



DONOR IMPACT

2020 REPORT

Patient Roy G. looking at a 3D printed version of his spine with Dr. James Kalyvas



Colin Curtis, an ONI biomedical engineer, looks at a rendering of a patient's spine, next to a 3D print mockup

Ochsner Neuroscience Institute

Generations of families have relied on Ochsner Health for advanced specialty care and life-saving procedures not delivered anywhere else in the Gulf South. Many of these procedures were pioneered at the Ochsner Neuroscience Institute (ONI). Providing patients with the highest quality diagnostic services and care, ONI brings together a team of world-class clinicians, researchers and educators, whose insights are transforming the field of neuroscience.

ONI serves patients from all over the world, treating brain and spinal cord injuries. In fact, the Ochsner Neuroscience Institute is the only center of its kind in the Gulf South to achieve a national ranking from U.S. News & World Report in Neurology and Neurosurgery for nine consecutive years.

The Ochsner Neuroscience Institute provides leading-edge healthcare through innovative research, excellent patient care as well as in vital community programs. Thank you so much for helping make us the leader in neurological care in the region — we couldn't have done it without you.

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MISSION

We Serve, Heal, Lead,
Educate and Innovate.

VISION

Ochsner will be a global medical and academic leader who changes and saves lives. We will shape the future of healthcare through our integrated health system, fueled by the passion and strength of our diversified team of physicians and employees.

Please visit ochsner.org/donorimpact to learn more about how donors like you are impacting patient care across Ochsner Health. Some photos in this report may have been taken before COVID-19.

LETTER FROM THE CHAIRS

On behalf of the Ochsner Neuroscience Institute, we are pleased to present you with our 2020 donor impact report. After an unprecedented year, our nurses, staff, physicians and leaders want to thank you for your extraordinary generosity. We are immensely proud to share the impact of your investment on our community.

The COVID-19 pandemic forced us to change the way we think about traditional philanthropy, and how we build relationships. Throughout it all, our donor community supported us in ways we could never have predicted. From the creation of virtual events, to Sunday porch visits with dogs and donors, to online fundraising and fireside chats — you, our amazing donor family, continued to support our work in remarkable ways.

ONI is the only center of its kind in the Gulf South, providing outstanding outcomes in neurology and neurosurgery. While COVID-19 presented many challenges, your donations allowed us to make incredible strides forward.

Last year's virtual Colors of the Mind event raised more than \$200,000 to support patient care, research and innovative treatments for neurological disorders. A generous gift from Bill and Melissa Legier allowed for the development of a music therapy program, with a specialized neurologic music therapist in memory of Billy, their beloved son. This gift allows Billy to live on through music that will inspire hope and healing in our patient community.

We ambitiously launched our "Break Through Barriers" capital campaign to raise \$40 million in private donations. Under the leadership of Paul Flower and a dedicated group of community leaders, this campaign will help us to advance our programs for neurological disorders, expand translational research and improve patient outcomes through a state-of-the-art new institute.

Despite facing one of the most challenging times in our hospital's history, donors like you consistently demonstrated the best parts of humanity. You partnered with us to help, care, support, heal and save. We will forever be grateful for your investment in our life-changing work.

Thank you for standing with us through the storm, and for remaining passionate and engaged in our mission. Your acts of kindness have forever impacted the lives of everyone at ONI.

With sincerest gratitude,



A handwritten signature in blue ink, appearing to read "Cuong Bui".

Cuong "C.J." Bui, MD
System Chair
Neurosurgery
Co-Director, ONI



A handwritten signature in black ink, appearing to read "Richard Zweifler MD".

Richard Zweifler, MD
System Chair
Neurology
Co-Director, ONI

YEAR IN REVIEW

663

Donors Like You

\$964,466.35

Donated to 27 ONI Funds

312

New Donors

26

ONI Physicians who
Worked in COVID-19 ICUs

100%

ONI Neurosurgeons
who are Donors

Top Funds by Dollars Raised

1 MS
Development
Fund

2 Colors of the
Mind

3 Neuroscience
Innovation

“When called upon to act, donors support and strengthen, uplift and champion, empathize and heal. Generous donors provide financial support, standing with our physicians, health professionals and patients during these unprecedented times. They remind us of our responsibility to the community, and play a crucial role in addressing the world’s biggest healthcare challenges.”

