Daughters of Charity Services of New Orleans (DCSNO) is the leader in offering primary and preventive care services to all who live in the New Orleans region. In fiscal year 2013, DCSNO treated nearly 20,000 patients and facilitated close to 64,000 patient visits.

FACT: Over 38% of Louisianans suffer from high blood pressure. Overall, 31% of Americans have high blood pressure. High blood pressure costs the nation $47.5 billion annually in direct medical expenses and $3.5 billion each year in lost productivity.

FACT: The obesity rate in New Orleans (27.5%) is similar to Louisiana’s rate (31.7%). It is one of the highest in the nation, and although it has fluctuated over the past decade, the obesity rate in our region is trending upward. Obesity has a far-ranging negative effect on one’s health, including high blood pressure, diabetes, respiratory problems and cancer.

FACT: Over 2,000 DCSNO patients have been diagnosed with diabetes and over 65% of them suffer from interconnected diseases such as cardiovascular disease and obesity.

*Health statistics gathered from the CDC, New Orleans Health Department and United Health Foundation America’s Health Rankings

HEALTH CARE STATS MATTER

In New Orleans, from big corporations to small businesses, from our churches to our schools, we are in crisis mode. Our people are some of the unhealthiest in the country.

An unhealthy population results in more sick days and less productivity. It means rising health care costs for everyone. Louisiana is ranked eighth highest in emergency room visits per capita in the United States. Children are also ending up in the hospital when it might have been avoided, and often the cause is diabetes-related. Many of these are preventable visits and are more common in areas with a high concentration of uninsured people, which often leads to large unpaid medical bills. In Louisiana, the per year cost of preventable hospitalizations to you, an individual, is $156. As the largest health care provider administering treatment for high blood pressure and diabetes through our primary and preventive health care services, Daughters of Charity Services of New Orleans aims to place itself at the forefront of change.
GOAL: To administer innovative, cost-effective, comprehensive health care approaches to improve the cardiovascular and diabetic health of ALL members of our community.

DIRECT RESULT: Improved control of blood glucose levels, lowered blood pressure and cholesterol, as well as weight reduction for our patients.

INDIRECT RESULT: A healthy work force resulting in more productivity and less time away from the work place; healthy children who are active and engaged in school.

MEASUREMENTS: Daughters of Charity Services of New Orleans will use quality control measures to track and monitor patients’ blood pressure, weight, blood glucose levels and medication compliance on a regular basis.

We need your help. YOU can make a difference and help close the gap in health disparities affecting so many in our community. Your support of Daughters of Charity Foundation of New Orleans means our health centers will continue to serve the most vulnerable members of our community who often face insurmountable obstacles to living a healthy lifestyle.

The Mission Critical: Heart S.M.A.R.T.! Campaign is a three year initiative that strives to address the health disparities in our region by continuing to offer quality, compassionate health care, as well as seeking to expand our services and reach a broader population base. We aim to better our population’s quality of life through treatment and prevention of diabetes and hypertension. And with your help, we can do it!
YOUR GIFT:

• Will help support programs like the **Healthy Hollygrove Biggest Loser Program and the Daughters’ Diabetic Institute**. These programs are designed to provide one-on-one guidance and group instruction on healthy eating, exercise, stress management and weight reduction.

• Will enable our **behavioral health** specialists and licensed clinical social workers to treat patients dealing with various mental health issues such as depression and chronic stress, which can often be roadblocks to maintaining a healthy lifestyle.

• Supports our **optometry** services. Patients with diabetes are 40% more likely to suffer from glaucoma than people without diabetes. Annual dilated eye exams to screen for early identification and treatment of disease has been shown to reduce vision loss and blindness by as much as 80%.

• Helps with our **expansion to New Orleans East**. Residents in the East have been without adequate access to health care since Hurricane Katrina. Your support allows us to purchase equipment and supplies, as well as hire critical health care professionals needed to bring the facility into full operational mode.

**100% of your gift is directed to the priority of your choice. No gift is too small!**

**EACH GIFT WILL GO A LONG WAY IN MAKING AN IMMEDIATE IMPACT IN PROVIDING HIGH-QUALITY HEALTH CARE TO THE MOST POOR AND VULNERABLE IN OUR COMMUNITY.**

**MAKE A GIFT THROUGH YOUR LEGACY**

If you are looking to make a **long-term commitment** to the health of our community, Daughters of Charity Foundation of New Orleans welcomes you to contribute to the **Fit for the Future Endowment Fund**. Your support will guarantee future generations have access to health and wellness programs.

