



2012 Community Health Needs Assessment



OUR LADY OF THE LAKE
REGIONAL MEDICAL CENTER
Franciscan Missionaries of Our Lady Health System

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Overview

Assessing community health needs and developing the appropriate plans to address these needs are essential to improving and sustaining the health of our communities. To do so, we must understand our community, the needs identified, and the process for moving forward to improve the health of Baton Rouge. Both a primary and shared focus among health care organizations is responding to the health needs of our communities. More recently, we are encouraged to develop initiatives that incorporate multiple healthcare organizations to collaborate with available and upcoming resources to offer effective and positive impacts on the community. And more specifically, the concept of a Community Health Needs Assessment is now reinforced by the Patient Protection and Affordable Care Act, which contains new requirements for tax-exempt hospitals to conduct community health needs assessments and to adopt implementation strategies to meet the health needs identified through the assessments.

Our Lady of the Lake Regional Medical Center



Our Mission

Inspired by the vision of St. Francis of Assisi and in the tradition of the Roman Catholic Church, we extend the healing ministry of Jesus Christ to God's people, especially those most in need. We call forth all who serve in this healthcare ministry to share their gifts and talents to create a *Spirit of Healing* for all those entrusted to our care. We are, with God's help, a healing and spiritual presence for each other and the communities we are privileged to serve.

About Our Lady Of The Lake

Located in the state capital of Baton Rouge, Louisiana, Our Lady of the Lake Regional Medical Center (LOL) is a leading healthcare provider for the south Louisiana region providing healthcare for an 11-parish area. With over 700 licensed beds, the hospital is one of the largest acute care hospitals in the state. The Lake's strong sense of mission and purpose sets it apart from other hospital organizations earning a reputation for excellence, safety and quality. The Lake's well established ministry is referred to by many as its *Spirit of Healing*.



LOL is one of the largest private medical centers in the state; operating under the Franciscan Missionaries of Our Lady Health System (FMOLHS). FMOLHS serves patients throughout the State of Louisiana with a network of hospitals, clinics, physicians, elderly housing, and integrated information systems. Our Lady of the Lake has a complement of nearly 1,000 physicians and more than 4,000 team members. LOL has 726 licensed beds and treats 35,000 inpatients; 350,000 outpatients with an 11 parishes service area in the State of Louisiana. Since 1923, LOL has demonstrated its commitment to the Baton Rouge and surrounding areas communities by carrying out its mission to provide a healing ministry to God's people especially those in need.

As a 95-bed hospital within a hospital, Our Lady of the Lake Children's Hospital is accredited by The Joint Commission and receives the same awards and distinctions as Our Lady of the Lake Regional Medical Center. LOL Children's Hospital is the second largest pediatric facility in Louisiana treating 78,000 children each year. With the most local pediatric patient beds and the largest local pediatric intensive care unit with 14 beds, the Children's Hospital treats children statewide and beyond. The hospital offers the region's only 24/7 pediatric emergency department.

In addition to service to children, LOL provides a comprehensive range of services for the community in which it serves. Medical services provided include the Cancer Program, Children's Hospital, Diabetes and Nutrition Center, Emergency Department, Endoscopy Center, Hearing and Balance Center, Heart Center, Imaging Services, International Services, Laboratory and Diagnostics, Mental and Behavioral Health, Neurological Services, Orthopedics, Palliative Care, Pharmacy, Rehabilitation, Respiratory Care Services, Senior Services, Surgical Services, Trauma Services, Voice Center, Weight Loss, and Wound Ostomy Center. The medical center cares for those most in need, including those with psychiatric needs, pediatric patients, the elderly, and patients with Hanson's disease.

In addition to the services provided by OLOL, the Baton Rouge community and surrounding areas are also served by numerous hospitals and health care providers.

The largest area hospitals include:

- Baton Rouge General Medical Center
- Woman's Hospital
- Earl K. Long Medical Center
- Ochsner Medical Center
- Lane Regional Medical Center
- St. Elizabeth Hospital

The area is also served by nursing homes, public health centers, nonprofit health organizations, specialists, private physician groups and rehabilitation centers.

The percentages of OLOL's discharges by parish for fiscal years 2009 – 2011 were used to determine the hospital's primary and secondary service areas. OLOL's primary service area is East Baton Rouge Parish (59%), Livingston Parish (11%) and Ascension Parish (8%). Secondary markets include the following parishes: West Baton Rouge, Iberville, Pointe Coupee, East Feliciana, West Feliciana, Tangipahoa, Assumption and St. Helena.

Who Was Involved In The Assessment

Our Lady of the Lake RMC joined the Mayor's Healthy City Initiative taskforce in 2007. Still today, OLOL sits among other local area hospitals in an open collaborative effort to improve the health of the Baton Rouge community. The Community Health Needs Assessment is just one of many joint efforts that OLOL has participated in alongside other hospitals and organizations.

In May of 2008, Baton Rouge Mayor-President Melvin L. "Kip" Holden commissioned the Mayor's Healthy City Initiative to encourage Baton Rouge residents to adopt a healthier and more active lifestyle. The Mayor envisioned a program that would promote and identify resources available in the community for residents to fight chronic diseases and childhood obesity.

In Louisiana, almost half of our children are considered overweight or obese, putting them at a much greater risk of obesity-related health problems like diabetes, heart disease, stroke, cancer and asthma. Nationwide the number of children who are considered overweight or obese has nearly tripled over the past 30 years.

To tackle this problem, the Mayor subdivided the Initiative into three separate but compatible parts:

- **HealthyBR** — a focus on healthier eating and a more active lifestyle
- **MedBR** — a focus on access to care and health outcomes
- **Innovation Center** — a focus on community efforts to address Childhood Obesity.

Each subgroup engages a variety of partner organizations in a cooperative effort between local and state governments, area hospitals, and local health organizations.



Healthy BR Mission

To identify and coordinate efforts aimed at healthy eating and an active lifestyle into a unifying commitment to better health.

Med BR Mission

To connect, coordinate, and communicate resources for medical, dental, and prescription services with a focus on the medically fragile, vulnerable populations and the uninsured and underinsured.



Communicate, Collaborate, and Coordinate

LOL is a major supporter and contributor of the Mayor’s Healthy City Initiative. In the essence of the Patient Protection and Affordable Care Act, the Mayor’s Healthy City Initiative served as a common platform, allowing for in-depth roundtable discussions among local area hospitals. The LOL Community Advocacy team facilitated those discussions and processes for completing the CHNA report.

The organizations listed below represent the Mayor’s Healthy City Initiative — Board of Directors, HealthyBR, and MedBR. Each organization participated in completing the community assessment tools identified in this report. These partners reviewed all processes involved with conducting the Community Health Needs Assessment and approved the information described throughout the report.

See Appendix C for brief description on participating public health partners.

Mayor’s Healthy City Initiative Board of Directors	HealthyBR	MedBR
<ul style="list-style-type: none"> • Mayor-President of Baton Rouge • Recreation and Park Commission of EBR, BREC • Our Lady of the Lake RMC • Blue Cross Blue Shield of Louisiana • Woman’s Hospital • Baton Rouge General • LA Department of Health and Hospitals • Baton Rouge Area Foundation • Baton Rouge Area Chamber • East Baton Rouge Parish School System • Pennington Biomedical Research Center 	<ul style="list-style-type: none"> • City Parish • BREC • Louisiana DHH/OPH • American Heart Association/Provident Resources Group, Inc. • Our Lady of the Lake RMC • Pennington Biomedical Research Center • YMCA of the Capital Area • Baton Rouge Area Foundation (BRAAF) • LSU and Southern AgCenters • Center for Planning Excellence (CPEX) • Big River Economic and Agricultural Development Alliance (BREADA) • Baton Rouge Advocates for Safe Streets (BRASS) • Capital Area United Way • Baton Rouge Community College • LINKS • Better BR • Together BR • BCBSLA • Office of Neighborhoods, City Parish • Redevelopment Authority • The Sunshine Foundation • Louisiana Center for Health Equity 	<ul style="list-style-type: none"> • City Parish • East Baton Rouge Parish School System • Baton Rouge General • Ochsner Medical Center • LSU Health Sciences • Our Lady of the Lake RMC • Lane Regional Medical Center • Blue Cross Blue Shield of Louisiana • Woman’s Hospital • Earl K Long/LSU Health • Health Centers in Schools • Capital Area Human Services District • Interfaith Federation • Greater Baton Rouge Community Clinic • Office of Public Health Region 2, LA DHH • LA Public Health Institute • EMS • EBR Prison Health Services • American Cancer Society • Capitol City Family Health • Louisiana Hospital Association • City Ryan White Program • Baton Rouge Area Foundation • Health Care Quality Forum • Together BR • Pennington Family Foundation • Office of Mary Landrieu • Department of Health & Hospitals

The Structure

HealthyBR and MedBR partners follow a similar meeting and agenda structure. Each group meets bi-monthly for a one-hour session, which is open to visiting and/or interested organizations. Both HealthyBR and MedBR groups nominate a lead that is responsible for reporting to the Board of Directors any progress, updates, and barriers that may exist. Although priority items and topics for discussion may vary between groups and over time, both adhere to a key requirement — ‘organizational asset mapping.’