Warner Thomas,
President and CEO

COVID-19 RESPONSE

Over the course of 2020, Ochsner neurologists, neuroscientists, neurosurgeons and their teams took on an inspiring role in tackling the COVID-19 crisis. At the height of the global pandemic, ONI staff, physicians, fellows and surgeons worked non-stop to fully support the COVID-19 Intensive Care Units. ONI staff provided direct support and to critical care physicians and units. Together with our nurses, they worked tirelessly to provide outstanding care to all COVID-19 patients.



BJ Lanier and Melanie Parham accepting donations during the COVID-19 pandemic

Gifts to support our Employee Assistance Fund during the COVID-19 pandemic have ensured we had the right resources when we needed them most. Providing financial assistance to Ochsner employees directly impacted by COVID-19, the fund offers grants to our frontline workers. To put it another way, your support ensures that our frontline staff can do their work safely and effectively. In 2020, the Employee Assistance funds provided support to 341 employees across Ochsner Health.

At the same time, the Pandemic Response Research Fund supported the Seroprevalence COVID trial conducted by Amy Feehan, PhD, in Baton Rouge. Your support ensured

our scientists could get the data they needed when they needed without having to wait for outside funding. Using a novel recruitment method, and pairing molecular and antibody testing for severe acute respiratory syndrome COVID-19 infection, her study determined seroprevalence in a racially diverse municipality in Louisiana. Infections were highly variable by zip code and differed by race/ethnicity. Overall census-weighted seroprevalence was 6.9 percent, while the calculated infection fatality ratio was 1.61 percent.

589
COVID-19
Food Donors

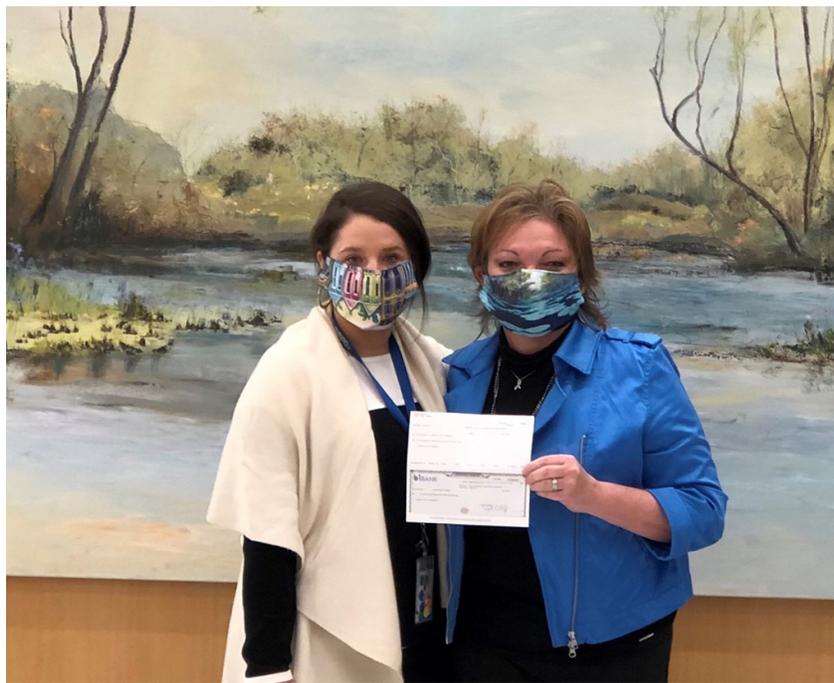
206
PPE and Other
Equipment Donors

14,699
Neuro
Telemed Visits

YOUR GIFT HEALS

Between geographical hurdles, financial challenges and a lack of support in recovery, many patients face barriers to treatment. At Ochsner, our priority is to provide outstanding, patient-first care with integrity and compassion. Donations to the patient assistance fund help us to assist patients and their families as they fight to get better. Your support can mean a room to sleep in, a hot meal or even just a ride to get follow-up care. Ultimately, it lets us live out our mission of improving healthcare for everyone in Louisiana.

