driscoll Health Plan to launch new websites

Driscoll Children’s Hospital and Driscoll Health Plan will launch new websites during the first half of 2015. The new sites are designed to provide a clean, current and easy-to-navigate experience for their audiences.

With approximately 50 percent of users now visiting our sites on hand-held devices, priority was placed on a design that would perform well on phones and tablets.

The look and feel of the sites will be warm and family-friendly, complementing our Driscoll brand. The site’s use of colors and white space will make hierarchy of information clear and allow important call-to-action buttons to be more prominent. The design will provide clear and easy-to-follow paths from the homepage and other key pages to important information.

The hospital site, www.driscollchildrens.org, will showcase our medical specialties and physicians and provide patients and families with the information they need to have the best possible experience while at Driscoll. The site also will contain a new health information library to aid patients and families in finding information regarding conditions and treatments. It will offer an A-to-Z reference tool and dynamic health-related articles and features.

The Driscoll Health Plan site, www.driscollhealthplan.com, is designed with three audiences in mind - current members, potential members and healthcare providers. The site will deliver essential information on services and resources for existing members while highlighting value-added services and programs. The information provided will also assist those seeking healthcare coverage in their search for a provider. Providers will be offered quick and clear access to a portal where they will find everything they need for their relationship with Driscoll Health Plan.
Injury Prevention specialists took to the airwaves to remind parents of the dangers of leaving children alone in the car.

Employees from the Pediatric Cardiology Clinic in McAllen participated in the fourth annual Rio Grande Valley Congenital Heart Walk in Harlingen.

Throughout the year, Driscoll Children’s Hospital participates in community health fairs, providing valuable information on a variety of topics to parents.

Driscoll employees, along with their friends and families, joined the Driscoll Walk Teams to help raise funds and awareness of several worthy causes.

Driscoll staff volunteered their time in the community to teach CPR classes.
The Driscoll Health Plan hosts educational baby showers for more than 6,000 South Texas women each year. The Cadena de Madres Program — also known as Network of Mothers — provides monthly prenatal educational baby showers for expectant mothers in the Nueces and Hidalgo service areas.

The baby showers cover the following topics:

- Learning how to make healthy choices during pregnancy and recognizing the negative impact of smoking, alcohol and drugs on their health and their developing baby.
- Understanding the advantages of prenatal care and understanding the complications that may occur during pregnancy.
- Learning to recognize signs of preterm labor and early labor signs, and understand when medical intervention is needed.

In July 2014, the Coastal Bend March of Dimes Program Services Committee awarded Driscoll Health Plan a Community Awards program grant for $2,584.74 to purchase materials for the Cadena de Madres program’s baby showers. The materials purchased with these funds will introduce and explain maternal/child health topics such as infant brain development, staying healthy before and during pregnancy and what to expect after having a baby.

“This is a wonderful community program that empowers pregnant women and their families to have healthier babies,” Driscoll Health Plan President and CEO Mary Dale Peterson, MD, said. “Since the inception, this program has reduced preterm birth rates by 34 percent. This is our goal — creating healthy communities.”

The program was created to decrease the percentage of premature births. It aims to change behaviors through education provided during prenatal baby showers.

The program, which started in 2006, is for all pregnant women who reside in the following counties: Aransas, Bee, Cameron, Hidalgo, Jim Hogg, Jim Wells, Kleberg, Nueces, San Patricio, Starr, Victoria, Webb, Willacy and Zapata.

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Celene Herrera, health education specialist with Driscoll Health Plan, teaches the seven warning signs of premature labor to members of DHP.

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Residents help students in community garden

Driscoll Children's Hospital residents are helping their community by working in the Amistad Community Health Center's community garden once a month. On the first Saturday of every month, the residents invite students and their families from the Healthy Living programs they teach at local schools and educate them about healthy food choices.

“We thought it would be good to introduce the children to food from a garden, because they usually only see food coming from packages in the grocery store,” Driscoll resident Jennifer Potonia, DO, said.

The residents supply seeds and soil and planting beds for their students, who range in age from 5-10, and teach them how to garden. When the fruit or vegetable of their choice grows and ripens, the families are allowed to take the food home. Recently, the group grilled vegetables from the garden and made fruit smoothies for the children.