Through organizational asset mapping, community partners share available resources, programs, initiatives, as well as any upcoming events in which collaboration is encouraged. This allows for connectivity and most importantly reduces duplication of efforts. Organizational asset mapping speaks to the action planning conducted by both HealthyBR and MedBR. Each group develops three-year action plans, specifically divided into Year-One, two, and three initiatives. The MHCI Board of Directors approved the Community Health Needs Assessment and adopted prioritized three year action plans for implementation. These action plans are consistently referred to when discussing future endeavors.

Demographic Analysis

As of 2011, East Baton Rouge Parish is Louisiana’s largest parish with a population of 434,633 and accounts for nearly 10% of Louisiana’s total population. The parish’s ethnic composition is comprised of 51% Whites, 44% African Americans, 3.7% Hispanics, and 2% Asians. Over the last ten years, there was a 121% increase in the Hispanic population.

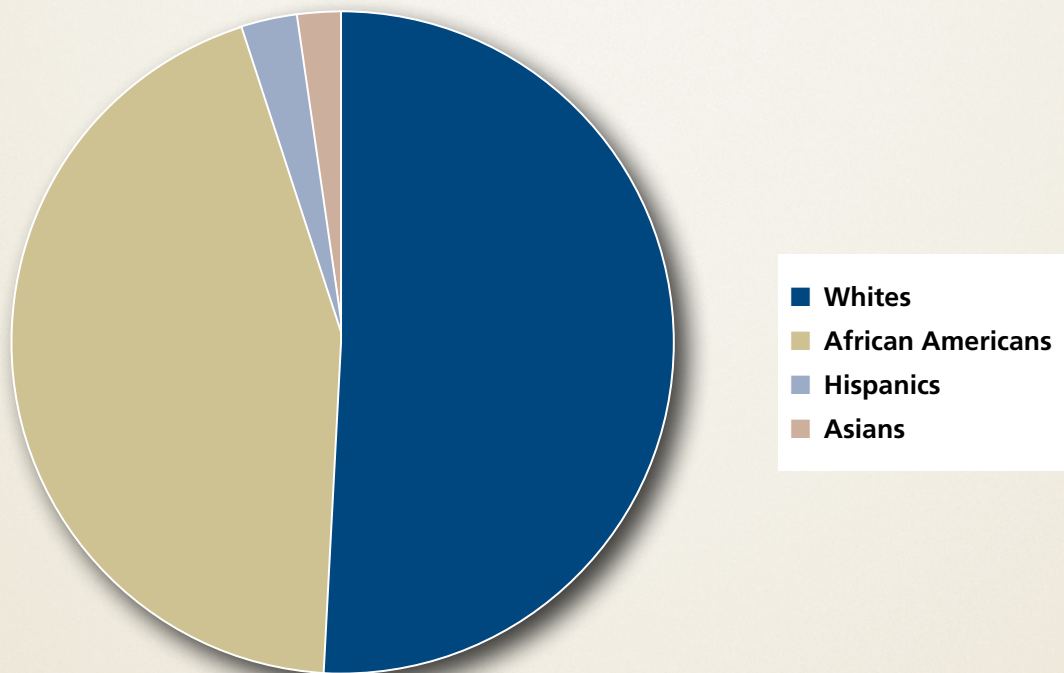
Primary Market

Total Population — 669,874	
East Baton Rouge	434,633
Livingston	128,026
Ascension	107,215

Secondary Market

Total Population — 271,590	
Tangipahoa	121,097
Iberville	33,387
West Baton Rouge	23,788
Assumption	23,421
Pointe Coupee	22,802
East Feliciana	20,267
West Feliciana	15,625
St. Helena	11,203

East Baton Rouge Demographics



Total Population: 434,633

The median household income for East Baton Rouge Parish is \$46,563 despite a 6.2% unemployment rate and a 60% high school graduation rate. As it relates to the Community Health Needs Assessment, we are defining our community by zip code level.

In East Baton Rouge Parish, only 60% of the high school population is graduating. With 25% of children living in poverty and 45% in single parent households, East Baton Rouge Parish more than doubles the national benchmarks in these two categories. The unemployment rate is 6.2% and the homicide rate is 16 times the national average. These socioeconomic factors contribute to the parish's low health literacy — both in adolescents and adults, a large number of uninsured individuals, and an increase in individuals with mental and behavioral health issues. Consequently, low health literacy can lead to unhealthy behavior and low health outcomes. East Baton Rouge Parish has a low infant birth weight rate double that of the national benchmark. Evidence finds that maternal nutrition, smoking, and excessive alcohol intake are also risk factors that contribute to low birth weight. Of the adult population in East Baton Rouge Parish, 20% use tobacco products, 30% are obese, and 16% drink alcohol in excess. Tobacco use is also linked to low infant birth rates and is also directly related to various forms of cancer. Low birth weights have been linked to having a higher risk of potential developmental and growth problems, cardiovascular disease, and respiratory conditions. Also, the parish has 6 times more sexually transmitted diseases than the national benchmark and Baton Rouge, the city that makes up the majority of the parish, is ranked 2nd in the nation for new HIV/AIDS cases.

Assessment Tools

The Mayor's Healthy City Initiative – HealthyBR and MedBR programs conducted a variety of community assessments in preparation for three-year action planning. In order to best identify areas in need, gaps in services, and duplicative efforts, these assessments speak directly to action planning. The following assessments were conducted during 2010 - 2011 — Community Needs Index, NLC Healthy Southern Cities Technical Assistance, Community Healthy Living Index, County Health Rankings, BRAF City Stats, and finally, the Identification of Health Issues: Baton Rouge's 10 Priorities.

The data from the assessments drills down to the core risk factors and outliers that determine the top health issues that are affecting our community. These factors include infants born with low birth weights, a low high-school graduation rate, a large uninsured population, high unemployment rates, and a high crime rate. Many of these factors are inter-related to one another and contribute both directly and indirectly to our community's health issues.

One identified barrier to the data used for the CHNA is the use of multiple assessment tools to evaluate policy, disease burden and overall health, therefore; the time periods in which the data was captured varies among the different tools that were used.

Community Needs Index

With a community best defined by zip-code, this tool demonstrates a clear need in specific areas of our city. Utilizing data sources provided by Thompson Reuters, the CNI identifies the severity of health disparity for every zip code in the United States and demonstrates the link between community need, access to care, and preventable hospitalizations. The ability to pinpoint neighborhoods with significant barriers to health care access is an important advancement for public health advocates and health care providers.

