



LOUISE H. BATZ
PATIENT SAFETY FOUNDATION
Protecting the Patient First



END OF YEAR SUMMARY

2018

A photograph of a woman with short dark hair, smiling warmly. She is seated at a table with two young children. To her left is a toddler with dark hair, looking towards the right. In front of her is a younger child with light hair, smiling at the camera. To the right is a baby with light hair, looking towards the camera. The woman is wearing a floral patterned top. The children are wearing light-colored clothing. The background shows a window with blinds and a wall with a floral pattern. The entire image is overlaid with a semi-transparent pink filter and decorative white floral graphics.

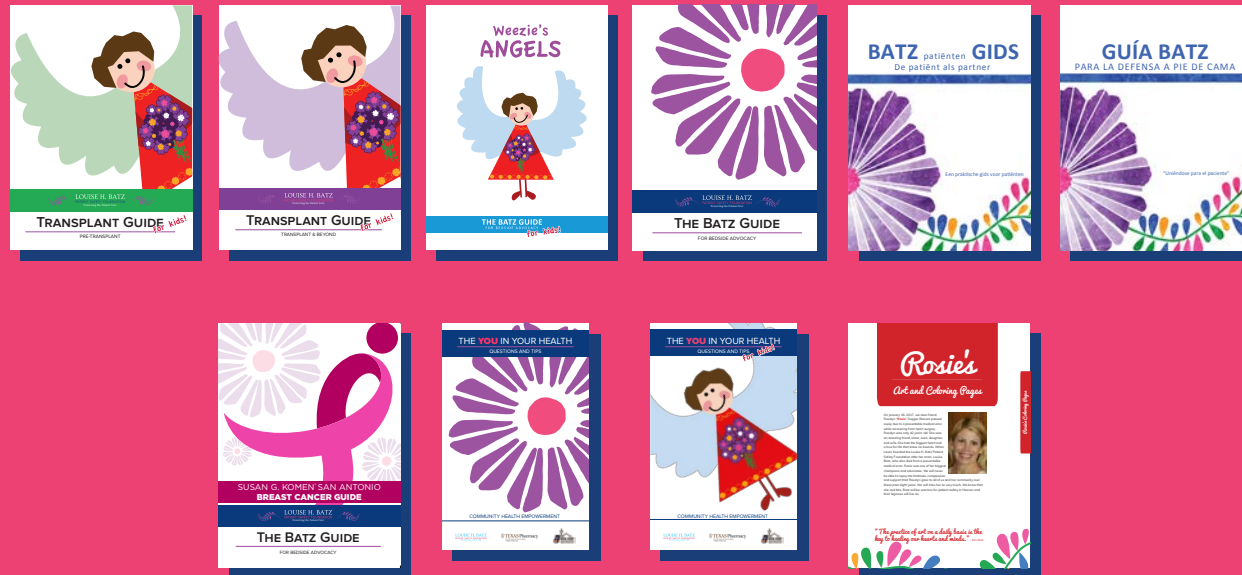
END OF YEAR SUMMARY 2018

“A VISION WITHOUT A TASK IS A
FANTASY...A TASK WITHOUT A VISION IS
DRUDGERY...BUT A VISION WITH A TASK
IS THE HOPE OF THE WORLD”

-JAMES H. CALVERT

BATZ PATIENT SAFETY GUIDES

The Batz Foundation has hired Dr. Carol Wratten as Chief Clinical Director. She is working hand in hand to help teams at different hospitals improve their process thus leading to better patient care and outcomes. She has been coaching our San Antonio hospitals through an eight-step process developed by the Batz Foundation. This past year, we were able to obtain two contracts with University Health System and Vizient to help three hospitals implement the Batz Guides.



Our newest guide, the Batz guide for Babies: The NICU & Beyond, was developed with a team of pediatric NICU physicians including Dr. Christine Aune at Baptist Health System, Dr. Katherine Brandt at CHRISTUS Health, and Dr. Katharine Johnson at Methodist Healthcare System, and the Pediatrix Patient and Family Advisory Council. We have been working with this fantastic Neonatal Intensive Care Unit (NICU) team across San Antonio to adapt the Weezie's Angels Pediatric Guide to provide specialized information for families with babies in NICU. Babies in the NICU may have been born too small, too soon, or with a medical condition that requires intensive, long-term care. Throughout the NICU experience, parents can be involved in their baby's care in a variety of essential ways during that frightening and stressful time for the family. Now that the NICU Guide has been completed, our goal is to implement it throughout San Antonio hospitals. Surveys and baseline data were completed before implementation and we look forward to analyzing that data over the next year. The goal is to demonstrate the effectiveness of the NICU Guide and be able to expand implementation to other Pediatrix NICUs across the country.

TECHNOLOGY, SOCIAL MEDIA MARKETING

Over the past year, the Batz Foundation focused efforts to enhance our website and mobile offerings. Throughout 2018, we:



1. Added an online market place to the Batz Foundation website so individuals can purchase Batz branded goods from shirts to mugs
2. Rolled out an updated Google Adwords campaign with 800 keyword Google AdWords to direct individuals to the Batz website
3. Made dramatic changes to our website, added a lead generation tool that enables guests to download a digital version of the Batz guide in exchange for their email addresses, and worked on adding video stories for our Weezie's Angel award winners. Updated and adjusted the language for Spanish and Dutch pages.
4. Created an online storefront for our guides to enable hospital partners and guests to order and ship guides on a regular or one-off basis, pay for the guides through the system and set up a recurring process
5. Initiated work to launch a Batz Europe website.

COMMUNITY HEALTH EMPOWERMENT PROJECT

YOU IN YOUR HEALTH!