Some patients supported by the fund are airlifted in from hours away. Their family travel with them — but because of COVID-19 visitation restrictions, they often have nowhere to sleep. Even worse, many families don't have the \$130-a-night they would need for a hotel, nor do they have money for a proper meal. Your generous donations have allowed us to offer families a comfortable place to sleep, as well as gift cards for meals at nearby restaurants. We've even been able to pay for families' cab fares.



Lucy King and Tracy Wiseshart Plaisance

A special thank you to artist Tracy Wiseshart Plaisance for her generous donation, which will help other neurosurgery and oncology patients at Ochsner Health. She donated proceeds from sales of her custom masks and artwork to Ochsner through her role as a Community Champion.

Tracy was a glioblastoma patient at Ochsner and she said it was important for her to make the journey for others as easy as possible. Her donation will support brain tumor patients at Ochsner with meals, a place to stay or help with medical expenses, allowing our patients and families to focus on what's most important: health and healing.

We are so grateful for Tracy's generosity. Her joyous memory is an inspiration to us all.



Toby Plaisance (Tracy's husband) and Tia Plaisance (Tracy's daughter) and her care team, Dr. Marcus Ware, Judy Weber, RN and Stephen Vocke, MA present Tracy's painting "The Benson Boogie" in the Benson Cancer Center in loving memory of Tracy.

Colors

OF THE MIND

Colors of the Mind may have looked different in 2020, but the virtual event was a tremendous success! Our celebration of advancements in neuroscience raised more than \$200,000 to support cutting-edge treatment, as well as care and support for the most vulnerable patients at Ochsner Neuroscience Institute.

Over 250 guests gathered virtually for the event, while others enjoyed the Sidewalk Soiree, a drive through event at Ochsner Baptist. During the night of fun, they enjoyed live music courtesy of The Gumbo Trio, curbside meals from 12 Seasons Catering — and even connected with some of our neuroscience team! Attendees were also entertained by a balloon artist and were given special gift bags to commemorate the evening's festivities.

Following the Sidewalk Soirée, guests were able to watch the evening's program in the comfort of their own homes while bidding on auction items and participating in other events including the 2020 Commemorative Art Piece and Kendra Scott Color Bar Experience!



250
Participants

\$200,000
Raised

ochsner.org/colorsofthemind

CO-CHAIRS

Erin Biro, MD
Laura McLean

HONORARY CHAIRS

Donna and Paul Flower

MASTER OF CEREMONIES

Garland Gillen



COMMITTEE

Jessie and Clay Bland
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 Michelle Smith
 Brad Stillwagon
 Caroline Thomas
 Amy Uddo
 Kris Gabik Vitrano
 Caroline Wade
 Emily Wiltenmuth
 Richard Zweifler, MD

THANKS TO OUR SPONSORS FOR MAKING THIS EVENT POSSIBLE!

GENENTECH

Sidewalk Soiree

WOODWARD DESIGN+BUILD

Cuisine

NORRIS AND BOB WILLIAMS

Online Auction

PATRICK FAMILY FOUNDATION

Sidewalk Soirée Décor

DR. ERIN BIRO AND DR. C.J. BUI

Invitation

MS WARRIORS FOR A CAUSE

Glass Artwork

MARSH USA

Libations

THE LIFE AND LEGACY OF William R. Legier, Jr.

As American poet Henry Wadsworth once said, “music is the universal language of mankind.” There is perhaps no finer testament to this than the life of Billy Legier, a dedicated son, father and music-lover, who sadly passed away at 47 years old after a courageous 16-month battle against a glioblastoma brain tumor. His zest for life, enduring hopefulness and love of singing impacted everyone around him. Even in his darker moments, Billy found hope in helping others through volunteering at Ochsner’s Benson Cancer Center. With that in mind, Billy’s family has enshrined his legacy through the development of an innovative neurologic music therapy program at Ochsner Health.



William R. Legier, Jr.

This neurologic music program is a first for New Orleans. In a city where music is ingrained in the culture, what better way to celebrate our rich musical history while also positively impacting the lives of thousands of patients each year? Music therapy has many beneficial applications for neurodegenerative, cancer and pediatric patients. Several clinical trials have shown the positive effects of music therapy in hospital settings. Most recently, a study at Northwestern University showed that patients were more motivated and talkative after the music sessions — and needed less medication.