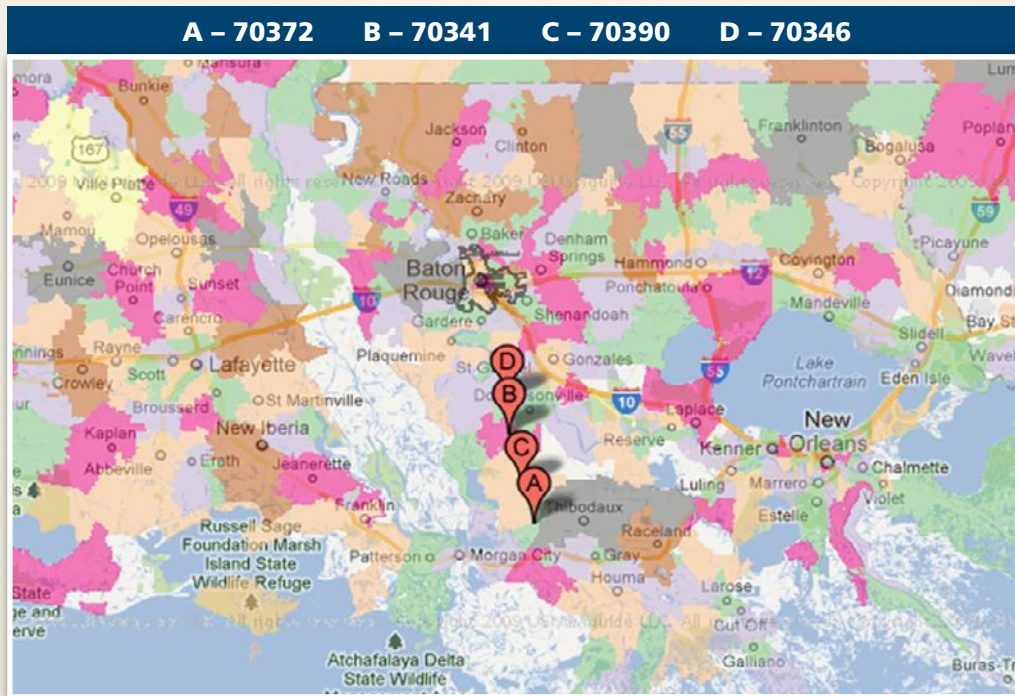
Based on an array of demographic and economic statistics, the CNI provides a score for every populated zip code in the United States on a scale of 1.0 to 5.0. A score of 1.0 indicates a zip code with the least need, while a score of 5.0 represents a zip code with the highest, most immediate needs. The CNI score is an average of five barrier scores that measure socioeconomic indicators of each community: income, cultural, education, insurance, and housing barriers.

Although the community as a whole is best defined by zip-code level, Our Lady of the Lake refers to its populations served by parish level. Below is a snapshot of OLOL's primary markets: Ascension Parish, East Baton Rouge Parish, and Livingston Parish. Those zip codes highlighted in blue in the given Parish are facing barriers related to income, education, and insurance which have a negative effect on the overall health of the population.

Ascension Parish

Zip	CNI Score	Poverty 65+	Poverty Children	Poverty Single w/kids	No High School Diploma	Minority	Unemployed	Uninsured	2010 Population
70769	1.8	14%	5%	27%	9%	12%	3%	7%	35756
70734	2.8	6%	14%	32%	20%	36%	5%	11%	6697
70774	2.8	16%	12%	35%	17%	4%	2%	14%	10207
70778	3.4	21%	10%	31%	22%	27%	6%	21%	2022
70737	3.4	19%	13%	39%	15%	31%	5%	14%	39379
70339	3.4	26%	17%	61%	31%	5%	5%	17%	6099
70725	3.6	18%	13%	36%	19%	65%	9%	18%	1381
70372	4.2	22%	25%	67%	33%	34%	4%	21%	2846
70341	4.4	34%	27%	64%	28%	54%	8%	25%	3916
70390	4.6	18%	32%	67%	31%	53%	7%	25%	7329
70346	5.0	25%	36%	64%	24%	77%	10%	27%	11363

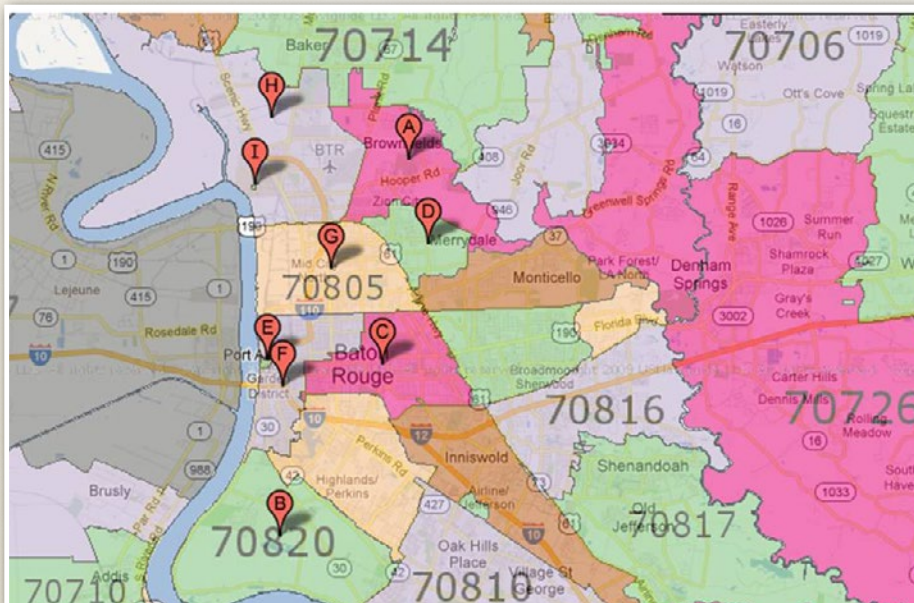
Ascension Parish — Communities Most in Need



East Baton Rouge Parish

Zip	CNI Score	Poverty 65+	Poverty Children	Poverty Single w/kids	No High School Diploma	Minority	Unemployed	Uninsured	2010 Population
70817	1.6	0%	3%	15%	3%	15%	3%	5%	31446
70739	1.8	9%	5%	23%	9%	10%	3%	8%	11815
70770	2.0	13%	5%	22%	10%	12%	3%	10%	3699
70818	2.0	7%	6%	21%	10%	9%	3%	12%	10039
70809	3.0	5%	7%	15%	4%	26%	3%	14%	22753
70814	3.0	6%	10%	20%	11%	80%	4%	16%	14393
70819	3.0	11%	7%	11%	15%	39%	5%	10%	4797
70803	3.2	0%	0%	0%	2%	30%	21%	52%	3456
70808	3.2	5%	5%	21%	5%	27%	4%	20%	29802
70810	3.2	10%	9%	28%	5%	51%	4%	12%	37683
70816	3.2	4%	8%	24%	6%	39%	4%	13%	39324
70791	3.4	13%	13%	40%	13%	41%	4%	16%	25284
70714	3.6	11%	15%	35%	15%	63%	4%	20%	20623
70815	3.8	4%	18%	37%	10%	47%	4%	17%	27864
70811	4.2	17%	25%	42%	17%	82%	5%	27%	13297
70820	4.2	21%	18%	38%	9%	45%	6%	38%	17059
70806	4.6	16%	29%	51%	15%	58%	7%	31%	27047
70812	4.6	30%	36%	59%	22%	95%	9%	33%	11892
70801	5.0	0%	100%	100%	23%	68%	11%	44%	57
70802	5.0	36%	45%	58%	29%	85%	14%	44%	26323
70805	5.0	27%	39%	55%	30%	94%	12%	40%	29383
70807	5.0	26%	46%	61%	33%	97%	14%	41%	17715
70813	5.0	0%	51%	70%	39%	100%	39%	52%	1859

East Baton Rouge Parish – Communities Most in Need



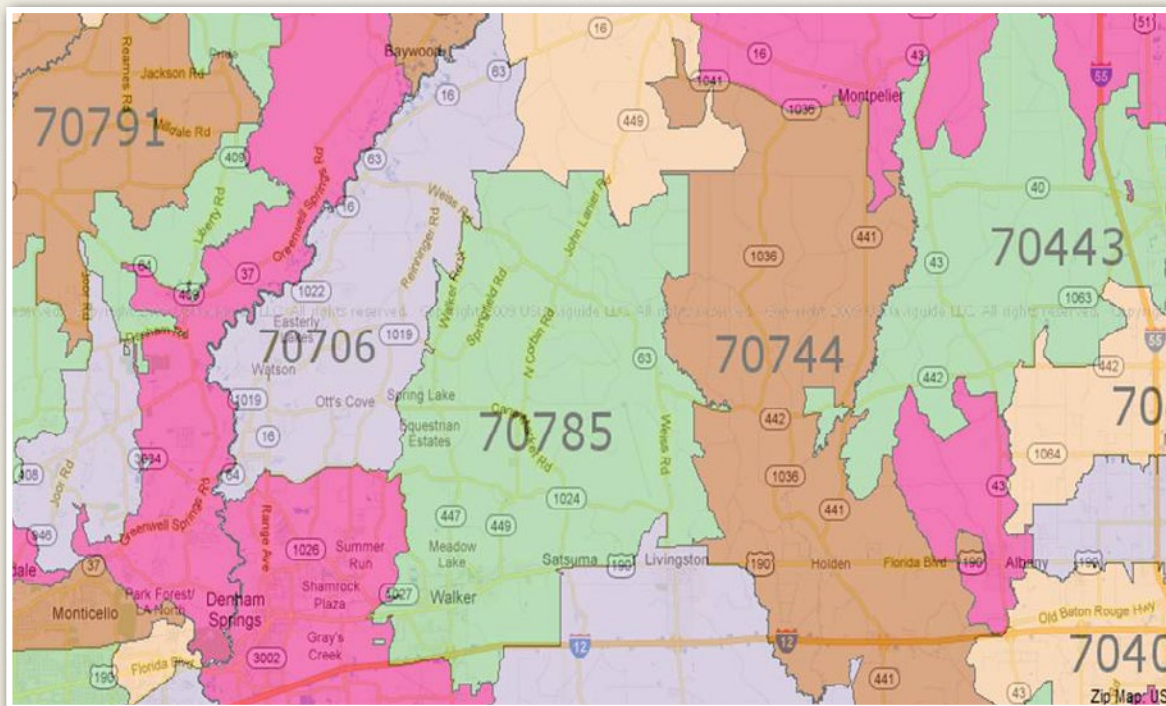
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- B – 70820**
- C – 70806**
- D – 70812**
- E – 70801**
- F – 70802**
- G – 70805**
- H – 70807**
- I – 70813**