If you would like to make a gift that can touch the lives of our community through your legacy, we welcome you to join our **Hotel Dieu Legacy Society**. The society honors a special group of donors who, through their legacy, support DCFNO’s efforts to provide health care centered on service to the poor, reverence, integrity, wisdom, creativity and dedication to improving the overall health care status of the community. Society membership is extended to individuals who include DCFNO in their estate plans.

**Thank you for your belief that a healthy community starts with you – an individual, a foundation, a business or an organization – working cooperatively to make a positive difference in the lives of so many with whom we share a home.**

For more information, please visit our website, www.dcsno.org/foundation.
NEW ORLEANS EAST RECOGNITION CAMPAIGN

In New Orleans East, over 80,000 residents had very limited access to primary and preventive health care services since Hurricane Katrina. In the fall of 2013, DCSNO will open a 32,000 square foot facility offering primary care, pediatric care, pharmacy services, behavioral health and prenatal care services. Residents can expect the same quality of care offered in our three other health centers. With your help, our newest health center will become the leader in the care management of cardiovascular disease and diabetes for those in New Orleans East.

The New Orleans East Recognition Campaign is a unique once-in-a-lifetime opportunity to perpetuate your legacy through a major gift to Daughters of Charity Foundation of New Orleans. This special naming recognition opportunity helps fund health care services for all members of the community, with special attention to the most poor and vulnerable. It reminds the community and those who visit the health center of your personal commitment to improving the health and well-being of all New Orleanians.

DAUGHTERS OF CHARITY NEW ORLEANS EAST HEALTH CENTER

There may be no greater method of ensuring a lasting tribute than through placing your name or those of a loved one on the Daughters of Charity New Orleans East Health Center. A $2 million gift helps support the significant work being done within the health center and underscores the essential connection between generous supporters, the region and its health center.

PATIENT SPACE

Patient-centered care is our highest priority. Our patient-centered medical home model offers a holistic approach to health care empowering the patient to take an active role in their health.

Waiting Rooms - $25,000

Waiting rooms are the first connection people have when they walk through the doors of the health center. Your generous support of $25,000 will make you part of this connection and will show your encouragement of patients and their families.

Exam Rooms - $15,000

These areas are where our most significant work happens. Patients and their families make important decisions in these rooms. Your gift of $15,000 helps provide this important space to patients and their families.
PROVIDER AND TEAM SPACE

Our providers and health care professionals are on the front lines every day treating patients and administering to their overall well-being. Every member of the health care team is a valuable asset and your gift shows support for the important work that they do.

Team Rooms - $10,000
Our integrated medical team works together to administer a multi-faceted approach to health care. Providers, nurse care managers, medical assistants and floor coordinators ensure patients’ needs are met and they are receiving the best possible care. Your gift of $10,000 supports these essential rooms and allows for successful transitional care for every patient.

Break Room - $10,000
These rooms provide necessary down time for our health care professionals; a place where they can re-group and re-focus on the important task of administering quality health care to all of our patients. A gift of $10,000 provides a much needed haven in a hectic environment.

PHARMACY - $50,000
Our on-site pharmacy provides convenience for patients and is a core component in their overall health care. Our pharmacists are another valuable member of the integrated health team and their expertise guides patients in education and medication compliance. Your gift of $50,000 will support our pharmacists in this important initiative.

COMMUNITY SPACE

Daughters of Charity Health Centers takes pride in being an integral part of the communities in which we serve. In addition to health care services, we open our doors to civic groups, non-profit boards and schools, just to name a few.

Community Room - $50,000
Your gift of $50,000 provides space for staff meetings and trainings. In addition, outside groups often use the community room to hold meetings and special events. Your support shows patients and other members of the community you support the important efforts of Daughters of Charity Health Centers.

Conference Room - $25,000
This premier space is used most frequently by Daughters of Charity Services of New Orleans and Daughters of Charity Foundation of New Orleans’ board members. These distinguished individuals generously volunteer their time and talent in governing and leading the health centers. A $25,000 gift showcases your support of this prestigious room.