“We’re just trying to get them exposed more to fruit and vegetables,” Dr. Potonia said. “We want them to be able to think about different options available to them instead of a soda or other snacks they might want.”

Avery Wright, DO, Jennifer Potonia, DO, Chau Tran, DO, Erin Brennan, DO, and Anis Nourani, MD, are some of the Driscoll Children’s Hospital residents who work in the Amistad Community Health Center’s community garden on the first Saturday of every month.

About the “Lock In to Healthy Living” school program:

Twice a month for two months, Driscoll residents visit an elementary school for an hour during the latchkey after-school program and speak with children about healthy living. During each of the four sessions, they work with the children and provide a lesson, such as explaining the different food groups, the plate method or portion sizes; making a healthy snack, such as smoothies, whole-grain vegetable mini pizzas or healthy lunchables; and they participate in a fun physical activity, such as relay races or dancing.

Driscoll residents like Eric Baggerman, MD, Jennifer Potonia, DO, and Erin Brennan, DO, reach out to local elementary school students with the goal of helping them lead healthy lives.
Injury Prevention Program provides car seats, helmets for children

Thanks to a grant provided through the Kohl’s Keep Your Kids Safe Program, Driscoll Children’s Hospital’s Injury Prevention Program (IPP) was able to provide child passenger safety seats, bike helmets and safety education to the Coastal Bend community. Throughout 2014, the Injury Prevention Program reached more than 17,200 people in South Texas through car seat inspection events, bike helmet giveaways and more.

The Injury Prevention Program sponsors free public car seat inspection events in which certified technicians check a child’s car seat in order to ensure it is the appropriate seat for that child and that it is installed properly in the automobile. Parents can also make an appointment with Driscoll’s injury prevention specialists to have their car seat checked at the IPP office. IPP also offers car seat classes in which parents receive education about the importance of child passenger safety. After completing the class, the family receives a car seat. In 2014, the Injury Prevention Program provided 868 car seat inspections and provided 1,159 classes.

In May, National Trauma Month, Injury Prevention brought awareness to bicycle safety and helped to educate children and their parents regarding proper helmet fitting and usage. During two helmet giveaway events, injury prevention specialists fitted and provided more than 200 children with helmets.

The Injury Prevention Program works to reduce the incidence of preventable injuries of children in South Texas, affect the attitudes, knowledge and behavior of people in the community through education and serve as a resource for parents, professionals and groups needing injury prevention information.

Also in 2014:

- Injury Prevention specialists spoke about the dangers of leaving children in cars and worked with the Corpus Christi Police Department and local news stations to broadcast public service announcements.
- As a member of the Coastal Bend Youth Alcohol Awareness Coalition, Driscoll’s Injury Prevention team participated in the Shattered Dreams program to educate youth on the dangers of drinking and driving.

During National Car Seat Check Saturday in September, Driscoll’s Injury Prevention specialists inspected and installed car seats.
As the first free-standing children's hospital in South Texas, Driscoll has enjoyed an abundance of community support, and it is from our heart that we give back to the communities we serve.

**Patient financial assistance and Medicaid shortfall:** The costs of care delivered to patients who do not qualify for government programs and do not have the ability to pay, combined with the costs of treating Medicaid patients who are not reimbursed at full cost by the Medicaid program.

- **Patient Financial Assistance and Medicaid Shortfall:**
  - Financial Assistance: $4,725,073
  - Medicaid Shortfall: $3,138,317
  - Total: $7,863,390

**Graduate medical education:** The unreimbursed cost of Driscoll's pediatric residency program.

- **Graduate Medical Education:** $4,627,505

**Community outreach:** Costs associated with Driscoll's activities that help to educate, protect and/or improve the community’s health or safety.

- **Community Outreach:** $1,328,297

**Pediatric sub-specialties support:** Driscoll subsidizes the expenses of physician groups in order to help the communities they serve have access to pediatric specialists who otherwise would not practice in the region.