Livingston Parish

Zip	CNI Score	Poverty 65+	Poverty Children	Poverty Single w/kids	No High School Diploma	Minority	Unemployed	Uninsured	2010 Population
70706	2.2	17%	8%	24%	14%	7%	2%	10%	18511
70733	2.4	6%	9%	30%	22%	4%	5%	8%	1844
70726	2.8	17%	10%	30%	16%	10%	3%	12%	49532
70754	2.8	18%	8%	28%	22%	6%	4%	14%	9749
70785	2.8	21%	9%	20%	17%	9%	3%	11%	21772
70449	3.2	29%	19%	23%	23%	12%	4%	16%	3677
70462	3.6	25%	18%	45%	21%	21%	3%	18%	5802
70711	3.8	18%	22%	65%	21%	16%	5%	18%	4461
70744	3.8	21%	14%	37%	23%	11%	4%	18%	6301

<http://cni.chw-interactive.org/>

Livingston Parish



National League of Cities: Healthy Southern Cities Technical Assistance

National League of Cities Institute for Youth, Education, and Families (YEF Institute) selected three cities to participate in the first phase of its recently announced Municipal Leadership for Healthy Southern Cities technical assistance project. The three cities included were Little Rock, Ark., Baton Rouge, La., and Tupelo, Miss. as part of the 18-month project. Each city received customized technical assistance from the YEF Institute and other national experts. The goal of the project was to advance local efforts to combat childhood obesity through the development and implementation of community wellness plans. These plans were to include policies to expand access to fresh, healthy foods and opportunities for recreation.

The recommendation from National League of Cities (NLC) was to complete the Community Healthy Living Index (CHLI) assessment. As a representative of HealthyBR, Our Lady of the Lake RMC was one of twelve community organizations that participated in the CHLI assessment analysis. The information below provides details on the information gathered from the assessment, portraying gaps that may exist within our community.

Community Healthy Living Index (CHLI)

Healthy BR partners, specifically those familiar with the categories presented, were asked to review and complete the assessment. Content matter experts from the following organizations participated in the original assessment.

CHLI's Health-Related Categories	Organization Completing Assessment
General Practices in Healthy Living	Mayor's Office
Community Design in Practice of Healthy Living	Centers for Planning Excellence (CPEX)
Physical Environment related to Physical Activity	Recreation and Park Commission of EBR, BREC YMCA
Physical Environment related to Food/Nutrition	Louisiana Council on Obesity Prevention & Management Big River Economic and Agricultural Development Alliance (BREADA) LSU and Southern AgCenters
Primary Health Care Providers	Department of Health and Hospitals Our Lady of the Lake RMC, with MedBR
Public Transportation in Support of Healthy Living	Mayor's Office
Safety	Mayor's Office

Considered a best practice, the CHLI assessment was developed in partnership with experts from Stanford, Harvard, and St. Louis Universities with support from the Center for Disease Control (CDC) and Robert Wood Johnson Foundation (RWJF). YMCA of the USA created CHLI in response to our nation's rising chronic disease rates. CHLI identifies gaps in community resources and helps identify opportunities for building strong partnerships aimed at improving the health of the community.

NLC Recommendations: Based Upon Community Healthy Living Index

Based on answers “in development, no, rarely, and some,” in the CHLI assessment, the National League of Cities’ recommendations are listed below. These will guide implementation plans to address gaps that may exist within our community.

Transportation Measures

- Community audit to assess the current environment for walking, biking and public transportation.
- Traffic calming measures (e.g., road barring, central islands, roundabouts, speed bumps, etc.).
- The community has a public transportation system (e.g. buses, rail system) that provides access to major employers, medical facilities, schools, physical activity/recreation facilities, and retail areas, including stores/ resources for healthy food.

City Hall

- Ensuring that healthy food and beverages are the predominant options served and vended at government sites, parks and recreation; for meetings events, and conferences.
- If vending/concessions are available at community parks, predominantly healthy food and beverage options are provided.
- Support to agricultural programs for healthy eating (farmers markets, community gardens, Farm to School Programs).
- Campaigns promoting healthy eating and nutrition.

Schools

- School sites have walking and biking infrastructure so the majority of students can walk and/or bike to school.
- Safe Routes to Schools (SRTS) and/or walking school-bus programs exist so that children can safely walk or bike to school free from traffic hazards or concerns about personal safety.
- Low-cost or free vegetable and fruit snack programs in schools and before- and afterschool settings.

Healthcare

- Primary health care providers in the community define and treat obesity as a disease and include appropriate counseling in medical care, including referrals for nutrition services and exercise physiologist as needed.
- Primary health care providers maintain a comprehensive, continuous, and reliable system for monitoring patients’ body mass index, lifestyle related chronic diseases, nutrition and physical activity behaviors.
- Primary health care providers work with insurance companies to offer coverage for preventive services, including nutrition counseling and physical activity programming.

Businesses

- Restaurants in the community promote healthy eating by providing nutrition information on the menu, identifying healthy menu options, serving moderate portions, and/or highlighting healthy foods.
- In addition to local food stores and supermarkets, vegetables and fruits are available from alternative sources in the community, such as farmers markets, roadside vegetable and fruit stands, farm stands and community gardens.
- Vegetables and fruits from alternative sources are available at comparable prices.
- Encouraging restaurants to provide nutrition labeling and moderate proportions.

County Health Rankings

“We measure two types of health outcomes to represent how healthy each county is: how long people live (mortality) and how healthy people feel (morbidity). These outcomes are the result of a collection of health factors and are influenced by programs and policies at the local, state, and federal levels.” The Robert Wood Johnson Foundation is collaborating with the University of Wisconsin Population Health Institute to develop these Rankings for each state’s counties.

<http://www.countyhealthrankings.org/>

EBR ranks 19 out of 64 parishes, with Louisiana ranking 49th in the nation. Other OLOL primary markets Ascension and Livingston ranked 10th and 16th respectively compared to the 64 Louisiana parishes. According to the County Healthy Rankings, East Baton Rouge is double the national benchmark in rates of low birth weight and double the uninsured population rate. While East Baton Rouge Parish ranks 19th out of the 64 Parishes overall in Louisiana in the County Health Rankings, the southern part of our Parish hides the higher disparities found in the North. Out of the 24 zip codes that comprise East Baton Rouge, 6 zip code areas do not have adequate access to healthy food markets. These same zip codes are the ones suffering from lower performing schools, lower access to health care and higher rates of crime. Below displays data for OLOL's largest primary market, East Baton Rouge Parish.