Billy with his parents, Melissa and William R. Legier, Sr.

Music therapy can make neurodegenerative patients feel emotion — and with that emotion, memories often follow. This is because our brain connects music with long-term memory. Even in patients with severe neurodegeneration, the hippocampus— the part of the brain that retains long-term memory — is intact. The hippocampus can be activated by music even when language fails. While Billy was able to retain all of his memory until the end, not all patients are able to do so. It is not uncommon to see a person who can’t even remember their name singing their favorite childhood songs.

With cancer patients, music therapy is used to address symptoms like nausea and ‘chemo-brain’ (a common term used by cancer survivors to describe cognitive and memory problems that can occur after cancer treatment). It’s also used to treat psychological needs such as depression, anger and agitation.

Billy Legier radiated joy from every fiber of his being. A devoted father to Lily, his beautiful daughter, he never met a stranger. His love of singing at social events, where he’d often bring the house down with his typically suave renditions of Hotel California, Bon Jovi and Neil Diamond, will never be forgotten.

Billy will be fondly remembered by his family and friends for his love, laughter, kindness and sense of fun. The music therapy program at Ochsner allows Billy to live on through others. His legacy will inspire hope and healing through music, making a powerful impact in the lives of many patients to come.



Billy with his daughter Lily

WHY I GIVE

Maida Jones

WHAT PERSONAL EXPERIENCE DO YOU HAVE WITH MENTAL HEALTH AND NEUROSCIENCE?

Stroke, Alzheimer's and dementia are major diseases in my family. I've watched my great-grandmother, grandmother and aunt forget who we are. We lost my great-grandmother and grandmother several years ago. My aunt is now in an assisted living facility.

My father suffered two strokes. He survived the first, went through rehab and relearned how to speak and use his motor skills. Five years later, we lost him to a second one.

WHAT ADVICE WOULD YOU GIVE TO FAMILIES GOING THROUGH SIMILAR HARDSHIPS?

You must educate yourself on these diseases. You may feel you've lost a part of your loved one, and it can be helpful to understand why. For our close-knit family, the hardest part was accepting that our loved one would be better cared for at an assisted living facility than at home. It was heartbreaking, but necessary for their well-being.

WHY DO YOU THINK IT'S IMPORTANT TO INVEST IN THIS FIELD?

As we all know, there is no cure for Alzheimer's or dementia. Investing in research can help improve treatment and get us closer to that goal. Regarding strokes, investing can also raise awareness. It's important that people learn their family histories, understand the impact of their diet and stress level and know the signs of a stroke. Teaching acronyms like FAST (facial drooping, arm weakness, speech difficulties, and time), can make a big difference.

Stroke treatments and survival rates have improved greatly over the last decade, and investments in neuroscience institutes like Ochsner's have played a major role in that progress.

WHAT DO YOU HOPE TO ACCOMPLISH WITH YOUR GIFT?

If my investment in the Ochsner Neuroscience Institute helps another family through the heartache, fear and sadness my family has endured watching our love ones struggle with these diseases, it will be worth it. If my gift can save one mother, sister, daughter or friend from feeling the hopelessness I have felt, it will be worth it.

My entire family lives in fear of the question, "who's next?" Through investments like this, I hope that someday the answer is nobody.



Maida Jones



Four generations of Maida's family. Maida's daughter, Cydney (left), is now beginning her last year of law school; Maida (center left) is an Ochsner employee and patient; Maida's grandmother, Ellen Prout Jones (center, now deceased); and Maida's mother, Joycelyn Jones Toulouse (far right), is a retired manager of the United States Postal Service.

YOUR GIFT INSPIRES

EXCELLENCE

The Excellence Fund at Ochsner is an unrestricted fund supported entirely by the generosity of our donors. On an annual basis, teams throughout Ochsner Health submit proposals for cutting-edge, life-saving advancements in healthcare. After careful review of the applications, a committee selects projects to receive support from the fund. These ambitious, “big idea” projects improve and innovate patient care, changing and saving lives every day. Since 2013, 224 projects have been funded by donors like you! Read on to learn about projects at ONI in 2020.