The Empower project, an ongoing collaboration between the Batz Foundation and the City of San Antonio Head Start Program, launched the pilot phase of their Community Health Empowerment toolkits for Head Start families during the 2017-2018 school year. The team analyzed data collected through internally-developed pre- and post-surveys and a focus group with family support workers (FSWs) at Head Start. Overall, the data was very positive and supports the acceptance and usage of the toolkit by both FSWs and Head Start families. The Empower team, consisting of Dr. Veronica Young, Dr. Megan Morrison, and Stephanie Luster, MPH, are continuing to work closely with Head Start leaders to revise the existing toolkit and develop ways to collect more data during the next phase of the project which expand to all families served by the City of San Antonio Head Start program, approximately 3,020 families.



INTERNATIONAL EFFORTS

BATZ FOUNDATION EUROPE OPENING JUNE 2019

In 2018, the Batz Foundation embarked on an effort to establish a franchised branch in Europe. Led by Louis TerMeer, the branch will focus on developing patient safety materials and partnerships with institutions across Europe. The European team has officially filed for their nonprofit status and we are working on developing a strategy for next steps as we continue into 2019.

For 2019, we intend to focus on developing a to create a board of directors, drafting articles of incorporation, creating a business development strategy, creating marketing materials, and developing a new website.

While Batz Europe will be independent from the Louise Batz Patient Safety Foundation, members of the U.S. team will sit on the board of directors and ensure that all materials continue to share the same brand standards and that messaging is cohesive.



LATIN AMERICA

Over the past year, the Batz foundation completed a study of the implementation of an adapted Batz guide in Argentinian hospitals. The results from the study indicated that the guide is well received by patients while simultaneously demonstrating areas from the guide that should be removed for clarity. As a result, we intend to spend 2019:

1. Reducing and restructuring the size of the Batz guide
2. Pursuing an expanded study in Argentina and other Latin American countries
3. Translating more of our English guides to Spanish and Dutch
4. Creating new partnerships in each region.

COMMUNITY AWARENESS

In February 2018, Laura Batz Townsend, CEO and Founder of the Batz Foundation, had the honor to speak to a class of freshman students at the University of Texas at Austin. It was the inaugural class at UT, "Culture of Patient Safety: Transforming Health Together" led by Dr. Veronica Young and inspired by Laura's mom's story and the work of the Louise H. Batz Patient Safety Foundation. It was a proud day for Laura, as she is a Longhorn herself. We can lay the groundwork, the will change the world. There is so much hope for the future of healthcare. Hook 'Em Horns!!!

- iHOPE Conference in Philadelphia
- Fab 50 at Baylor Scott and White in Dallas- Speaker was Dr. Richard Batz
- Planetree Conference- Boston, Mass. Speaker Laura Townsend
- Patient Safety Movement Foundation – California
- Baptist Health School Of Nursing- Dr. Carol Wratten Spoke
- Fox News Business Channel
- London, England for the ISQUA conference - Dr. Carol Wratten and Louis Ter Meer spoke
- Grant Award reception at the Texas Cavalier River Paradi
- University of Texas at Austin Medical School - Laura Townsend



WEEZIE HERO AWARD LUNCHEON



Our First Annual Weezie's Angel Hero Award Luncheon was held on November 27, 2018. In 2014, the Louise H. Batz Patient Safety Foundation implemented the Weezie's Angel Hero Award in honor of Louise Batz who was lovingly called Weezie by her family. Louise "Weezie" Batz spent her life helping others and bringing joy to those around her. In honor of Louise's commitment to helping others, the foundation developed a Weezie's Angel Hero Award to recognize those individuals in our community who go above and beyond in caring for patients, creating awareness, making good catches, and advocating for patient safety. While the Weezie's Angel award is an opportunity to honor each recipient's commitment to patient care, it can never truly convey the Batz Foundation's gratitude and thanks for the service each winner provides to the community. Their ability to comfort, heal and save lives is truly extraordinary. This year's award winners were:



Lisa Sanchez, RN
Executive Director of Patient-Centered Care University Health System



Kimberlea King, BSN, RN
Director of Operations-Patient Experience Internal Transportation Center for Caring



Dr. Christine Aune, MD
Medical Director of San Antonio Pediatric Developmental Services



Dr. Katherine Brandt, MD
Neonatal-Perinatal Medicine Pediatric Medical Group



Dr. Katharine Johnson, MD
Neonatal-Perinatal Medicine Pediatric Medical Group



Elizabeth & Scott Stephens
Gus Owen Stephens Foundation



Sammie Smith
Volunteer

FAMILY NIGHT 2018 AT SCHLITTERBAHN WITH BEYOND BATTEN DISEASE FOUNDATION

The Batz Foundation joined forces with the Beyond Batten Disease Foundation to bring Family Night 2018 at Schlitterbahn. The Beyond Batten Foundation was founded by Craig and Charlotte Benson in 2008 after their five-year-old daughter, Christiane, was diagnosed with juvenile Batten's Disease. They have been working tirelessly over the past 10 years to help create awareness and find a cure to save their daughter and the thousands of children affected by this rare neurological disease.

500+ Guest | \$125,000+ Raised



2018

7th Annual

BINGO de MAYO

300
MAY 3 • 2018



The 7th annual Bingo de Mayo was held on May 3, 2018 and was selected to be an official Tricentennial event celebrating San Antonio's 300th birthday! It was another huge success. We are always blown away by the generosity and support the Batz Foundation receives from the community.

We had 700 people attend and raised over \$200,000!!!



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FOR MORE INFORMATION VISIT
LOUISEBATZ.ORG



THANK YOU

FOR BEING PART OF OUR TEAM.



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