	East Baton Rouge	Louisiana	National
Health Outcomes – Ranked 19			
Mortality – Ranked 26			
Premature Death	10,364	10,654	5,564
Morbidity – Ranked 18			
Poor or fair health	15%	19%	10%
Poor physical health days	3.1	3.7	2.6
Poor mental health	2.7	3.1	2.3
Low birth weight	11.9%	10.9%	6.0%
Health Factors – Ranked 6			
Health Behaviors – Ranked 2			
Adult smoking	20%	23%	15%
Adult obesity	30%	32%	25%
Excessive drinking	16%	32%	25%
Motor vehicle crash death rate	19	23	12
Sexually transmitted infections	537	528	83
Teen birth rate	41	55	22
Clinical Care – Ranked 3			
Uninsured adults	25%	26%	13%
Primary care physicians	683:1	863:1	631:1
Preventable hospital	58	98	52
Diabetic screening	78%	77%	89%
Mammography	67%	60%	74%
Social & Economic Factors – Ranked 22			
High school graduation	60%	61%	92%
Some college	65%	51%	68%
Unemployment	6.2%	6.8%	5.3%
Children in poverty	25%	25%	11%
Inadequate social support	24%	25%	14%
Children in single-parent households	45%	41%	20%
Homicide rate	16	13	1
Physical Environment – Ranked 55			
Air pollution-particulate matter days	5	4	0
Air pollution-ozone days	20	7	0
Access to healthy foods	75%	62%	92%
Access to recreational facilities	14	9	17

East Baton Rouge Parish Health Rankings (continued)

	East Baton Rouge	Louisiana
Health Outcomes		
% diabetic	11%	11%
HIV prevalence rate	791	
Health Behaviors		
Binge drinking	15%	14%
Physical inactivity	26%	30%
Health Care		
Mental health providers	2,661:1	4,381:1
Social & Economic Factors		
Median household income	\$46,563	\$43,635
% With high housing costs	35%	30%
% Of children eligible for free lunch	67%	63%
% Illiterate	13.4%	16.0%
Physical Environment		
Liquor store density	3.0	4.0
% of labor force that drives alone to work	82%	81%

<http://www.countyhealthrankings.org/louisiana/east-baton-rouge>

Baton Rouge Area Foundation — City Stats

Baton Rouge City Stats uses more than 70 indicators to track the quality of life for EBR. A survey is conducted in an effort to assist with decision making on grant opportunities and civic leadership initiatives.

Key Findings:

EBR's cancer death rate has been rising in the past few years with ~1.793 per 1,000 reported in 2008.

Although the diabetes death rate decreased from 2004 to 2007, it began an upward trend in 2007.

Baton Rouge continues to have among the highest HIV rates in the country.

<http://www.braf.org/braf/Portals/15/docs/CityStats/CityStats2011finalweb.pdf>

Focus Groups And Qualitative Data

Identification of Health Issues Determined by Hospitals in the Area: Baton Rouge's 10 Priorities

Representatives from Woman's Hospital, Our Lady of the Lake Regional Medical Center, Baton Rouge General Medical Center, Lane Regional Medical Center, LSU Health/Earl K. Long Medical Center, and the Louisiana Hospital Association met during the spring of 2011 to discuss an assessment of community health. Upon completing the met-analysis of data collected from the NLC Healthy Southern Cities Technical Assistance, Community Healthy Living Index, County Health Rankings, BRAF City Stats, and the Community Health Index, this group of health care leaders discovered common themes. To better validate the gathered information, each hospital representative surveyed clinical staff by conducting one-on-one interviews that included both managers and community health care providers, concerning health issues seen within his or her organization. Each hospital's representative conducted roundtable discussions with clinical staff in an effort to best define and validate the needs of the community. An aggregated list resulted in - Baton Rouge's 10 Health Priorities.

Seeking high-level input and thorough assessment, the MedBR lead presented Baton Rouge's 10 Priorities to MedBR and HealthyBR, as well as the Board of Directors for the Mayor's Healthy City Initiative. All MHCI partners reviewed and approved the given list after comparing data with the three-year action plans and aligning efforts with the defined mission statements. A total of forty diverse organizations representing the voice of our community at large reviewed and approved the priorities identified below.

This report has been reviewed and accepted by the Ethics Committee of the OLOLRMC Board of Directors.

Conclusion

Analysis from multiple data sources and surveys helped to prioritize the health and disease burden for our community. These issues were then vetted with healthcare professionals and the hospital community to verify and agree on their priority order. Using input from health care professionals within the hospital community and based upon common threads in the data sources identified above, OLOL prioritized the top ten health risks in our community.

The Greater Baton Rouge Community Health Needs Assessment identifies ten health priorities that require a continuum of services including awareness, education, and prevention methods for the following.

1. Heart disease/high blood pressure/stroke
2. Cancer
3. Obesity
4. Diabetes
5. HIV/AIDS
6. Depression/mental health/substance abuse
7. Child Health (injury prevention, immunizations, abuse, vision, asthma, prenatal)
8. Lifestyle issues (tobacco use, substance abuse, diet and exercise)
9. Adolescent health (risky behaviors, abuse, and culture of violence)
10. Barriers (low health literacy, transportation, compliance, access to physicians, public policy)

Top four priorities for 2012-2015 identified by MedBR and adopted by OLOL are obesity, HIV/AIDS, over utilization of the Emergency Department, and mental/behavioral health. The hospitals will implement a collective collaborative plan for addressing these issues in our community.

Jimmy Guidry, M.D., State Health Officer of Louisiana and Department of Health and Hospital's Medical Director, confirmed that the needs identified for East Baton Rouge parish are in fact the same needs of both Ascension and Livingston parishes.

Addressing Identified Needs

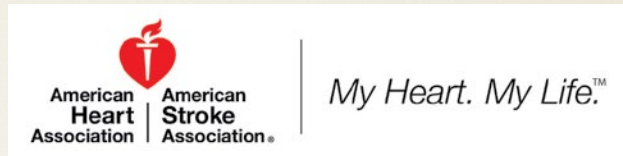
Our Lady of the Lake RMC currently offers programs and services to address the identified needs of our community. As they relate to the top ten priorities listed by hospital facilities, services are described below.

1. Heart Disease And Stroke

My Heart, My Life

Our Lady of the Lake Regional Medical Center has partnered with the American Heart and Stroke Association to bring the *My Heart, My Life* program to both internal and community audiences.

Heart disease remains the nation's #1 leading cause of death and stroke #3. OLOL has joined the national *My Heart, My Life* movement to guide and influence healthy behaviors such as healthy eating and physical activity in combating unhealthy lifestyles of Louisiana residents. In alignment with our Mission, we are responding to the needs of our team members as well as our community. Year One initiatives include the following programs: (1) Development of 1-mile Walking Paths both inside the medical center as well as in Calais Park. Both walking paths are accessible to the broader community; (2) Teaching Gardens at our adopted public school as well as at the medical center for our internal team members; and (3) Our continued focus with the 2012 Heart Walk by encouraging active lifestyles.



Heart Center

Our Lady of the Lake offers comprehensive heart services from highly trained specialists, treating a variety of heart and chest pain conditions, including [heart disease](#), [heart attack](#), [congestive heart failure](#) and [general chest pain](#). Named the only level-three accredited chest pain center in south Louisiana by The Society of Chest Pain Centers, we offer a breadth of services few facilities can match in a single location. [Our new Hybrid Operating Room allows patients to have more than one heart procedure completed in one surgical setting if needed, reducing return trips to the hospital and time away from work and family.](#) With Our Lady of the Lake's best-in-class door-to-treatment time, life-saving technology and top-notch staff that works only in cardiac care, we're ready to act the moment chest pain strikes.



Telestroke Program

The TeleHealth/TeleMedicine (THTM) program provides remote care for stroke patients in critical care hospitals. Included in our Telestroke Program are specialty care consults via audio and video equipment for patients in rural areas. The THTM program also plays a vital role in the medical education of residents in the area by connecting them with faculty in other locations, thereby providing a more robust educational experience.



Data is collected and continuously reviewed to identify strengths and weaknesses in the delivery of THTM services with appropriate remedial action taken on the basis of the data in an effort to ensure continuous attention to the improvement in the quality of care.

Stroke Outreach

OLOL's neuroscience service line offers the online Stanford stroke screening tool to underserved communities. Nurses coach participants on results and risk factors.

2. Cancer/Lifestyle Issues

The Cancer Program of OLOL and Mary Bird Perkins

The Cancer Program of OLOL and Mary Bird Perkins, a NCI Community Cancer Center Program (NCCCP), offers patient navigation to help guide patients through their cancer treatment by coordinating care, providing education and answering any questions you or your family might have. Free cancer screenings are available to community members throughout the year.

The NCI Community Cancer Centers Program (NCCCP) designed to encourage the collaboration of private-practice medical, surgical, and radiation oncologists, with close links to NCI research and to the network of 63 NCI-designated Cancer Centers principally based at large research universities.

The NCCCP seeks to:

- Increase outreach to the uninsured, underrepresented, and disadvantaged populations for prevention, screening, treatment, follow-up care, palliative care, survivorship plans, and end-of-life care
- Increase participation in clinical trials
- Reduce cancer health care disparities
- Improve information sharing among community cancer centers

Smoking Cessation Program

The Cancer Program of OLOL and Mary Bird Perkins offers a free 8-week program providing information and education on tobacco cessation and tips to quit. One hour group sessions are scheduled during lunchtime.