Machine Learning: Innovation in Dementia Diagnosis

Alzheimer’s Disease (AD) currently affects an estimated 50 million people worldwide— a staggering number that’s expected to more than triple in the next 30 years. At particularly high risk are low-income communities and communities of color, both of which face higher rates of risk factors and a lack of access to care.

Our goal is to build an algorithm that can be validated and embedded in a facility’s Electronic Medical Record (EMR) system, automatically notifying physicians when their patient is determined to be at a high risk of developing dementia. This project will enable clinicians to more closely monitor



high-risk patients and their families, while providing timely support and intervention. It will allow us to attract more clinical trials to Ochsner and to proactively study the disease progression, ultimately leading us to a cure.

Integrating Acupuncture into Traditional Back Care

Back pain is currently the number one reason people are admitted to the hospital.

This project will support acupuncture certifications for physicians, providing patients with a non-pharmacologic treatment option. Ochsner physician Christine Keating, MD, is currently in acupuncture training— but back pain is only the beginning. Acupuncture has additional applications in the management of dysmenorrhea, allergic rhinitis, headaches, depression, morning sickness, nausea and vomiting, post-op pain, facial pain and more.



Looking Glass 8K holographic display purchased with your philanthropic support, is perfect for large scale implementation, collaboration and exhibition where efficiency and accuracy are the highest priorities.

Medical 3D Lab

The Ochsner Neurosciences Medical 3D (M3D) lab facilitates patient education, enhances medical training and improves clinical care delivery using 3D printing, virtual and augmented reality (VR/AR). The lab prints physical, patient-specific models (i.e. Spine) to help patients and families better understand their conditions prior to surgery. Our surgeons can also plan and practice their most complex surgeries in virtual reality to optimize patient results.

In fact, 30 percent of surgeons changed their surgical approaches when using this technology for complex cases.

In 2020, the lab produced 345 anatomical models and printed more than 80 physical

models. The lab outgrew its space and moved to a new location on the 8th floor clinic. The M3D lab team consists of Medical Director Korak Sarkar, MD, Bioengineer Colin Curtis, and Research and Clinical Integration Specialist Stephen Fletcher. This vital work is supported by a variety of undergraduates, medical students, residents and fellows.

The Excellence fund has contributed substantially to the growth and development of the lab. Excellence Fund grants have purchased printers, headsets and a holographic light field, pictured above. These grants allow us to invest in state-of-the-art technology that enhances our staff's medical training, providing the best possible outcomes to our patients and their families.

ORGANIZATIONAL VISION

Donors Lead the Way

The Ochsner Neuroscience “Break Through Barriers” campaign is an effort to raise a minimum of \$40 million for ONI. This campaign is the first in the department’s history, an important initiative that will touch every Ochsner patient and transform the future of neuroscience both regionally and nationally.

The campaign will support a brand new institute that unites our departments of Neurology, Psychiatry and Neurological Surgery in a 100,000-square-foot building on Ochsner’s main campus. The result is a multidisciplinary powerhouse where physicians, researchers and care teams work side-by-side to prevent, treat, innovate and heal our patients and their families from diseases of the brain and spine. Generous contributions both large and small, and admirable volunteer efforts will fuel our progress, yielding a measurable impact both within and beyond the walls of the Ochsner Neuroscience Institute.

CAMPAIGN CHAIR

Paul Flower

COMMITTEE

Peyton Bush
Mali Carow
Tommy Coleman
Scott Crabtree
Gerry Cvitanovich, MD
Curtis Eustis
Michael Hecht
Bobby Patrick
Donna Flower
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William Legier
Jimmy Maurin
Lillian Maurin
Rick McMillan
Suzanne Mestayer
Desiree Harrison
Marshall Harrison
Mike Hollis
Rick McMillan
Jeff Parker
Kirk Reasonover
Gary Solomon
Richard Strub, MD
Ileana Suquet



“The result of the ‘Break Through Barriers Campaign’ will be a transformation so powerful that people generations from now will marvel that we recognized the opportunity, and claimed our destiny as the institution that changed the course of neuroscience.”

Paul Flower, campaign chair



BREAK THROUGH BARRIERS ONI CAPITAL CAMPAIGN





THANK
YOU!