- **Pediatric Subspecialty Support:** $25,701,205

**Total:** $39,520,397
Emergency Department visits
35,785

Admissions
4,285

Surgeries
7,003

Total clinic visits – 77,330
Hospital based – 45,114
Non-hospital based – 32,216
Robert Driscoll and Julia Driscoll and Robert Driscoll, Jr. Foundation Board of Trustees

Sam L. Susser
Chair

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Vice-Chair

Robert Furgason
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Estela O’Daniell, MD

Steve Woerner
Driscoll Children’s Hospital Development Foundation
Board of Directors
2014–2015

### Officers

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<thead>
<tr>
<th>Position</th>
<th>Name</th>
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<tbody>
<tr>
<td>President</td>
<td>Wes Hoskins</td>
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<tr>
<td>Vice President</td>
<td>Alex Kirkland</td>
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<tr>
<td>Vice President</td>
<td>Richard Valls, Jr.</td>
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<tr>
<td>Treasurer</td>
<td>Julie Buckley</td>
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<tr>
<td>Secretary</td>
<td>Sally Wallace</td>
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<td>Past President</td>
<td>Mary Clark</td>
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### Directors

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<tr>
<td>David Ainsworth, Sr.</td>
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<tr>
<td>Edgar Cortes, MD</td>
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<tr>
<td>Miguel DeLeon, MD</td>
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<tr>
<td>Ann Engel</td>
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<tr>
<td>Diane Gates</td>
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<td>Frank Hastings</td>
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<td>Tom Hunt</td>
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<td>Marc Layton</td>
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<td>Paul McDaniel</td>
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<td>Julie McNeil</td>
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<td>Bill Moffitt</td>
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<td>Liz Nisbet</td>
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<td>Bob Shockney</td>
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### Trustees Emeritus

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<th>Name</th>
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<tr>
<td>Gerald Eckel</td>
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<td>Bernard Paulson</td>
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<td>Rich Tuttle</td>
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### Ex–Officio

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<tr>
<th>Name</th>
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<tr>
<td>Steve Woerner, Driscoll Children’s Hospital President &amp; CEO</td>
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<tr>
<td>Martha Avery, Vice President, Development</td>
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Driscoll Children’s Hospital
Senior Leadership

Steve Woerner, President and Chief Executive Officer
Eric Hamon, Executive Vice President and Chief Financial Officer
Jeanene Anthony, Vice President Business Development & Planning
Martha Avery, Vice President Development
Bill Larsen, Vice President Human Resources
Karen Long, Vice President Patient Care Services
Dale Obermueller, Vice President Clinic and Physician Practices
Mary Dale Peterson, MD, President and Chief Executive Officer Driscoll Health Plan
Donna Quinn, Vice President Operations and Chief Ethics & Compliance Officer
Gregory Ward, Vice President Finance
Trish Carr, Associate Chief Nurse Executive
Richard Foster, Assistant Vice President Support Services
Eduardo Gomez, Assistant Vice President Analytics
Tammy Weaver, Assistant Vice President Marketing & Community Relations
Jennifer Henderson, General Counsel
Jan Kottke, Clinic Administrator
Annette Shook, Executive Director Physician Relations & Recruiting
Produced by:
Driscoll Children’s Hospital
Marketing and Public Relations Department
Tammy Weaver,
Assistant Vice President Marketing and Community Relations
Samantha Joaquin, Marketing Coordinator, project manager
James Simmons, Graphic Production Manager, design
Denise Meyners, Marketing Manager, copy
Matt Young,
Media Communications Manager, copy
Sara Greer, Digital Marketing Specialist
Victoria Baucum,
Marketing and Community Relations Assistant
**Mission**

“Improve the health of adults and you give them back their health... Improve the health of children and you give them their life.”

Remembering always our commitment to relieve suffering and meet the needs of children; it is the mission of Driscoll Children’s Hospital to offer hope and healing in an environment of trust, compassion and care.

**Vision**

To be the regional and international leader in children’s services through innovation and excellence in healthcare, advocacy, education and research.

**Values**

Customer Satisfaction
Advocacy for Children
Respect for Others
Excellence in All We Do
Stewardship of Resources