CancerFit

The Cancer Program offers a comprehensive exercise and wellness program that uses customized exercise routines led by specially trained therapists to address individual needs and capabilities. Our main goals are to help patients better tolerate cancer treatment, regain the best possible physical fitness, and improve overall emotional and mental health.



3. Obesity

Our Lady of the Lake offers a variety of services and programs designed to fit your specific needs:

Bariatric Surgery

OLOL is considered a Bariatric Center of Excellence. Services provided include [bariatric surgery](#) including [gastric bypass](#), [gastric sleeve gastrectomy](#) and revisional surgeries.

188 community members participated in onsite bariatric educational and support seminars, with 158 completing bariatric surgery from July 2010 - June 2011.

Lake Weight Solutions

OLOL offers a medical weight loss program with Health Management Resources® (HMRTM) that includes a meal replacement therapy. Lake Weight enrolled 195 participants in 2011 in both at-home and in-clinic services.

Lake Health Center

A hospital-based fitness facility.

Diabetes & Nutrition Center

Nutritional counseling

Healthy Lives

Franciscan Health and Wellness Services, was created to explore opportunities in the areas of population health management, with the resulting development of Healthy Lives, a comprehensive health and wellness solution for employers.

The purpose of the *Healthy Lives Program* is to improve health outcomes and the value of health care delivery by: (a) providing employers with population health management tools, analytics, and executive clinician consulting, (b) developing comprehensive health and wellness programs to meet the needs of a given population, (c) meaningfully engaging targeted individuals in the management of their own health and wellness, and (d) optimizing care collaboration and coordination with healthcare providers. We seek to improve the value of health care delivery and enhance the health status of our communities through our portfolio of services via understanding, engagement, and achieving outcomes.

80% of OLOL eligible health plan members participated in Healthy Lives in 2011. 265 team members enrolled into the Weight Management program that provides wellness coaching for combating excess weight.

A Teaching Garden

This garden is dedicated to our Franciscan Sisters and will be located at the hospital's main campus. Aimed at team members, this garden will provide a hands-on learning experience on two topics: healthy eating and our Franciscan heritage. It is a real-life laboratory where team members learn how to plant seeds, nurture growing plants, harvest produce and ultimately understand two important things: 1) the value of good eating habits and 2) how all God's creation is inter-dependent. The team members who work the garden will be able to bring what they grow, and what they learn, back to their own families.



4. Diabetes

Diabetes and Nutrition Center

This center provides diabetes self-management training and medical nutrition therapy for people with [diabetes](#) or any other nutrition-related medical diagnosis, such as [high cholesterol](#), [high blood pressure](#) or [weight management](#). Working closely with the referring physician, our team of certified diabetes educators, registered nurses, registered dietitians and exercise physiologists provide education and training to develop a treatment plan that fits your lifestyle. The Diabetes and Nutrition Center has been awarded the Certificate of Recognition by the [American Diabetes Association](#) in accordance with the national standards for quality diabetes patient education programs.

In 2011, the Diabetes and Nutrition Center saw 1,585 participants in outpatient services. The Center treated 1,288 in the inpatient services.

5. HIV/STDs

St. Anthony's

OLOL offers St. Anthony's home, an assisted living home that helps those disabled from HIV/AIDS with the tasks of daily living through funding from the Emergency Shelter Grants Program. The home was established in 1985. Services are managed by the Immunological Support Program (ISP), which offers medical, educational, social, physical, psychological and spiritual assistance to anyone infected or affected by HIV/AIDS. Residents usually do not require hospitalization, but are unable to live alone. Assistance in dealing with emotional issues, navigating complex insurance program, and medical systems are provided. The home is staffed by a site manager, Master's level social workers, and several certified nursing assistants along with staff members that are present 24 hours daily, which are also, funded by the ESGP. Services are offered in a safe and nonjudgmental setting for persons 18 years of age and older who are homeless and disabled due to their HIV/AIDS status. Staff members are consistently trained specifically on the care of its residents.

Louisiana OPH STD/HIV Program

Positive Charge is an outreach initiative designed to support programs customized to meet the unique needs of individuals living with HIV, and is dedicated to working with healthcare providers, community members, advocates, caregivers and families of people living with HIV/AIDS in order to assist them in overcoming the barriers that may be preventing them from getting the HIV care, treatment and support they need.

6. Behavioral Health

The COPE Team

The COPE department is the first point of contact for mental health or substance abuse services. Our mental health professionals, supported by psychiatrists, assess individuals and make recommendations for treatment.

Since 1975, FMOLHS Sisters have treated the medically ill. The Tau Center opened as a Chemical Dependency Residential in 1983.

Adolescent Services, Adult Services, Geriatric Behavioral Center, Tau Program for Addiction Treatment, Family Center Outpatient Mental Health Clinic

OLOL offers [outpatient services](#), day treatment and inpatient programs for those suffering from [depression](#), [grief](#), [attention deficit hyperactivity disorder \(ADHD\)](#), [stress](#), [panic](#) and [anxiety disorders](#), and [dementia](#). In addition, we offer treatment for a wide variety of addiction problems, which has earned us a solid reputation in the community for restoring lives and renewing families through the 12-step philosophy of Alcoholics Anonymous. We are one of the few programs in the area to offer both inpatient and outpatient [electroconvulsive therapy](#).

7. Child Health

Children's Hospital

Our Lady of the Lake Children's Hospital offers comprehensive ongoing care for children through our 14 specialties, in addition to our [critical care](#), [intensive care](#) and [emergency department](#). Our hospital has the ability to treat almost any pediatric condition. [Child Life Specialists](#) are also available to guide both child and family through any treatment he or she may receive while at our hospital. OLOL Children's Hospital is the primary health care resource for children suffering from sexual abuse and plays an integral part in triaging patients to mental and behavioral services.



Our Lady of the Lake Children's Hospital Emergency Department

Earned Gold Bear Designation from Louisiana Emergency Services for Children and the Emergency Medical Services for Children's Governor's Council — a part of the Department of Health and Hospitals Bureau of Emergency Medical Services. This is the first Gold Bear Designation in the state. Gold Bear Designation recognizes Emergency Departments dedicated to excellent care of sick or injured infants and children. Below are other services provided to the community, on behalf of the OLOL Children's Hospital.

Childhood Obesity and Pediatric Clinics

Pediatric specialties include allergy/immunology; endocrinology; gastroenterology; hematology/oncology; infectious disease; nephrology; pediatric behavioral development; plastic/cosmetic surgery for cleft palate and accident trauma; and psychiatry.

St. Jude Clinic

OLOL is one of only five affiliated St. Jude Children's Research Hospital satellite treatment clinic in the nation. This partnership with St. Jude allows for treatment of Louisiana children with cancer closer to home and family.

Graduate Medical Education (GME)

OLOL Children's Hospital attracts the finest. Residents from renowned universities joined the new pediatric residency program to care for children under the supervision of OLOL pediatricians and pediatric specialists.

Child Life Therapy

OLOL is also the only hospital in the area with Child Life Specialists. With eight on staff, child life specialists are trained to help children understand their diagnosis, prepare them for procedures and talk to them in terms they can understand.

Asthma Program

Asthma accounts for on average 50 pediatric admissions per month to the OLOL Children's Hospital. In response to this condition, OLOL uses core measures that include correct inhaler, steroid, and asthma action plan with each discharge.

Health Center in Schools

OLOL has partnered with East Baton Rouge Parish School System - Health Centers in Schools to work collaboratively on addressing the needs of students. In an effort to work seamlessly, these two organizations are approaching an innovative method to combating childhood obesity and addressing barriers to access of care for Baton Rouge children.

W.H.A.L.E Program

W.H.A.L.E (We Have A Little Emergency) is an identification and education program for parents with children still riding in car or booster seats. The program provides education to caregivers on how to use car seats properly so they are most effective at preventing injury in an accident. The W.H.A.L.E Kit includes an information label that identifies the child in the car seat (name, special conditions, and emergency contact). This information label is placed on the back of the car seat for emergency rescuers to read.

Louisiana Organ Procurement Agency (LOPA)

In 2011, OLOL had 30 silent heroes who gave the gift of life through organ donation saving 107 lives and positively impacting countless others.

Teaching Garden

OLOL is building two vegetable gardens in 2012, with planting beginning early March and an expected harvest time in May. One teaching garden is dedicated to our adopted school, Wildwood Elementary. In partnership with faculty, students, parents, and OLOL team members, a teaching garden will be placed on school grounds.

8. Adolescent Health

Sudden Impact Program

The purpose of Sudden Impact is to prevent injuries and fatalities from driving impaired and/or unrestrained. The program employs a multidisciplinary approach to educate and offer alternatives to risk taking behaviors that often result in injury or death. Unintentional trauma is the leading cause of death among people age 1 – 44, with motor vehicle crashes the number one mechanism of the fatal injury. 716 people lost their lives in motor vehicle crashes last year in Louisiana. Unfortunately, 42% of the crashes were alcohol related and therefore preventable.



In 2010, over 552 people were treated at Our Lady of the Lake Regional Medical Center for serious injury as a result of motor vehicle crashes. A significant number of injuries were the result of driving under the influence

and /or driving unrestrained. Since trauma is a preventable disease, Our Lady of the Lake RMC, Interim LSU Level 1 Trauma Center and the Louisiana State Police are dedicated to reducing the physical, financial and emotional costs of motor vehicle crashes. Through the partnership, we provide a unique program to educate teens, promote healthy decisions and refrain from high risk taking behavior while in a motor vehicle.

Sudden Impact provides testimony to the ramifications of driving while impaired from a medical, law enforcement, and victim perspective. The 7 hour program for high school sophomores, located at Our Lady of the Lake RMC, places the teens in an unfamiliar environment while providing education on laws, decisions, communication and impairment.

Pediatric Academic Clinic

The Pediatric Academic Clinic is an Our Lady of the Lake Physician group general pediatric clinic that also serves as the continuity clinic for OLOL's Pediatric Residents. Over the course of their three year program, the pediatric residents see patients weekly in the Pediatric Academic Clinic in tandem with their attending physicians– Dr. Diane Kirby, Dr. Christopher Funes, Dr. Roberta Vicari and Dr. Karen Simpson. Along with serving as the continuity clinic for our Pediatric Residents, adolescent medicine services are offered in the Pediatric Academic Clinic by Dr. Simpson. Dr. Simpson is an Adolescent Medicine fellowship-trained physician. Services that are offered include: routine and acute care, teen health education, and consultation and management of various specialized adolescent health issues. Dr. Simpson also serves as the medical director of Health Care Centers in Schools, Inc and provides clinical services in their facilities.

9. Senior Services

The variety of services we offer has earned us national recognition as the “experts in aging.” All four hospitals that are part of the Franciscan Missionaries of Our Lady Health System (FMOLHS) were recognized for quality and commitment to ongoing care of the elderly. St. Francis Medical Center in Monroe, LA, Our Lady of the Lake Regional Medical Center in Baton Rouge, LA, Our Lady of Lourdes in Lafayette, LA, and St. Elizabeth Hospital in Gonzales, LA, earned the NICHE (Nurses Improving Care for Health System Elders) designation from The Hartford Institute for Geriatric Nursing at New York University College of Nursing.

Our services include:

- Comprehensive and specialized medical care
- Coordination of care management
- Information and referral services
- Wellness programs and screenings*
- Health and wellness education,* including Medicare/Medicare HMO classes
- Individual medical insurance assistance
- Social activities and day trips through [Healthy Connections](#)
- [Elderly housing](#)
- Senior discounts
- Collaborations with other [nursing homes](#)

**Our health and wellness, life enrichment and consumer education classes, as well as a variety of health screenings, are held at the hospital, [St. Martha Activity Center](#) and various community sites.*

PACE Baton Rouge (Programs of All-Inclusive Care for the Elderly)

A non-profit health and supportive services program designed to assist seniors who want an alternative to nursing home care.

The mission of PACE Baton Rouge is to enable the aging population to live with dignity in their communities. With PACE Baton Rouge's assistance, participants can remain in the secure surroundings of their own homes and communities, and family members and caregivers are provided with much-needed professional guidance, physical relief and emotional support.

Elderly Home Fall Prevention Program

Thousands of older citizens fall at home and many suffer serious devastating injuries oftentimes leading to permanent disability. The number one injury at OLOLRMC entered into the Trauma Registry is falls. Falls of all kinds encompass 40% of traumatic injuries in our hospital. Of those 43%, almost half are associated with falls at home. Our program targets patients who are older than 65 years old and admitted to OLOLRMC from injuries sustained from a fall. After discharge, these patients receive an introduction letter about injury prevention, a home fall prevention checklist for older adults, and tips to prevent falls. The brochures are easy to read with large print, pictures and simple instructions.

The home fall prevention program also includes a tri-fold poster board with a "Safe House." The poster board and brochures are used at community events targeting the older population and has reached an estimated 1400 elderly citizens of our surrounding communities. The poster board depicts a home with hazards that could potentially cause a person to fall. Participates are encouraged to locate and fix the hazards in the "Safe House." OLOLRMC also offers community presentations using the "Senior Life & Injury Prevention," which consists of six different presentations aimed toward older adults.

10. Addressing Barriers

Lake Line Direct

OLOL offers a free 24-hour resource for health information. Services include nurse advice and triage, physician referral, and access to a health information library.



Mayor's Healthy City Initiative

OLOL has participated with the MHCI since 2008. Today, OLOL sits alongside each area hospital and community partners in discussing collaborative efforts within serving the Baton Rouge population. As a key partner, OLOL has committed to assist in achieving the following goals:

- To raise awareness within the community of the problem and the services available.
- To motivate community members to make healthy choices and to join the movement to make Baton Rouge a healthier community.
- To increase media outreach through community events and HealthyBR.com.
- To increase awareness of HealthyBR.com and the partnering organizations.
- To increase utilization of available resources to promote healthy eating and active living in Baton Rouge.

Telehealth

The Our Lady of the Lake Telehealth/Telemedicine program is focused on the utilization of Telehealth technology to improve and expand the opportunity for rural and urban underserved populations to receive quality, affordable health care. The main goals of the program are to 1) improve the quality of and access to care, 2) to reduce cost without jeopardizing quality of care, 3) to promote the use of telemedicine as a good option for patient consultations by educating healthcare professionals about the benefits of Telehealth/Telemedicine.

Community Advocacy

The Community Advocacy department utilizes the mobile unit in delivering education and screenings to those individuals without means for transportation who face barriers to accessing health care. Screenings and educational materials include: stroke, EKG, blood pressure, glucose, cholesterol, body fat percentage, vision, and others. In 2011, OLOL's Community Advocacy department administered free screenings to 2,200 community residents.

Medicaid and LACHIP Enrollment

OLOL Emergency Department includes an onsite Medicaid enrollment kiosk for those eligible for benefits.

OLOL Livingston

OLOL is addressing the needs in more rural areas, such as Livingston Parish. Our Lady of the Lake Livingston is expected to open in the summer of 2012. Our Lady of the Lake Livingston will provide a 24/7 Emergency room with transfer services to Our Lady of the Lake Regional Medical Center in Baton Rouge when needed. Trauma patients will be transferred via helicopter. Outpatient services at Our Lady of the Lake Livingston include lab, imaging services such as CT, ultrasound, X-ray and MRI.



Next Steps

Our Lady of the Lake Regional Medical Center will develop an implementation plan based on this Community Health Needs Assessment for addressing the prioritized needs identified in this population. With a common platform to improve the overall health of Greater Baton Rouge, health care organizations can effectively plan to move forward with programs, initiatives, and outreach and can do so, in collaboration with one another. We learned that in order to make an impact, to move numbers in the right direction, we must communicate, collaborate, and coordinate.

Appendix

A. Name, Title, and Organization of EBR CHNA Participants

MHCI Board of Directors

Coletta Barrett

Board Chair, Mayor's Healthy City Initiative, Our Lady of the Lake Regional Medical Center

Teri Fontenot

CEO, Woman's Hospital

Jimmy Guidry, MD*

LA State Health Office, Department of Health and Hospitals

Steven Heymsfield, MD

Executive Director, Pennington Biomedical Research Center

Gerri Hobdy

Director Partnership Relations, Baton Rouge Area Foundation

Melvin 'Kip' Holden

Mayor-President of Baton Rouge City Parish

William Holman

CEO, Baton Rouge General

Adam Knapp

CEO, Baton Rouge Area Chamber

Carolyn McKnight

Superintendent, Recreation and Parks Commission for EBR Parish

Mike Reitz

CEO, Blue Cross Blue Shield of Louisiana

Dr. Bernard Taylor

Superintendent, East Baton Rouge School System

Scott Wester

CEO, Our Lady of the Lake Regional Medical Center

B. Consultants to the Community Health Needs Assessment

Healthy BR Advisory Board

Copper Alvarez and Darlene Rowland

Directors, Big River Economic and Agricultural Development Alliance

Dale Auzenne

Assistant Superintendent, Recreation and Parks Commission for EBR Parish

Marcelle Boudreaux

Project Manager, Economic Development, Redevelopment Authority

Sharman Charles

Extension Agent, LSU and Southern AgCenters

Jamie Clesi

Manager Community Advocacy, Our Lady of the Lake Regional Medical Center

Paula Dawson

Regional Vice President, American Heart Association

Diane Eysink

Director of Corporate Communications, Blue Cross Blue Shield Louisiana

Mary Fontenot

Director, Office of Neighborhoods, City Parish

Jeanne George, PhD

HealthyBR Advisory Panel, Together BR

Yolanda Hill

HealthyBR Advisory Panel, LINKS

Gerri Hobdy

Director of Partnership Relations, Baton Rouge Area Foundation

Kristen Hogan

Marketing Director, YMCA

Bob Jacobs

CEO, YMCA

Rev. Raymond Jetson

Pastor Star Hill, Better BR

Debra Lockwood

Executive Vice President/CFO, Provident Resources Group

Mark Martin

HealthyBR Advisory Panel, Baton Rouge Advocates for Safe Streets

Susan Nelson

Community Relations, Baton Rouge Community College

Ami Parks

HealthyBR Advisory Panel, Pennington Biomedical Research Center

Pam Romero*

Public Health Nutrition Consultant Coordinator, Department of Health and Hospitals

Amanda Schram

Grants Coordinator, Mayor's Office

Alma Stewart

President, Louisiana Center for Health Equity

Kara Still

Director of Program Investments, Capital Area United Way

Kandace Walls

Development Director, The Sunshine Foundation

MedBR Advisory Board

Pat Alford

Executive Director, Greater Baton Rouge Community Clinic

Sylvia Andrews, MPA

Assistant Director, DHDS, City Ryan White Program

Eric Baumgartner, MD

Director Policy Development, Louisiana Public Health Institute

Marcia Blanchard

Service Line Development & Education Director, Health Care Quality Forum

Sue Catchings

CEO, Health Centers in Schools

Angela Ferguson

Registered Nurse Manager, Earl K. Long/LSU Health

Jeanne George, PhD

Med BR Advisory Panel, Together Baton Rouge

Sonya Gordon

Public Information Office, East Baton Rouge School System

Chad Guillot

Assistant Administrator, EMS

Jamie Hauser

COO, Woman's Hospital

Vonnie Hawkins

Program Officer, Pennington Family Foundation

Gerri Hobdy

Director Partnership Relations, Baton Rouge Area Foundation

Denise Hursey

Health Information Analyst, Louisiana Hospital Association

Nicole Kleinpeter

Director Marketing and Communications, Baton Rouge General

Rhonda Litt

Executive Director, Capital City Family Health Clinic (FQHC)

Julie McClin

Marketing and Community Relation Director, Lane Memorial Center

Robin McCullough-Bade

Executive Director, Interfaith Federation

Terri McNorton

Assistance Vice President Marketing, Ochsner Medical Center

Andrew Muhl

MedBR Advisory Panel, American Cancer Society

Linda Ottesen

Health Care Manager, EBR Parish Prison System

Emily Patrick

Community Outreach Coordinator, Mayor's Office

Christie Pierce

Service Line Administrator, Our Lady of the Lake Regional Medical Center

Representative

MedBR Advisory Panel, Office of Mary Landrieu

Marilyn M. Reynaud, MD, MPH*

Regional Administrator/Medical Director, Department of Health and Hospitals

Jamie Rocques

Nurse Care Manager, Capital Area Human Services District

Brian Smith

MedBR Advisory Panel, LSU Health Sciences

Clayton Williams

MedBR Advisory Panel, Department of Health and Hospitals

Alice Womble

Community Wellness Administrator, Blue Cross Blue Shield of Louisiana

**Additional information is provided in Sec C of the Appendix. These individuals are either public health officials or represent medically underserved, low-income and minority groups within the community. A full explanation of their qualifications is included.*

C. Consultants to the Community Health Needs Assessment, Public Health Officials and/or Representatives of the Medically Underserved, Low-Income and Minority Groups

Jimmy Guidry, MD

Jimmy Guidry, M.D., is currently the State Health Officer of Louisiana and DHH's Medical Director. Prior to this position, Dr. Guidry served as the Assistant Secretary for the Office of Public Health and the Acadian Region's Medical Director. Dr. Guidry has also served as Director of Adolescent Services at LSU School of Medicine, Pediatric Department, Earl K. Long Hospital and worked in Pediatric Private Practice. Dr. Guidry presently chairs various task forces, including the DHH Obesity Task Force, the Child Death Review Panel and the Governor's Task Force on Tuberculosis, and represents the state at medical and environmental engagements across the

country. He received his Bachelors of Science from the University of Southwestern, earned his doctorate from the Louisiana State University School of Medicine and completed his residency at Earl K. Long Hospital. He has been Board Certified since 1984 and is a Fellow of the American Academy of Pediatrics.

Dr. Guidry has been with the state office for over 16 years and maintains a strong interest in the medical care of the citizens of Louisiana while working diligently towards the delivery of services in our state.

The Medical Director is responsible for medical consultation on a variety of health care policy issues, including health care programs and quality of care issues. The Medical Director also serves as the Department's liaison with medical, nursing, pharmacy, and allied health professionals as well as with professional associations and organizations throughout the state. The Medical Director's Office also houses the Office of Emergency Preparedness for DHH. The State Health Office is responsible for ensuring that the State Sanitary Code is enforced, a responsibility that he implements through the programmatic Offices of Public Health.

Pam Romero, RD, LDN, CDE

Pam Romero is Registered Dietitian and Certified Diabetes Educator with an extensive background in medical nutrition therapy, and policy and environmental change for health promotion and disease prevention and management. She currently works as a Public Health Nutritionist with the Louisiana Department of Health & Hospitals Nutrition Services where she is the state coordinator of obesity prevention initiatives and the National Fruit and Vegetable Program. She serves as a Nutrition Consultant to the Louisiana Special Supplemental Nutrition Program for Women, Infants and Children Program (LA WIC), the Chronic Disease Prevention and Control Unit and supervisor of state nutrition consultants serving areas of specialized nutrition services. Pam served as the coordinator of the Louisiana Council on Obesity Prevention and Management from 2006-2012 and continues to co-chair the Louisiana Action for Healthy Kids Team to promote healthy eating and active living in addressing obesity in Louisiana.

The significant increase of children being diagnosed with adult type 2 diabetes, due to obesity, led Pam to her work in policy and environmental change to impact obesity and chronic disease.

Marilyn M. Reynaud, MD, MPH

Dr. Marilyn Reynaud is the Regional Administrator/Medical Director for the Department of Health and Hospitals, Region 2 Office of Public Health. She earned her medical degree from Meharry Medical College in Nashville, Tennessee in 1980. She completed her residency in Obstetrics and Gynecology with Tulane University at Charity Hospital of New Orleans in 1984 and is board-certified in Obstetrics and Gynecology. Following her residency, Dr. Reynaud practiced in Kansas City, Missouri until 1997 at the Samuel U. Rodgers Community Health Center and Truman Medical Center, the main teaching hospital for the University of Missouri at Kansas City (UMKC)-School of Medicine.

In 1997, the National Health Service Corps presented Dr. Reynaud with a Ten Year Length of Service Award - an award recognizing dedication and commitment to providing primary health care to underserved communities. In 1998, Dr. Reynaud received her Master of Public Health from the Tulane University School of Public Health and Tropical Medicine. She joined the Louisiana Office of Public Health as the Region 2 Medical Director in 1999. Since January 2012, she has served as the Administrator/Medical Director for the Region 2 Office of Public Health.

Dr. Reynaud directs the execution of a multitude of Public Health programs in the 7-parish Region 2 Office of Public Health. She leads a team of Public Health Professionals working in the areas of environmental and personal health services and emergency preparedness and response activities. She also interfaces with municipal authorities, community leaders and organizations. Dr. Reynaud is the Public Information Officer for the Region 2 Office of Public Health and can often be heard responding to concerns about diseases and conditions of Public Health importance and promoting prevention efforts.



OUR LADY OF THE LAKE
REGIONAL MEDICAL CENTER
Franciscan Missionaries of Our Lady Health System

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Franciscan Missionaries of Our Lady Health System